



How To Decide Where To Send Your Darlings

by Kelli Allen

Sending our writing to presses/publications means that we must take a deep breath, cross a few crossable appendages, pack our egos away tight and safe, and hope. It also means that we trust our words are ready for a wide (eager) readership and are in some way contributing to the larger literary community. So where do we begin, and how do we determine the best homes for our word children?

AESTHETICS:

The first step in submitting is determining your own style to decide if it will be an aesthetic match with a press/publication. This requires you to know your own work intimately before attempting to ascertain what a journal may be looking for from you. The best way to gauge a publication's aesthetic is to read its mission statement and AT LEAST three previous issues. Once you have determined how your work may fit in with the overall mission of a press, you are ready to move on to submission guidelines.

ONLINE VS. PRINT:

When you send your words into the world, you need to consider how you want those words accessed and enjoyed. Online-only journals are currently quite popular, as they offer immediate access to work and often keep work in online archives to be viewed in the future. Print-only journals generally require a longer wait time, as they must first go to print and then

be processed through the postal system. The ideal press/publication will offer online and print so that you have the best of both worlds: easily sharable and accessible work, and also the pleasure of holding a physical book.

PAY ATTENTION TO SUBMISSION GUIDELINES:

- Check to see if the publication/press requires a cover letter
- If they want an author's bio, check for word count
- Make sure your work is formatted to the press/publication's exact specifications

PAYING VS. NONPAYING JOURNALS AND MAGAZINES:

It is ideal to be paid for one's work. That said, many journals and magazines simply do not have the funds available to pay contributing authors. Instead, many presses offer a subscription or a few author's copies as payment for your work. As you narrow down your submission lists, you might decide to specially note those presses that are able to pay writers for their prose and poetry. A journal's ability to pay an author does not necessarily reflect the quality and reputation of said journal.

(Your Darlings continues on page 2)

UPCOMING EVENTS

Oct 11, 7pm @ THE HEIGHTS:
Writing Marketing Into Your Book
with Pat Dorsey & Linda Austin
— stlouispublishers.org/event-2493988

Oct 14, 10am–5pm @ St. Louis Central Library:
St. Louis Small Press Expo
— stlouissmallpressexpo.com

Oct 28–29 @ Mizzou:
ShowMe Writers Masterclass
with Andrew Doty & Peggy Nehmen
— showmewriters.com

Nov 3–4 @ Kranzberg Arts Center:
St. Louis Indie Book Fair
— stlouisindiebookfair.org

Nov 8, 7pm @ THE HEIGHTS:
Creating Relationships for Marketing Your Book
with Mike DePung & Tim Yohe
— stlouispublishers.org/event-2493999

Nov 18, 8am @ STLCC Meramec:
How to Publish Your Own Book: What You Need to Know
with Warren Martin, Andrew Doty, Peggy Nehmen, & Bob Baker
— stlcc.edu/ContinuingEducation/classes/index.asp?Cat=XWRT

SLPA Member Official Notice: The annual SLPA member meeting and board elections will take place on November 8 at 7pm at THE HEIGHTS. To nominate a member for a board or official position, please contact SLPA President Warren Martin at president@stlouispublishers.org.

Writing Marketing Into Your Book

with Linda Austin and Patrick Dorsey

October is the time to prepare for NaNoWriMo – National Novel Writing Month. In November, will you take up the challenge to write 50,000 words of a novel, or maybe a memoir or nonfiction book? Perhaps you will be inspired toward a different goal, like working through a third draft, or polishing the “final” version.

Many authors are completely focused on the writing and not what comes after: the dreaded *book marketing*. But after the book is published is too late to begin thinking of how to attract readers. You should already have followers on your website and social media. What will you say to them? Why should they read your book?

You can do yourself – and your book – a big favor by thinking of ways to write marketing (and social media posting) opportunities into your book, making your job as book promoter a lot easier. This may feel too cold and business-like – you just want to write whatever and however – but if you want a better chance to break even financially or sell all those cases of books you'll have stored in the spare bedroom, writing with a bit of business smarts can be your ticket to sales success.

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ORGANIZING YOUR SUBMISSIONS:

Even if every submission you send goes through a submission manager like [Submittable](#), you still need to organize your submissions on your own. This is important so that you know exactly when you sent your work and so that you may easily withdraw work that has been simultaneously submitted upon acceptance elsewhere. It is critical that you notify a press immediately if your work is accepted by another publication.

Below are three resources to help you select and organize your submissions:

- Duotrope ([duotrope.com](#)): monthly fee for use, updated daily
- Entropy ([entropymag.org/category/where-to-submit](#)): free and updated monthly
- NewPages ([newpages.com](#)): free and updated monthly

Happy submitting!



(Writing Marketing continued from page 1)

On October 11, join SLPA Board members and authors Linda Austin and Patrick Dorsey as they discuss ways to write your book so that it will:

- Appeal to the news media
- Attract niche audiences
- Give you topics to write about on your blog and other social media to draw attention to your book

Having all this in place will help your book find its readers and sell!

Linda Austin wrote her mother's memoir, *Cherry Blossoms in Twilight*, a WWII Japanese civilian memoir, which is still selling after ten years. She has also published *Poems That Come to Mind* and *Battlefield Doc*, a Korean War combat medic's memoir, two more books with built-in reasons to publicize.

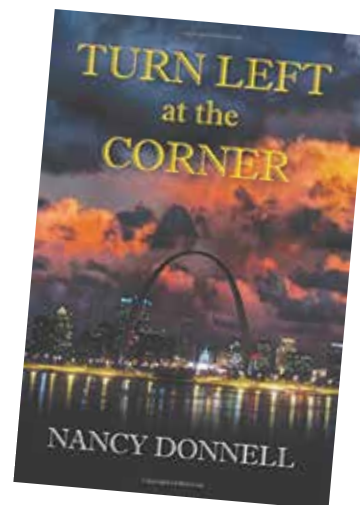
Patrick Dorsey is the author of the bestselling collection of true ghostly accounts *Haunted Webster Groves*, the historical adventure of the Crusades *God's Forge*, and the upcoming business book *Write the Winning Proposal*, all with their own specific audiences and ways to reach them.

Writing Marketing Into Your Book: October 11 at 7pm at THE HEIGHTS: Richmond Heights Community Center, in The Argus Room, 8001 Dale Ave., Richmond Heights, MO, 63117.

Doors open at 6:30pm; meeting begins at 7pm. Monthly meeting cost: FREE for members, \$10 for non-members (guest fee will be applied to membership if you decide to join at that meeting).

For more information, visit [stlouispublishers.org/event-2493988](#).

THE BOOK CORNER



Turn Left at the Corner

Nancy Donnell

Secrets, loss, abuse, and powerful bonds link the lives of four strangers forever.

Difficult and fateful decisions lead them on emotional journeys of self-discovery. Read more at [amazon.com/Turn-Left-Corner-Nancy-Donnell/dp/1547223332](#).

MEMBERSHIP
\$60 in 2017

Meets on the Second Wednesday of the Month

RICHMOND HEIGHTS
COMMUNITY CENTER (THE HEIGHTS)
The Argus Room
8001 Dale Ave.

Richmond Heights, MO, 63117
(Child care available at The Heights)

Doors open for networking at 6:30pm
Program begins at 7pm

The meeting concludes around 8:30pm
Networking until 9pm

Regular meetings are free to members.
Guests: \$10 at the door.



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