



WEDNESDAY, November 11, 2015 • Doors Open @ 6:30 PM • Meeting Starts @ 7 PM

It Takes a Team

No one writes and produces a book alone. It takes a team of professionals to turn your written words into polished prose that will jump off the shelf, or Amazon’s website, and into a reader’s shopping cart. No matter how well written your book is, it is the raw material that will be transformed in the hands of an experienced book editor and graphic designer—especially when they function as a well-oiled machine.

Editors and designers bring two different perspectives to books. Editors are verbal; designers are visual. Editors use words to deliver the author’s message; designers use images and type to package that message.

Some books are easy, fun, and uncomplicated. But frankly, those are rare. Most books present stumbling blocks for either the editor, the designer, or both. If authors knew ahead of time how to avoid those hurdles, the editing and design processes would take less time, cost less money, and create fewer misunderstandings. That is what this program will help you learn.

Bobbi Linkemer and Peggy Nehmen have collaborated on twenty-two books since they met at an SLPA meeting in 2007. The first book they worked on was *not* a team effort. Corinne Richardson had begun writing *Dressing Nifty After Fifty* in Bobbi’s class at Meramec. Bobbi did the first round of editing, and Peggy designed the book. Their partnership didn’t begin until their next book, when they learned the hard way what it takes to work with each other to produce a quality product.

Bobbi Linkemer is a writing coach, ghostwriter, editor, as well as the author of eighteen books, six of which are on writing. Her passion is helping writers at all levels convey their messages through books. To that end, she has guided twenty-four published authors through the steps of writing, publishing, and promoting their nonfiction books; taught for seven years at Meramec Community College and launched a successful online course. Contact Bobbi at WriteANonfictionBook.com, bobbi@writeanonfictionbook.com, or 314-968-8661.



Bobbi Linkemer

Peggy Nehmen, a veteran graphic designer, has a love of typography, book design, and all things creative. Her design studio, Nehmen-Kodner, helps self-published authors through the design process to produce customized book covers and interiors, as well as provide branding and marketing. Every book is unique, and every author has a distinct story to tell. Peggy goes beyond the ordinary to create book covers and interiors that reflect that individuality. Contact Peggy at n-creative.com, pnehen@gmail.com, or 314-548-6001.



Peggy Nehmen

Author’s Guide to Working With Your Editorial/Design Team

By Bobbi Linkemer

- Be clear on the style and tone you want—conversational, formal, academic, lots of bullet points—so that you can discuss your preferences with your editor.
- Be sure your copy is as clean as you can make it before you turn it over to the editor.
- Be willing to accept suggestions and critiques on what you have written.
- Give your designer a copy-edited manuscript; corrections at this stage of production incur additional charges.
- If you have an idea for an image, tell your designer, even if it something as simple as, “I’d like a photo on the cover” or “I love bright colors.”
- Look at other book covers in your genre to see what your competition is doing.
- Be prepared to write your back-cover copy. You will need a punchy headline and book description, a brief author’s bio, and a couple of positive endorsements.
- Have a professional author’s photo taken.

COMING UP

DECEMBER 9TH

PITCHAPALOOZA

WE’LL GET A BIT RAUCOUS, as we throw out ideas to help you pitch your books. Open to members first, to reserve one of the coveted hot seats contact Warren Martin. Available to guests as time permits.

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JANUARY 13, 2016

Fred Miller,

International coach and author, will present his “NO SWEAT Elevator Speech!” techniques. A must for any author who is looking for opportunities to get their book out into the marketplace.

Two Experts Every Author Needs

by Bobbi Linkemer and Peggy Nehmen

Editors and book designers make a good team, but they bring different talents and abilities to your book project. Here is what you need to know about what they do.

Editors

- **Developmental editors** help you plan and organize your material in a logical, convincing manner. What is your message? How can you break it down into its component parts? What do you need to know? Before you even start writing, a developmental editor can help you build the foundation for your book.
- **Acquisitions editors** represent publishers to acquire books for the publishing house. They work with authors to refine proposals, understand contracts, and submit manuscripts that conform to publishers' guidelines and templates. Acquisitions editors can help you become accepted by a traditional publisher.
- **Content editors** may enter the process at any stage but usually once all or part of the book is written. Content editors look at the big picture, writing style, structure, flow, language, and accuracy. Is the "voice" consistent? Did you cover the basics, or is your manuscript suffering from overkill? Are your facts correct? Is the book coherent?
- **Copyeditors** are the last ones to look at a manuscript. Their job is to check for grammar, punctuation, and typos, word by word. Do you have agreement in tenses and between nouns and pronouns? Are you hooked on semicolons? Are you careless with your sentence structure? Even if you have read your book ten times and had it edited, hiring a copyeditor is nonnegotiable.
- **Proofreaders** are the last editors to review your book. Whether you are self-publishing or traditionally publishing, once the manuscript has been designed and converted to page proofs or galleys, they comb through it for errors in writing and design. When the proofreader signs off, the next stop is printing.

Book Designers

- **Book designers** help authors clarify their books' genres and book categories. Is it fiction or nonfiction?

Romance? Fantasy? Horror? Biography? Instructional? Reference?

- **Book designers assist you in identifying your target audiences.** Your book won't appeal to everyone. Pick out five key words or phrases (meta tags) that your audience searches for. CreateSpace recommends: Search keywords can help your title show up on both Amazon.com and search engines. Pick phrases that you think customers are likely to use when they search for your title specifically or shop for products that may be similar in subject matter.
- **They explain what a thumbnail is and why it's important.** When you search for books online, think about the size of book covers Amazon displays first. A thumbnail image, which is the smallest and most important size of your book cover. This is where you need to "capture" your audience with title and image. Can you read the title on the thumbnail image? Or do you have an alluring image that peaks a reader's interest and makes you want to click?
- **They describe the elements of an effective book cover.**

Title: The top half of the book cover is prime real estate. Most titles are on the top. Leave space for a subtitle and the author's name.

Images: photos, illustrations, or typography. Make sure you have good contrast. Don't rip off images you find on the Internet. They may be copyrighted or low resolution. Search for free images on sites such as Morguefile.com, Photopin.com, <http://pixabay.com>, Freeimages.com. Better yet, use your own custom artwork. Scan at a high resolution and large size. (300 dpi).

Fonts: must be readable at a small size (thumbnail image). Match the font to your genre and category. Have a tight budget? Use a free font site, such as dafont.com.

It's an advantage if your editor and book designer have worked together before and have established a solid rapport. Chemistry is a very important part of teamwork.



Poster for the Creative Entrepreneur Summit. The text on the poster includes: "SATURDAY, NOV. 14 / 10AM - 6PM", "7 Steps to Building a Thriving Career in the Arts", "CREATIVE Entrepreneur SUMMIT", "A HANDS-ON WORKSHOP FOR MUSICIANS, VISUAL ARTISTS, WRITERS, PHOTOGRAPHERS, DESIGNERS, PERFORMERS, AND ANYONE WANTING TO MAKE A DIFFERENCE (and a living) WITH THEIR CREATIVITY.", "Presented by Bob Baker", "Arden Mead Center, 17 Selma Ave, Webster Groves, MO 63118", and "Register online: EmpArtist.com".

JOIN BOB BAKER THIS SATURDAY
Go to register at: <http://bob-baker.com/buzz/creative-entrepreneur-summit/>

THE BOOK CORNER

A Boy Named Love

by Annie Sorensen

A Boy Named Love features two main characters:

Love and his dog, Sam, who is his best friend. Love struggles to be accepted by his classmates. He has a unique personality and confides in Sam one day that he wants to be different. When his peers start treating him better, he thinks the changes he made are a good thing until something happens to Sam that threatens to change everything. The book concludes with a heartwarming ending that will make kids smile and adults appreciative of the relatable, positive storyline.

The book was designed by Davis Creative and illustrated by SLPA member Peg McClure. Cover design was by Ryan Sorensen.

A Boy Named Love is available through Amazon. Or visit www.anniesorensen.com/ABoyNamedLove

