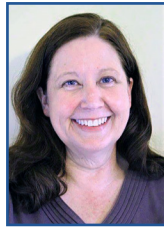




Partner With the Local Library to Promote Your Book presented by Jennifer Alexander from St. Louis County Library

The public library plays many roles in the community. It can be a gathering place, an avenue for continuing education, and a resource for enthusiastic readers. The library offers many tools to connect readers with print books, e-books, and audiobooks. Book discussion groups provide opportunities to talk about beloved titles and discover new favorites. Author events can give readers a view into the writing process and the chance to meet both authors and fellow fans. The many ways that the library serves readers may also be a benefit to local authors.



Jennifer Alexander

7 pm, May 10
via ZOOM

examine the current policies and procedures used by St. Louis County Library.

In 2022 St. Louis Public Library and St. Louis County Library merged their catalogs. Library patrons in both the city and county now have access to both catalogs and can request materials to be delivered to their local branch. This merger has allowed collection development librarians to see what materials their patrons want that had been previously unavailable.

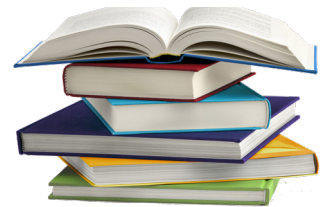
Most libraries have an online form for patrons to request books they do not see in the catalog. This is a helpful tool in building the collection. Tracking the books in the catalog that are requested is also a helpful tool. Some readers may search for a title, be disappointed and not take the extra step

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Join us on May 10 and discover ways to “Partner with the Local Library to Promote Your Book,” presented by Jennifer Alexander from St. Louis County Library.



Jennifer Alexander is a Collection Development Specialist for St. Louis County Library. She has been with the library since 2005, working as an assistant branch manager and a reference librarian before joining collection development in 2010. She holds a Bachelor of Arts degree in History from the University of Dallas and a Master of Arts degree in Library and Information Science from the University of Missouri.



The Profitable Way: Hand-Selling Your Books to Build Your Business by SLPA Vice President Cherie Postill

Join the St. Louis Publishers Association on June 14 for “The Profitable Way: Hand-Selling Your Books to Build Your Business,” featuring author, marketing professional, and SLPA Vice President Cherie Postill.



Cherie Postill

Cherie Postill will share the why, where, and how to hand-sell your books. The why is no secret and doesn't change with the genre; authors must sell books and find readers for their next book. Where you invest your time and money varies with your target audience. How you sell your book is the key to getting your book in the hands of your readers, building a fan base, and making a profit.

In this interactive session, authors will learn strategies for finding and choosing events that attract the most readers in their target

market, where to sell fiction vs. nonfiction books, and the secret to why some authors consistently sell more books at events. The session includes interviews with tips and advice from three veteran authors on hand-selling.

Knowing your market is a critical step towards successful book sales online and in person. Participants will define and refine their ideal readers and get a clear picture of who will purchase and adore their book. This will inform the decision of where to put your time and resources.

Exercises include a challenge to “sell” your book/story to fellow participants in three sentences or less after learning techniques that make it EASY. Writers will be encouraged to begin a list of places to sell their books, share ideas and give feedback.

St. Louis Publishers Association Vice President Cherie Postill is a writer, a marketing professional, and a speaker. She is the author of How to Train a Beta Reader and Sell More Books, a

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ZOOM
(new as of 5/5/23):
Sign up is free. Join from your smartphone, computer, or tablet. If it's your first time, follow the prompts and allow it to access your camera and microphone.
Click on this link for the meeting: <https://zoom.us/j/94227448734>. Meeting ID is 942 2744 8734. Passcode is 563402.

UPCOMING EVENTS
via ZOOM
May 10, 7:00 – 8:30pm
Partner With the Local Library to Promote Your Book with Jennifer Alexander
<https://zoom.us/j/94227448734>
June 14, 7:00 – 8:30pm
The Profitable Way: Hand-Selling Your Books to Build Your Business with Cherie Postill
<https://zoom.us/j/94227448734>

Partner continued from page 1.

to request a library purchase. By considerably expanding the number of titles available, a previously unseen demand became visible.

There have been many changes in readers' habits, the publishing industry, bookselling, and libraries since the onset of COVID-19 in 2020. The pandemic prompted a huge shift from print to e-books. Large publishers continue to consolidate. Readers get their book recommendations more from TikTok than from newspaper bestseller lists. The library continues to follow readers' interests in order to build relevant and popular collections.

Just as the library looks for what drives popularity in the reading public, authors may use the library to discern reading trends and use that information for marketing and promotion. This is just one way that your local public library can be a valuable resource for authors.

Profitable Way continued from page 1.

nonfiction guide for writers. She teaches workshops to young writers, directs a summer writers camp for kids, and serves on the St. Louis Writers Guild board as a V.P. of Contests and liaison for 20+ school districts.

Her debut fiction novel, *Cory Summers and the Wrath of Naytas*, scheduled for publication in spring of 2023, was born out of a story she has been telling her boys and their friends before bedtime, around campfires, and at sleep-over parties for over 25 years. *Mediocre — Mayhem at the Middle School*, her humor/adventure novel, is targeted for release in the summer of 2023. Connect with her at clpostill.com or cherie@clpostill.com.



Research is formalized curiosity. It is poking and prying with a purpose.

—Zora Neale Hurston

Image credit: StockSnap from Pixabay

“By the time I am nearing the end of a story, the first part will have been reread and altered and corrected at least one hundred and fifty times. I am suspicious of both facility and speed. Good writing is essentially rewriting. I am positive of this.”

— Roald Dahl



LAST MONTH'S RECAP SLPA Vendor Showcase 2023

Our first return to an in-person event since the COVID-19 pandemic was a success. This year's event featured SLPA member service providers to help with every stage of your book project, from initial idea to finished publication. For a complete listing of vendors present, see our [April 2023 newsletter](#).



Meetings on the
second Wednesday
of every month

**In-person gatherings are
suspended due to
COVID-19 concerns.**

**All meetings will be held online
until further notice.**

Admission and Membership

- Monthly meetings on Zoom are FREE
- [Membership is \\$60 per year.](#)

Visit: stlouispublishers.org/join
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