



## Telling the World About Your Book: One Person at a Time By SLPA Board Member Kevin Desrosiers

As an author, you love to write, and you enjoy reading. When it comes to telling the world about your book, do you struggle with figuring out what to say and how to say it? Do you get butterflies in your stomach just thinking about it? Discussing your book with individuals and groups is necessary for success. But how can you overcome that uncertainty and fear? Learn how to effectively respond with



Kevin Desrosiers

7 pm, March 8  
via Zoom

confidence when people ask, “what do you do” or “tell me about your book.”

Kevin will share proven methods you can start using immediately, regardless of your current speaking ability. You will learn three different ways to tell the world about your book and when to use each style. He will also help identify places you can share your message: with small groups, or if you dare, to larger crowds.

Join us on March 8 for “Telling the World About Your Book: One Person at a Time,” featuring author, professional speaker, and SLPA Board Member Kevin Desrosiers.

*Kevin Desrosiers is a professional speaker and published author who has sold most of his books through self-promotion, usually by talking to small groups of people about his book. He has been a featured speaker at conferences in Australia, South Africa, and in several cities across the United States. Outside of writing and speaking, he enjoys nature photography, table tennis, and magic. Visit [bridgeoveradversity.com](http://bridgeoveradversity.com).*

## SLPA Vendor Showcase April 12 at The HEIGHTS



Join the St. Louis Publishers Association on Wednesday, April 12, at The HEIGHTS for our annual “SLPA Vendor Showcase” and connect with publishing professionals, including book coaches, editors, graphic designers, web designers, illustrators, publishers, printers, marketers, and more.

The [SLPA Vendor Showcase](#) is the best place to meet publishing service providers, network, and discuss your project with experts. Don’t miss this opportunity to ask questions and talk to professionals who can help you!

This showcase will be our first return to an in-person event since the beginning of the COVID-19 pandemic. Masks are strongly recommended. All attendees are also encouraged to take a COVID test before arriving, and to stay home if your test results are positive. Mask requirements may change in accordance with local government mandates or updated rules at the HEIGHTS. Doors open at 6:30 pm.

Location: The [HEIGHTS](#)  
8001 Dale Avenue  
Richmond Heights, MO 63117

**ZOOM (new link for 2023):**  
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/92600221103>. Meeting ID is 926 0022 1103. Passcode is 923290.

### UPCOMING EVENTS

via ZOOM

**March 8, 7pm – 8:30pm**  
Telling the World About Your Book:  
One Person at a Time  
with [Kevin Desrosiers](#)  
<https://zoom.us/j/92600221103>

**April 12, 7pm – 9:00pm**  
[SLPA Vendor Showcase](#)  
@ The HEIGHTS  
(doors open at 6:30pm)

**April 22, 8am – 12:00pm**  
How to Publish Your Own Book  
with [Andrew Doty](#), [Jo Lena Johnson](#), [Peggy Nehmen](#),  
[Warren Martin](#), [Bob Baker](#)  
Registration ends April 18  
<https://tinyurl.com/ye3u9t6k>  
(details on page 2)

St. Louis Community College—ONLINE WORKSHOP



## How to Publish Your Own Book: What You Need to Know

Saturday, April 22  
8:00am – 12:00pm

Thinking about writing a book and want to know how to publish it yourself? Maybe you've already written one and need direction for the next steps. The St. Louis Publishers Association presents its bi-annual workshop covering the realities of independent publishing—how editing and design can make your book look great, options for getting your book into print, sales channels, e-book production, marketing tips, and more.

### Register through St. Louis Community College

WRIT-704. Section P05. Cost is \$45

Location: ONLINE WORKSHOP

Last day to register is April 18.

[tinyurl.com/ye3u9t6k](https://tinyurl.com/ye3u9t6k)

## KUDOS CORNER

SLPA Member:  
Katie Otey



**Katie Otey** is our scholarship winner for the upcoming 2023 IBPA Publishing University conference, May 4-6, in San Diego, California. She is a poet, motivational speaker, and author of *Every Other Christmas*, an illustrated book about a young child spending every other Christmas celebrating different traditions across both sides of their family. She is the founder of Phoenix Media & Books, an independent publisher preparing to launch its first set of books this year, including the debut title, *Sister*, a foster-to-adoption picture book written by Leia M. Johnson. Katie will be a featured presenter during the [2023 Writers Conference of St. Louis](#), a full-day writing event at the DoubleTree by Hilton St. Louis at Westport, on March 11.

Visit [katieoteywrites.com](https://katieoteywrites.com) and [phoenixmediaandbooks.com](https://phoenixmediaandbooks.com).

“Hold fast to dreams,  
For if dreams die  
Life is a broken-winged bird,  
That cannot fly.”

— Langston Hughes



## LAST MONTH'S RECAP Content Extensions to Make Money Besides Book Sales

Sincere thanks to author and serial entrepreneur **Bonnie Daneker**, for revealing the benefits of extending your existing content and sharing real-life examples across multiple genres.



Bonnie Daneker

Visit [theauthorsgreenhouse.com](https://theauthorsgreenhouse.com).

Content extension is repackaging your original content into different versions/formats to help you connect with audiences in their preferred format. Not only will this help to increase your SEO rankings, but it also frees up space for you to create more. Repurposing your existing content means you have more to offer that audiences will appreciate, so think about content creation while you create! For example:

**Written content can be repurposed into:** infographics, listicles (listed articles), podcasts, narrated chapters, courses/workshops, summaries, and “best of” series.

**Podcast content can be repurposed into:** best/worst quotes, case studies, blog posts, keynote presentations, commercials, and transcripts.

**Video content can be repurposed into:** blog posts, checklists/toolkits, Q&A snippets, ad clips, teaser clips, and sizzle reels.

**Writing Nonfiction?** Use your table of contents as a listicle (a listed article).

**Writing Fiction?** Focus on your characters and how they can “travel” beyond the page (toys, gifts, other physical experiences).



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](https://stlouispublishers.org/join)  
[stlouispublishers.org/benefits](https://stlouispublishers.org/benefits)

### SLPA NEWS & VIEWS

Editor: [Kerri Holloway](#)  
Designer: [Carolyn Vaughan](#)  
Webmaster: [Kevin Ericson](#)

