



Polish Your Pitch: The One-Minute Book Marketing Challenge

Moderated by Bob Baker

Come ready to practice your book-pitching skills and get valuable feedback. Make no mistake: your ability to clearly communicate who you are and what your book is about will lead to more publicity, more readers, and more sales. As a self-promoting author, you need to learn this skill. Learn how to hone your “elevator speech” at this special book marketing session.



Bob Baker

December 13
at THE HEIGHTS



are encouraged to offer feedback, as time allows.

Current SLPA members will have first preference to offer their pitch, then we’ll take volunteers from the audience in the remaining time.

Whether you get direct feedback or observe advice given to other authors, don’t miss this great opportunity to polish your in-person book description!

Join us on December 13 to “Polish Your Pitch” during our annual one-minute book marketing challenge, moderated by SLPA past president and marketing master Bob Baker.

Bob Baker helps musicians, authors, and creative entrepreneurs use their talents and know-how to make a living and make a difference in the world. He is the author of several books, including the highly acclaimed *Guerilla Music Marketing Handbook* (which appeared in the movie *School of Rock*, starring Jack Black). Check out Bob’s free blog, podcast, video clips, and more at FullTimeAuthor.com and TheBuzzFactor.com.

Meet us at THE HEIGHTS starting with our December 13 meeting.

We are returning to in-person gatherings. If you can’t make it in-person, we will live-stream the meeting through the Zoom link. **We hope to see you there!**

The A Becoming an Empowered Behind and Inspired Author Desrosiers January 10 with Terese Messman

Have you always wanted to publish a book, but lack the confidence to move forward with this dream? Does it seem like being a successful author of a bestselling book is only for those who have more experience, resources, and confidence than you? Perhaps you fear that your message will not be of interest to a large audience, yet the notion of getting your message out to the world keeps persisting.



Terese Messman

How do you move from concept to creation to publication, and then marketing, promotion, and success?

Terese Messman, M.A.T., C.L.O., chief listening officer of **Inner Voice Empowerment**, will help SLPA colleagues move their mindset from “imposter syndrome” to “empowered and inspired author.”

Messman identifies the commonly experienced blocks that try to make us “shrink” or step back when on the brink of sharing our talents, insights, and wisdom with the world due to what’s often called “imposter syndrome.” Breaking down the barriers that would hold you back from sharing our

message with the world will free you to fulfill your mission through the empowering techniques of listening to and trusting your inner voice. Be prepared to discipline thought, embrace a mindset-reset, and soar into an adventure of new and rewarding territory — you won’t look back once you see what’s possible!

Messman’s latest book, Stop People-Pleasing and Listen to your Inner Voice, chronicles her journey from a “less-than” mentality in her creative endeavors to become a confident, joyous, and productive businesswoman, author, speaker, and coach.

Messman began winning awards for writing as early as age 8, and fine-tuned her writing, teaching, and public speaking with Apple Computer Inc. in the Steve Jobs era.

She earned a master’s degree in K–9 education, continued to publish and mentor authors of all ages; and founded what became a 25-year environmental import business, Microfibers Unlimited.

If you have questions for Messman before her SLPA talk, email her at tmicro@att.net.

ZOOM

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. Use this link for the meeting: <https://zoom.us/j/94227448734>.

Meeting ID is 942 2744 8734. Passcode is 563402.

UPCOMING EVENTS

Live-Stream the monthly meeting
<https://zoom.us/j/94227448734>

December 13, 7:00 – 8:30pm
Polish Your Pitch:
The One-Minute Book Marketing Challenge
with [Bob Baker](#)
@ THE HEIGHTS
8001 Dale Avenue
Richmond Heights, MO
(doors open at 6:30pm)

January 10, 7:00 – 8:30pm
Becoming an Empowered and Inspired Author
by [Terese Messman](#)
@ THE HEIGHTS
8001 Dale Avenue
Richmond Heights, MO
(doors open at 6:30pm)

SLPA welcomes new and returning board members for 2024

Election results are in!

Thank you to all who voted for the 2024 board of directors. New members are Ruth E. Thaler-Carter, communications director, and Dixie Gillaspie, membership chair. Returning to office are Andrew Doty, president; Cherie Postill, vice president; Michael DePung, secretary; Linda Austin, treasurer; Jo Lena Johnson, ambassador; Kerri Holloway, special events coordinator; Kevin Ericson, historian; and Sean Gold, webmaster.

Sincere appreciation to outgoing members Kevin Desrosiers, Pat Dorsey, and Jack Frosch for their service and contributions!

The SLPA Needs You!

Interested in being more involved? We need volunteers for these leadership positions. Contact President Andrew Doty at president@stlouispublishers.org.

- o Graphic Designer
- o A/V Manager
- o Treasurer
- o Social Media Manager



Early Bird Discount and Scholarships Available for IBPA Publishing University 2024

<https://www.publishinguniversity.org/>

The Independent Book Publishers Association (IBPA) is offering scholarships to attend IBPA Publishing University — the most anticipated conference of the year for independent publishers — in Denver, CO, April 25-27, 2024. To lock in the lowest rate (15% off registration), register before January 31, 2024. The SLPA is a local affiliate. To apply for the scholarship, you must be a current member of both the SLPA and the IBPA.

Deadline is December 31, 2023.



LAST MONTH'S RECAP The Self-Publishing Revolution

In an October 2023 webinar, **SLPA President Andrew Doty**, owner of [Editwright](http://editwright.com), provided the good, the bad, and the potential of the “Self-Publishing Revolution.”



Andrew Doty

“Self-publishing is publishing your own work independently,” Doty said, and is now considered bigger than traditional publishing. The Internet “radically changed things because you could publish immediately, for free and on your own. Now you can print a single book or several (yourself).”

The good news is that such authors receive all the income from sales of their writing and self-publishing is “easier than ever before,” but “the tradeoff is that you have to cover all of the costs.” That means editing, proofreading, cover and interior design, marketing and promotions, and distribution/sales.

“The options are pretty limitless, but complex,” Doty said. “Publishing is hard work and requires lots of information and

processes. I implore every self-publishing author to get at least two opinions before publishing. You should research how to publish your book extensively. This has everything to do with how the public responds to your book.”

Reasons to self-publish include “because you can, you don’t want to be subject to someone else’s judgment, you get the biggest piece of the pie, you can manage the flow on your own timeline, it can be faster than traditional publishing.”

Doty’s six stages of publication are writing, developmental editing, copyediting, design, proofreading, and printing, with improvements by the author between editing steps.

Resources for those considering joining the self-publishing revolution include Jane Friedman’s “Key Book Publishing Paths”; Espresso machines in some bookstores; and online services, such as Amazon/KDP, Lulu, and Ingram Spark.

For more details, see the program description in the September 2023 SLPA newsletter or contact Doty at Andrew@editwright.com.

KUDOS CORNER

Jaron Vail has started a newsletter called “Notes from a Park Bench Philosopher.” It’s a blend of social, cultural, and political commentary from a poet’s perspective that also will provide updates about his upcoming books and public appearances.

Outgoing SLPA Board Member Kevin Desrosiers was seen in local TV promos for the 2023 Walk to End Alzheimer’s - St. Louis.

Newly elected SLPA Board Member Ruth E. Thaler-Carter is a writer, editor and speaker. Her recent presentations include: “The Challenges and Rewards of Working with Self-Publishing Authors” for the EFA Houston chapter; “The Joys of Subcontracting” for TechWrite STL; “Freelancing 201” at the 2023 Society of Professional Journalists convention; “The Basics of Editing and Proofreading” at Spine Indie Book Fair 2023; and “Finding and Working with an Editor or Proofreader” and “Speaking Up: Tips on Becoming a Presenter” at the first St. Louis Writers Guild/Missouri Romance Writers Association Fiction Writers Workshop. Contact her at writerruth.com.



Meetings on the
second Wednesday
of every month

**In-person meetings resume
at THE HEIGHTS on
December 13.**

Admission and Membership

- Monthly meetings on Zoom are FREE
- [Membership is \\$60 per year.](http://stlouispublishers.org/join)

Visit: stlouispublishers.org/join
stlouispublishers.org/benefits

SLPA News & Views

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