



# News & Views

▶ Empowering authors and publishers to create and market books

DECEMBER 2010

## December 8 meeting at Brentwood Community Center The Entrepreneurial Author

At our December meeting, rogue marketer Kevin Hocker will share more than 20 key ideas, mindsets and strategies that every author MUST know to expand their reach and fully leverage the potential impact of their book.

In this lively session, Kevin will help you clearly identify how to integrate your book into your business and your business into your book—and how to integrate both into your life successfully. Kevin is a successful entrepreneur who has used and marketed his books in unique ways that have produced tangible results.

Don't miss this rare opportunity as Kevin shares advanced content from his Aspiring Author Academy. Learn the important principles of Authentic Authorship, as well as the critical differences that the most successful Entrepreneurial Authors practice. A long-time student of philosophy and personal development, he believes a book can't take you to a higher level if you aren't willing to go there with it. This will be an inspiring year-end session.



**Featured Speaker:** Kevin Hocker is the author of *The Success Compass: Your Roadmap for Results*. He is also a publishing coach and creator of the Aspiring Author Academy seminar. Learn more about Kevin Hocker at [www.TheSuccessCompass.com](http://www.TheSuccessCompass.com).

SLPA meets on the second Wednesday of the month at:

**Brentwood Community Center**  
**2505 S. Brentwood Boulevard, Brentwood, MO 63144**

Doors open for networking at 6:30 PM, meeting begins at 7:00 PM. The formal meeting concludes at about 8:30 with networking continuing after the meeting.

Our regular meetings are free to Members.  
Guests – \$10.00 at the door, cash or check only.

## Start the New Year in Style

Get your book publishing act together! Join us as we guide you in creating a book proposal, provide writing and editing tips, and get you on your way to a productive 2011. **Mark your calendar for Wednesday, January 12, 2011**

## Happy Holidays from all of us at SLPA!



*"At book store. After reading a book  
in digital form I want to make a pile of these  
and dive into them like leaves."*



— 11/9/10 tweet from John Dickerson (@jdickerson)  
Political correspondent *Slate magazine*/Analyst *CBS News*

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## Authors as entrepreneurs and heroes

by Rebel Brown


**Note from Rebel Brown:** I'm proud to host Clint Greenleaf as my guest columnist. Clint is the founder and CEO of Greenleaf Book Group, who also happens to be my publisher. The publishing business is one of the best examples of a dinosaur in the making. Publishers refuse to release the gravity inherent in "the way we've always done it," even as the digital era roars over them. Clint and his team are a fabulous example of challenging the status quo in this rapidly evolving industry.

Publishing is an industry plagued by the status quo on many fronts: the policy of our product being 100% returnable by retailers, which few publishers can successfully work around; the long timeline it typically takes major houses to bring a product to market (years); and the paying of non-refundable upfront advances that leave most projects in the red. Alternative publishing models have grown to challenge some of these practices, but despite their growing success, we still face an uphill battle against the most dangerous status quo in publishing—the idea that a writer's work is of no merit if the author paid to have it published.

Our business development manager, Tanya Hall, comes from a broadcast background and recently commented on how publishing is the only media sector where the creator is scorned if funding his or her own work. In film, if you are an "indie filmmaker," you're the darling of the industry. In music, most record company deals are ultimately artist-funded (record company pays to produce the album and draws down those costs from royalties before the artists see a dime). Despite funding their own ventures, those artists are not shut out from the award opportunities, association memberships, media reviews, etc., the way self-funded authors are.

Entrepreneurs who bootstrap (fund their own ventures) are the heroes of business. I built Greenleaf Book Group this way: I believed in it enough to put my own money on the line. My authors do the same – they contribute to production costs on the front end and retain much more (35% of list price) on each unit sold than in a traditional model. Our company brand is built around quality, so we don't suffer from some of the snubs that our self-published cousins contend with. Even so, some high-profile organizations designed to support authors deny membership to any author who has paid his or her publisher for services. To exclude an author based on the business model behind the work is short-sighted and goes against everything these organizations claim around supporting authors and developing genres.

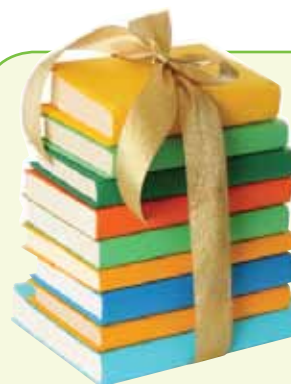
To be fair, I fully realize the volume of bad self-published work out there. We reject hundreds of submissions every month, but unlike those who blacklist author-funded works, we take pride in recognizing the potential in books that need a bit of help in positioning, titling, repackaging, etc. If the weakness can be fixed, we will explore fixing it. Our mission is to support these authors with our knowledge of the marketplace. Otherwise, they work in a vacuum and never have a chance to develop. Associations, reviewers and others with a vested interest in the growth of publishing owe it to themselves to take a similar stance.

Those in the writing community lament that with traditional houses gambling less on new voices, the overall quality of modern literature will decline. Whether you are a book review editor, media producer, awards director, or literary association leader, if you are blacklisting bootstrapped authors, you are a huge part of the problem. The talented new voices are out there, but you must be open to hearing them regardless of the business model behind their work. Put your money where your mouth is and support your own. 

Article Source: [www.articlesbase.com/business-articles/authors-as-entrepreneurs-and-heroes-2418388.html](http://www.articlesbase.com/business-articles/authors-as-entrepreneurs-and-heroes-2418388.html)

Clint Greenleaf is the founder and CEO of Greenleaf Book Group. GBG, an Inc. 500 Company, is a leading publisher and distributor with several *New York Times* and *Wall Street Journal* bestsellers. Clint (a CPA) sits on the University of Texas Libraries Board, blogs for Inc.com, and has been featured in the *Wall Street Journal*, *Inc. magazine*, *Fox Business*, *MSBNC*, *Money magazine*, *Forbes*, and *Entrepreneur*. Clint speaks about publishing and entrepreneurship across the country at conferences, seminars, and schools.

*About the Author:* Rebel Brown consistently challenges the status quo whether it be in her personal life, or to deliver optimum solutions and high velocity growth for her clients and readers. She combines the lessons learned from over 20 years as a global corporate strategy, launch and turnaround expert, along with the strategic expertise, tactical savvy, leadership and motivational skills needed to get the job done. Check out Rebel's new business book, *Defy Gravity*, where she shares proven strategies and tactics for growing your business even in a down economy.



"A book is a gift you can open again and again."



— Garrison Keillor,  
American writer and  
broadcaster

## No one faces rejection more often than an author

by Dan Poynter

Why do so many books get their start being published by the author? Rejection! The explanation is simple and let us not blame the publisher for failing to recognize good writing. Publishers cannot be experts in every type of fiction and nonfiction. Let's face it, publishers specialize or, at least, they have a record of accomplishment with certain types of books. When your manuscript is rejected by a publisher, that is not a bad grade for your work. It simply means that the publisher does not get it! If a publisher specializes in travel books and you send a manuscript on vegetarian eating or parenting, that publisher will not know whether your work is good and will not know where to sell it. You do not want that publisher anyway. To find the *right* publisher for your work, do your homework and match your manuscript to the publisher.

Alternatively, to make more money, get to press sooner and keep control of your work, publish yourself. Self-publishing is legitimate, an early-American tradition. In the early days of the New World, the person with the printing press was often the author, publisher, printer and bookshop. Some people think that most of those who self-publish do so because several publishers have turned them down. That is occasionally true. However, most people today weigh the advantages and disadvantages of selling out to a publisher and make an educated decision to publish themselves. The big New York publishers (there are only five left due to consolidation) publish only 22% of the books. The rest come from the 55,000 small (mom & pop) publishers and single-title self-publishers.

Self-publishing should not be confused with "Vanity" publishing where an author pays (an exorbitant price to) a publisher to turn his or her manuscript into a book.

Here is a partial list of well-known self-published books. Some are still sold by the author, some authors have sold out and some books have started successful publishing companies.

- *What Color is Your Parachute* by Episcopal clergymen Richard Nelson Bolles. 22 editions, 5 million copies and 288 weeks on the *New York Times* bestseller list. Now published by Ten Speed Press.
- *In Search of Excellence* by Tom Peters. Over 25,000 copies were sold directly to consumers in its first year. Then it was sold to Warner and the publisher sold 10 million more.
- *The Celestine Prophecy* by James Redfield. His manuscript made the rounds of the mainstream houses and then he decided to publish himself. He started by selling copies out of the trunk of his Honda—over 100,000 of them. He subsequently sold out to Warner Books for \$800,000. The number-one bestseller in 1996,

it spent 165 weeks on *The New York Times* bestseller list. Over 5.5 million copies have been sold.

- *Fifty Simple Things You Can Do to Save the Earth* spent seven months on the *New York Times* bestseller list and sold 4.5 million copies in its original and premium editions.
- *The Joy of Cooking* by Irma Rombauer was self-published in 1931 as a project of the First Unitarian Women's Alliance in St. Louis. Today Scribners sells more than 100,000 copies each year.
- *Embraced by the Light* by Betty J. Eadie spent 76 weeks on the *New York Times* hardcover bestseller list, 123 weeks on the *Paperback List* and was sold to Bantam Books for \$1.5-million. The audio rights brought in another \$100,000. Then she established Onjinjinka Publishing to publish her future projects.
- *The Macintosh Bible* by Arthur Naiman has become the best-selling book on Apple products with over 900,000 sold.
- *The Encyclopedia of Associations* by Frederick Ruffner led to the establishment of Gale Research Company with 500 employees.
- *The Christmas Box* by Richard Paul Evans. The 87-page book took him six weeks to write. He published it and promoted it himself. It did so well he sold out to Simon & Schuster for \$4.2 million. It hit the top of the *Publishers Weekly* bestseller list and was translated into 13 Languages.
- *Life's Little Instruction Book* was initially self-published by H. Jackson Brown. Then it was purchased by Rutledge Hill Press. It made the top of the *New York Times* bestseller list in hardcover and soft at the same time. Over 5 million copies were sold.
- *Juggling for the Complete Klutz* by John Cassidy has sold over two million copies and led to the establishment of Klutz Press with over 50 award-winning books.
- *How to Flatten Your Stomach* by Jim Everrode was self-published before he sold out to Price/Stern/Sloan. Since then, the book has sold over two million copies.
- *Dry It! You'll Like It* (the bible of food dehydrating, essentially) by Gen MacManiman is now in its 29th printing since 1973 with 280,000 sold.
- *The Self-Publishing Manual* by Dan Poynter has 166,000 copies in print after fourteen revised editions since 1979. The publisher is Para Publishing (Dan Poynter). Because of this book, Poynter has been called the "godfather to thousands of books."

Other well-known self-publishers include: Deepok Chopra, Louise Hay, Mark Twain, Ken Keyes, Jr., Gertrude Stein, Zane Grey, Upton Sinclair, Carl Sandburg, James Joyce, D.H. Lawrence,


*Continued next page*



## No one faces rejection... *continued*

Ezra Pound, Edgar Rice Burroughs, Stephen Crane, Mary Baker Eddy, George Bernard Shaw, Anais Nin, Thomas Paine, Virginia Wolff, e. e. Cummings, William Blake, Edgar Allen Poe, Rudyard Kipling, Henry David Thoreau, Benjamin Franklin, Walt Whitman, Alexandre Dumas, William E.B. DuBois, and Robert Ringer.

The news gets even better. Book writing, publishing and promoting recently became faster, easier and cheaper. Today we have ebooks and short-run POD and PQN printing. Most authors are electing to make more money, get to press sooner and keep control of their book by selfpublishing.

There is a way to combat (manuscript) rejection—circumvent the publishers and publish yourself. 

© 2003 Dan Poynter, the Voice of Self-Publishing, has written more than 100 books since 1969 including *Writing Nonfiction* and *The Self-Publishing Manual*. Dan is a past vice-president of the Publishers Marketing Association. For more help on book publishing and promoting, see <http://ParaPub.com>.

## Simon and Schuster sign the creator of the universe to an exclusive book deal

*Perhaps in the spirit of the holidays, or just to lighten up the publishing industry, Simon and Schuster issued this tongue-in-cheek press release:*

FOR IMMEDIATE RELEASE

Contact: Tracey Guest, 212-698-7533 [tracey.guest@simonandschuster.com](mailto:tracey.guest@simonandschuster.com)

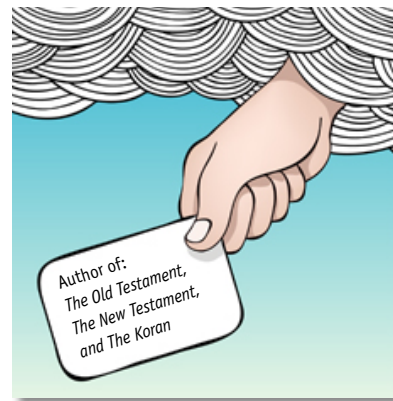
SIMON & SCHUSTER AND GOD INK DEAL New York, N.Y., November 30, 2010 — It was announced today that the rights to a new memoir by God—Supreme Being, wellspring of existence, quintessence of glory, and source of everlasting life—have been acquired by Simon & Schuster.

“We are pleased and honored to add the Lord Almighty to our list of notable authors,” said Executive Vice President and Publisher Jonathan Karp.

The as-yet-untitled testament which Karp says he plans to publish in late 2011—in time for the busy pre-Armageddon retail season—will be semi-autobiographical in nature. Senior editor Sarah Knight says this time around, God “very much wants His words to be clearly understood, as opposed to ‘interpreted,’ which has gotten people into trouble in the past. To that end He will be abandoning his familiar ‘thee and thou’ format for a folksier, ‘thee and you’ approach that I and everyone in marketing believe will highlight his omniscience without making him seem like a know-it-all.”


God is represented by a burning bush, the Greek letters  $\alpha$  and  $\beta$ , and, in this case, the Levine Greenberg Literary Agency, the same agency that represents David Javerbaum, 11-time Emmy Award winner for his work as writer, head writer and executive producer of *The Daily Show with Jon Stewart*, co-author of *America: The Book and Earth: The Book*, and author of *What to Expect When You're Expected*.

The book will in part be a look back on His career, starting with the Garden of Eden (“That’s right, I did create Adam and Steve. And they were a great couple... until they ate of The Tree of the Knowledge That You’re Gay”). From there, God will move on to address such hot-button topics as prayer in school (“I have never answered a single prayer that I’ve received from a public school. I just don’t think it’s right”) and evolution (“Planting the millions of pieces of evidence for evolution was one of the most exhausting things I’ve ever had to do. But it was worth it to see the looks on the faces of Darwinian biologists when they die and realize they’re in hell.”) He will also put to rest long-standing disputes



concerning which athletes and teams he actually supports, and will offer his “inside picks” for the next ninety-three Super Bowls. God has been grabbing headlines ever since first creating the universe. Indeed, the multi-talented deity has been involved in the development of every single thing that has ever happened, including

the Crusades, plate tectonics, and Seinfeld. His previous serious works as an author, *The Old Testament*, *The New Testament*, and *The Koran* have sold an impressive five billion copies, with the first two in particular coming to be collectively regarded as something of a bible of their field.

He has also already launched a Twitter account, TheTweetofGod ([www.twitter.com/thetweetofgod](http://www.twitter.com/thetweetofgod)), to help promote the book and put a 21st-century spin on his 5th-century B.C. worldview. With regard to a title, Karp refused to confirm that either he—or He—is considering “S—t My God Says.” 

Simon & Schuster, a part of CBS Corporation, is a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic, and audio formats. Its divisions include Simon & Schuster Adult Publishing, Simon & Schuster Children’s Publishing, Simon & Schuster Audio, Simon & Schuster Digital, and international companies in Australia, Canada, and the United Kingdom. For more information, visit our website at [www.simonsays.com](http://www.simonsays.com)

## End-of-year prognostications on the future of publishing


"Today an estimated 75 percent of online book purchases in the United States are made through Amazon, and its overall market share in book sales is astonishingly high. Some publishers make more than half of their sales through Amazon. So when [Jeff] Bezos [founder of Amazon.com] rang the death knell for the physical book, people paid attention. Even before the Kindle, Amazon wielded enormous influence in the industry. Now it is positioned to control the e-book market and thereby the future of the publishing industry."

Source: "Books After Amazon" by Onnesha Roychoudhuri in the *Boston Review*, November/December 2010 [www.bostonreview.net/BR35.6/roychoudhuri.php](http://www.bostonreview.net/BR35.6/roychoudhuri.php)

"When the dust settles, publishers will think of their eBook strategy first. Paper decisions will be made as an adjunct to digital decisions. Many, many books will be published without paper versions at all, at least until they get enough critical mass to justify going to paper. Bestsellers from proven authors will always get both, launched simultaneously, and certain niches (travel, cookbooks, etc.) will always have heirloom paper editions. Subject to such reduced fortunes, books will no longer dictate industry process or outcomes. We'll only get to this point once publishers start losing print revenues and are forced to scale back their operations to focus on the more efficient digital market. They'll edit less, promote less, and generally reduce the luxurious time they used to feel was necessary between when a book was written and when it was released."

Source: "On The Certain Economics Of Relegating Paper Books To The Margins Of The Business", blog posting by James McQuivey, Forrester Research, [http://blogs.forrester.com/james\\_mcquivey/](http://blogs.forrester.com/james_mcquivey/)

"As much as the idea of enhanced ebooks brings the sexy to publishing, it doesn't really do much for most of the books published. Enhanced, enriched, transmedia, multimedia...these are ideas best applied to those properties that lend themselves to multimedia experience (or, ahem, the associated price tag). While many focus on the bright and shiny (and mostly unfulfilled) promised of apps and enhanced ebooks, the smart kids are looking at the power of social reading."

Source: "Reading in the Digital Age, or, Reading How We've Always Read", blog posting by Kassia Krozser, Booksquare.com, <http://booksquare.com/> 

## George Clooney's socks and the creative life

by Maria Rodgers O'Rourke

*This column originally appeared in the St. Louis Globe-Democrat online in January, 2010.*

"Does George Clooney wash his own socks?" As this thought crossed my mind Sunday evening, I started another load of laundry and the Academy Awards got underway. "Does he know how to use a microwave?" I wondered as I warmed up leftovers for our dinner. With a mix of awe and envy, I live my middle class life, worlds away from the glamour of Hollywood.

Though I'd love a break from laundry and cooking, it isn't the pampered lives of the famous that I envy, it's their livelihood. In the media blitz leading up to the event, numerous directors and actors recounted their experiences in bringing their visions to the big screen. In that moment, all the tasks of daily life—like laundry and cooking—fell away and their artistic, creative sights were set on the work. I envy their focus and freedom.

Yet, there's a danger in ceding the creative process to the megastars and denying the creative opportunities in our own lives. For most of my life, I regarded creative endeavors as something to be pursued after the "real work" of life is complete. Experience has shown that the opposite is true: I can nurture my creative life in the midst of my busy days. I am an artist, no matter my livelihood.

"Underneath the surface distinctions that make individual lives seem very different, art is a common ground we share; the work of art is a way we all do things when we are working well," writes Eric Booth in his book, *The Everyday Work of Art*. Booth challenges us to see art as an expression of how we live, not just a work outside of or apart from daily life. The focused attention given to setting the table or washing the socks can bring as much richness to life as a great symphony or novel. In the kitchen Sunday evening, I was closer to an Oscar than I realized.

The artistic life does not come easily; it requires a mix of alert attention and time apart from the tasks of the day. Julia Cameron offers a simple yet powerful process in her book, *The Artist's Way*: morning pages. Morning pages are written in a stream-of-consciousness fashion to clear the mind of cluttering thoughts. Like tuning in a radio signal, morning pages dial out the static and allow ideas to surface. These creative ideas enhance every aspect of our lives. In this way, the tasks of life don't dominate and suppress inspiration; rather, they are the means by which we can more fully express ourselves. Morning

*Continued next page*

## George Clooney's socks... *continued*

pages, says Cameron, are for anyone who wishes to live life at a deeper level of creativity and purpose, not just for those we'd label as "artists."

For those brief, shining moments on national TV, the artists of the movie industry appear to have effortlessly achieved their status. Perhaps this is true for a few of them. Like us, most of them have struggled to find meaningful work and provide for themselves and their families. "When seen from afar, like a rainbow," writes Cary Tennis, an advice columnist, "the dream is radiant and seductive; but when you are in it, there is just a lot of steam." In the movie business, "there are men moving scenery, huffing and puffing. It is the factory of the dream."

George Clooney's cavalier charm makes it look easy, but the creative life is work—thoughtful, intentional, sometimes



hard, but always gratifying work. Though our lifestyles are dramatically different, Mr. Clooney and I share this artistic quest. His work, and that of other movie makers, inspires me to live creatively every aspect of my life. In this light, I wouldn't trade the moments when my family gathers for dinner, the hum of the dryer as our soundtrack, for a turn down the red carpet. 📖

Maria Rodgers O'Rourke is a popular and accomplished speaker, author and teacher. She is creator of the *Prepare Your Heart* devotional journal series and a contribution author to the *Chicken Soup for the Soul* inspirational books. Maria serves on the St. Louis Publishers Association's board.

## Facebook: Collection of tips for entrepreneur-authors

A collection of quick Entrepreneur-Author tips and (tweets), posted by Stephanie Chandler:

Entrepreneur-Author Tip: Promote book signings and appearances at <http://BookTour.com/>

Entrepreneur-Author Tip: Join a local author's group (or start one)—<http://meetup.com/> and <http://craigslist.org/>.

Entrepreneur-Author Tip: Worried about running out of books to sell at back of room? Bring an order form & ship later <http://bit.ly/3d03o>

Entrepreneur-Author Tip: Build an online platform w/ website/blog, article marketing, social networking & more: <http://bit.ly/t7ayv>

**And many more!** <http://www.facebook.com/topic.php?uid=60439103560&topic=9450>

## Book learning

### "What did you take away from tonight's meeting?"

Members and guests of SLPA were asked this question following the November presentation and brainstorming session on *Seasonal Book Marketing*. Here's what a few folks had to say:



"I'm always so energized by coming here. I'll increase my publicity efforts by checking out HARO (Help a Reporter Out [www.helpareporter.com](http://www.helpareporter.com)), and setting up my Facebook and blog pages."

— Cindy Easterling, Co-author, *Webster Park 1892-1992*, a centennial book



"There was a room full of bright people tonight who helped me think of many more ways to market my book."

— Peter Green, author of *Dad's War* with the United States Marines, [www.rockpublishing.com/DadsWar.htm](http://www.rockpublishing.com/DadsWar.htm)



"There are so many ways to reach people with your message after you've written your book."

— Jodie Jessmon, (pen name Fay Folkie), author of *Gnome Sneezes* 📖

You are invited to submit items and articles to *SLPA News and Views*.

**Next deadline: December 20**  
**Don't be late – no kidding!**

Get your news and articles in EARLY! Send your information, articles and announcements to **[Editor@stlouispublishers.org](mailto:Editor@stlouispublishers.org)**.

### Questions about SLPA?

Contact membership chairperson:

**Linda Austin, acting Membership Chairman**  
at [memberchair@stlouispublishers.org](mailto:memberchair@stlouispublishers.org)

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