



Finding Publicity Opportunities for Your Book

by Linda Austin & Pat Dorsey

If you wait to start marketing until your book is finished, you're too late.

Successful book marketing starts at the same place your book does — at the beginning. And whether you're planning on selling thousands of copies or just enough to break even, it's an art you must learn.

Readers don't just find your book among the millions listed on Amazon. Yes, nonfiction authors do have it easier if their book covers a specific searchable topic, but even then, there may still be dozens of other titles written on the same subject.

So, how do you get your book noticed? What can you talk about or post online to attract an audience? How can you convince a reporter or blogger or someone else with an established audience to put your book in front of their readers in a way that will help you generate sales?

Believe it or not, there are lots of different ways.

- Almost anything about your story, settings, or characters can be used in blog or social media posts. Write blog posts relating aspects of your story to news or events. Use keywords in the subject line and first paragraph so online searchers can find your post.

- Whatever you do, don't keep posting about your book being for sale, telling readers to buy it now, etc. Nobody likes to be sold to, and a constant drone of "buy my book, buy my book" just chases people — including your potential readers — away.
- If you can link anything in your story to current events, important issues, or special dates, you can pitch ideas connecting your book with those events to the media — even on the opinion page.
- Share any mention of your book in your social media (Facebook, Twitter, Instagram, Pinterest, etc.).

Your goal is to use topics people are interested in to attract them to your website to learn more about your books. Remember, it's not about the book itself, it's about what it covers — whatever ways you can tie your book to topics of interest in the wilderness of the internet, the better your chances of attracting readers who
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The annual SLPA member meeting and board elections will take place on November 8 at 7pm at THE HEIGHTS. To nominate a member for a board or official position, please contact SLPA President Warren Martin at president@stlouispublishers.org.

Looking for members to volunteer at the SLPA table at the St. Louis Indie Book Fair, November 3rd and 4th at the Kranzburg Arts Center. Sell your books and be featured! Contact Membership Chair Peggy Nehman for more information: membership@stlouispublishers.org.

UPCOMING EVENTS

Oct 14, 10am–5pm @ St. Louis Central Library:
St. Louis Small Press Expo
— www.stlouissmallpressexpo.com/

Oct 14, 9am–12pm @ St. Louis County Library - Grant's View Branch
Indie Author Day
— www.sld.org/content/indie-author-day

Oct 14, 10am–2pm @ St. Charles City-County Library - Spencer Road Branch
Indie Author Day Open House
— facebook.com/events/196037767754339

Oct 28–29 @ Mizzou:
ShowMe Writers Masterclass
with Andrew Doty & Peggy Nehmen
— showmewriters.com

Nov 3–4 @ Kranzburg Arts Center:
St. Louis Indie Book Fair
— stlouisindiebookfair.org

Nov 8, 7pm @ THE HEIGHTS:
Creating Relationships for Marketing Your Book
with Mike DePung & Tim Yohe
— stlouispublishers.org/event-2493999

Nov 18, 8am @ STLCC Meramec:
How to Publish Your Own Book: What You Need to Know
— stlcc.edu/Continuing-Education/classes/index.asp?Cat=XWRT

Creating Relationships for Marketing Your Book

You should be thinking about how to market your book before you even finish writing it, and that means making relationships with your audience. Creating genuine relationships is the best way to appeal to readers and sell more books.

It is important for you to attract people to your website and social media channels who really are interested in what you write. Just as importantly, having a genuine interest in them helps this process work both ways and ensures long-term success.

On November 8th, authors Mike DePung and Tim Yohe will share their experiences in creating these kinds of relationships, including how to:

- establish honest connections with followers
- gain a clearer sense of your target audience
- create future sales of your publications

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will then discover your book and want to buy it. That goes for fiction too.

Catch the attention of your potential readers by writing about any of the following elements of your book:

- Topics and issues covered in your book
- Locations/settings of your story
- Era(s) of time your story is set in
- Your characters' traits (related to topics)

It can be difficult to brainstorm for yourself. Consider the following resources for ideas:

- A calendar (holidays, commemorative dates)
- Headline news (US and worldwide)
- Local news (your town, your story's location)
- Chase's Calendar of Events – online (special dates, months)
- Current movies and entertainment news
- Special causes and their organizations (e.g., health issues, social justice issues, animal welfare)

In short, if you don't get the word out, nobody will know about your book and buy it. As Paul Krupin of Direct Contact PR said, "Tell me a story, give me a local news angle, touch my heart, hit me in my pocketbook, teach me something I didn't know before, astound or amaze me, make my stomach turn over, or turn me on."

Show them what you have is what they want.



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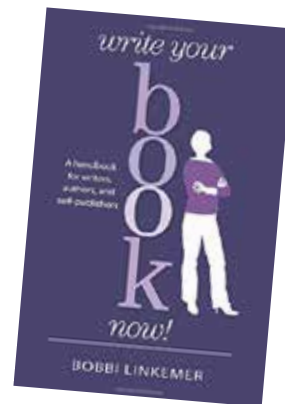
- stick to the most useful social media platforms
- create an author website (with walkthroughs for Wix and WordPress)

Mike publishes regularly on blogs and social media and is the author of the forthcoming nonfiction book *Discover Self. Create Purpose: Superhero You* and the forthcoming novel *The Fellowship of the Heart*. Mike volunteers as the Secretary of the SLPA.

Tim Yohe is the Social Media Director of the SLPA and will share his personal relationships with Facebook, Twitter, Instagram, and LinkedIn and their importance to book marketing. Tim is also a blogger and the author of *Limestone and Its Paranormal Properties: A Comprehensive Approach to the Possibilities*. He is currently working on his first historical fiction novel, entitled *Miracle on Chigger Hill*.

For more information, visit stlouispublishers.org/event-2493999.

THE BOOK CORNER



Write Your Book Now! A Handbook for Writers, Authors, and Self-publishers

Bobbi Linkemer

All authors must become experts in the publishing process, writing skills, and business management. *Write Your Book Now!* guides authors, writers, and self-publishers through writing, publishing, and promoting their books; developing and honing essential writing skills; and understanding what it means to be an author-entrepreneur. Order it at writeanonfictionbook.com/wp-new/how_to_order.

MEMBERSHIP
\$60 in 2017

Meets on the Second Wednesday of the Month

RICHMOND HEIGHTS
COMMUNITY CENTER (THE HEIGHTS)
The Argus Room
8001 Dale Ave.
Richmond Heights, MO, 63117
(Child care available at The Heights)

Doors open for networking at 6:30pm
Program begins at 7pm

The meeting concludes around 8:30pm
Networking until 9pm

Regular meetings are free to members.
Guests: \$10 at the door.



SLPA NEWS & VIEWS
Editor: Andrew Doty
Designer: Cathy Wood
Webmaster: Kevin Ericson

