



WEDNESDAY, FEBRUARY 2012, 7pm

▶ How to Build Your Book Publishing Dream Team

In this digital age, going the DIY (do-it-yourself) route is a huge and growing movement, especially in the self-publishing book world. But publishing a book yourself does not have to mean going it alone. Ideally, you should assemble a small team of talented folks to help you publish and promote a top-notch book.

Writing is just the first step. To get your message out into the world with the greatest impact, you'll need experienced editors, designers, printers, and marketers to help you. A tightly edited, beautifully designed, and effectively marketed book is essential to a successful author's platform. Your team can help get you there!

At our February meeting, four panelists will offer advice and guidance to help you identify your unique voice, create a branded image, and build your online presence. And they'll share tips on how a dream team can help you achieve your goals.

OUR PRESENTERS:



Katherine Pickett, of POP Editorial Services, will cover:

- What a professional editor can do for you
- Keys to success when working with an editor
- Your role in the editing process

A 12-year veteran of the publishing industry, Katherine Pickett is the owner of POP Editorial Services (www.popediting.net) and a full-time freelance copyeditor, proofreader, and developmental editor with experience in nonfiction trade books; children's, young adult, and adult fiction; memoirs; academic books and journals; and global finance reports.



Cathy Davis, of Davis Creative, will show you:

- How to make sure your first impression is not your last
- How Getting noticed = Getting purchased
- The best information to share with your designer

A 30-year marketing veteran, Cathy believes that good design is good business. Specializing in brand identity, graphic design, and self-publishing consulting, Cathy started Davis Creative (www.DavisCreative.com) in January 2004 after leaving her position as creative director for Bank of America Trust. In addition to custom logos, marketing materials, and web-based graphics, as a publishing project manager, Cathy helps small business owners and executives position themselves as experts in their field through self-publishing.

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▶ 6 Reasons You Need Professional Help!

by Katherine Pickett

Although some writers think self-publishing means doing it all on your own, if you're serious about publishing a high-quality book, you will need a team of professionals to help you. Don't believe me? Take a look at these 6 reasons you need professional help:

- 1. You need to know where to start.** If you have a brilliant idea for a book but don't know how to get started, consider finding a book coach, book shepherd, or project manager. These people work with you from inception and can guide you through the entire publishing process. They can also put you in touch with the other professionals you require.
- 2. You need to root out errors.** Regardless of your writing skills, working with a professional editor will illuminate problems, give you insight into best practices in book making, and deliver simple solutions to common errors. The level of editing you need may vary, but no matter what, you need a professional!
- 3. You need design skills.** Have you been using InDesign for years, have an eye for composition, and know all the best ways to find and place images? No? Then you need a designer. A professional design, for both the interior and the cover of your book, is essential to competing in the marketplace.
- 4. You need contacts at bookstores.** Distributors have wide-ranging contacts that can get your book into the bookstores most suited for your work. What's more, many bookstores won't do business with you without one.
- 5. You need professional-grade equipment.** Yes, FedEx can do printing, but everyone will know that's where you went. If you want to compete with traditionally published books, yours has to look like one, and that means professional printing and binding.
- 6. You need knowledge of the industry.** Although you do have many marketing resources at your fingertips and are encouraged to do much of your own marketing, if you're feeling in over your head, hire a publicist to get your book noticed.

Turning to a professional might feel like you are giving up your independence as a self-publisher. To some extent, this is true: if you involve others in your journey, you have to let them do their jobs. Still, if your vendor is not living up to expectations, you do not have to continue the relationship. But before you go and fire all of your expert help, remember why you hired them. When you want professional quality, you need to hire professionals.

Now go out there, build your team, and publish that book!

A 12-year veteran of the publishing industry, Katherine Pickett is the owner of POP Editorial Services (www.popediting.net) and a full-time freelance copyeditor, proofreader, and developmental editor.

► News You Can Use

The following is a selection of timely articles, resources, and information to help you CREATE, PRODUCE, and MARKET your books. Find the live links on the SLPA website!

www.stlouispublishers.org.

CREATING

Self-Published Authors Still Rarely Make the Jump to Publishing Houses. 01/18/12

For many self-published authors, a traditional publisher is an elusive dream. It means a team of professionals taking over marketing, advertising, publicity and the mechanics of publishing one's own book on paper and electronically. It means already forged relationships with booksellers, critics and other writers—and it means more time to write, rather than haggling over the costs of a book cover design or editing. Read more: <http://www.pbs.org/mediashift/2012/01/self-published-authors-still-rarely-make-the-jump-to-publishing-houses018.html>


PRODUCING

Users Download 350,000 Textbooks from iBooks in Three Days. 1/23/12


With iBooks Author, Apple aims to make it easy for everyone to create an ebook or a textbook containing not only text but also rich multimedia and 3D content. With its textbook initiative and partnerships with key publishers, Apple plans to make the iPad a primary education tool and corner the textbook market. Read more: <http://mashable.com/2012/01/23/ibooks-sold/>

MARKETING

Amazon Should Give Self-publishers More Data. 01/12/12


When we think about self-publishing, we mainly think of the legion of fiction writers hoping that Amazon's Kindle Store will provide for them a path to riches and fame. The sparkling successes of Amanda Hocking or John Locke do rather draw the eye. But self-publishing is not just about fiction. ... The opportunities for businesses, think tanks or NGOs with reach to sell reports, reviews, market intelligence and other desirable content are vast and often untapped. Read more: <http://www.forbes.com/sites/suwcharmananderson/2012/01/11/amazon-should-give-self-publishers-more-data/> 

► The SLPA Mission

The St. Louis Publishers Association empowers authors and publishers to create and market quality products and books. A nationally recognized organization, the SLPA provides educational, informational resources on publishing. Through its monthly meetings, the organization provides networking opportunities for people involved in all aspects of the publishing industry. 

► What's Ahead? March 14, 2012

10 Things Every Author Should Know About Amazon.com

The March 14 meeting will be all about Amazon.com. Whether you love or hate the way it treats self-published authors, there's no denying the immense power of this one website for book sales. Bob Baker will cover the most potent best practices to help you promote and sell your books on Amazon, whether you publish print books or ebooks for the Kindle. (Hint: Some of these tactics may surprise you.) 

► SLPA Meetings


SLPA meets on the second Wednesday of the month:

Brentwood Community Center

2505 S. Brentwood Boulevard, Brentwood, MO 63144

Doors open for networking at 6:30pm and meeting begins at 7pm

The formal meeting concludes at about 8:30pm with networking continuing after the meeting.

Our regular meetings are free to members. Guests – \$10 at the door, cash or check only. 

► Questions about SLPA?

Contact Membership Chair:

Kim Wolterman, membership@stlouispublishers.org

SLPA News & Views is produced and distributed by the Communications Committee:

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Sheila Burkett, of Spry Digital, will cover:

- The importance of authors having their own website
- How a website can be the foundation for your "author platform"
- The key elements of an effective author website

Sheila Burkett is a founder and partner of Spry Digital (www.sprydigital.com), a web solutions company, serving as their CFO, business development leader, and organizational strategy consultant. After working with Edward Jones for 20 years in their Information Systems division, in 2006 Sheila launched into the entrepreneur stage of her career. This allows her to take her expertise in software design and development on multiple computing platforms and apply it to helping small businesses.



Mich Hancock, of 100th Monkey Media, will reveal:

- The best social media platforms for you and your book
- Tips and tricks to get your social pages noticed
- The difference between social media marketing and traditional marketing

Mich Hancock is the owner of 100th Monkey Media (www.facebook.com/100thMonkeyMedia), a company that specializes in creating and managing a social media presence and brand identity for clients. She has helped her clients shine via numerous online platforms, leading to national attention from Oprah, the Today Show, and more. 100th Monkey Media provides the marketing adrenaline shot that companies and public personalities need to raise them to a new level of recognition. 