

WEDNESDAY, March 11, 2014 • 7PM

Perfect Pitch: Developing an Irresistible Elevator Speech to Sell Your Book

Join us and our speaker Patrick Dorsey in March and learn the ins and outs of an effective elevator pitch. Patrick will share a proven pitch writing technique that is ideal for authors who need to speak fluently and briefly about their work.

Patrick will shed light on what you should say, in what order you should say it and he will even give you tips on how to deliver it.

During the session, you will get a chance to write an elevator pitch for your book. For those willing to deliver their pitches during the session, Patrick will provide feedback, tips and ideas.

WHAT IS AN ELEVATOR PITCH?

It is a compelling description that piques curiosity and provides an overview of your book. You can use it to explain why your book is important and what makes it worth reading. Your pitch should be short and take less than 10 seconds to say.

An elevator pitch is not just for elevators. You will use it at book signings, media appearances, networking events and even parties. It's the best way to spread the word about your book. After all, anyone who asks about your book might become a reader, a fan or a word-of-mouth advertiser.

A good elevator pitch is the cornerstone of your elevator speech. The speech is a longer explanation that not only describes your book but also explains why you're the perfect person to have written it, what readers love about it, and how people will benefit from reading it.

"Authors tend to be a solitary lot, working long hours and late into the night to get that plot point, that character trait, or that first

paragraph just right," said Patrick. "Successful authors do that, and they know how to talk to people about their books so that they want to read—and buy—them."

With a great elevator pitch and elevator speech, you'll be reaching more people, creating more interest and selling more books than ever before.

ABOUT THE SPEAKER

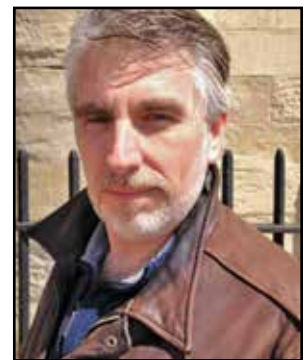
Patrick Dorsey has spent his career as a professional business writer helping people and businesses tell their stories. A technical/business communication consultant and owner of Mightier Than The Sword Consulting, he is also the co-founder of indie publisher Legendary Planet

He's been a natural storyteller his whole life, beginning in first grade when he started stapling together crayoned pages to make his own books. He's the author of the Knights Templar adventure novel *God's Forge* (his first novel published without a stapler or crayons) and the upcoming *The Champion Sky*. Currently, he's serving as vice-president of the SLPA.

Visit Patrick's websites:

www.MightierThanTheSwordConsulting.com

www.LegendaryPlanet.com ■



Patrick Dorsey

Talking up Your Book

By Patrick Dorsey

If you only have a few minutes to talk about your book, what do you say? You need an elevator pitch. Jump on our elevator and take a ride to your perfect pitch.

1st FLOOR: YOUR NAME

Introduce yourself, first name only. Knowing who you are puts people at ease. If you have an unusual name that might leave your listener wondering how it's spelled — and not devoting attention to your elevator speech — spell your name or say what it rhymes with so they can focus on you and your book.

2nd FLOOR: PITCH YOUR BOOK

Continue with "I'm the author of..." or "I wrote the book..." and give a ten-second synopsis of your book to hook your listener. It must be colorful, compelling, and brief. Make sure you've honed this synopsis with other listeners and practiced it until you can deliver it in your sleep.

3rd FLOOR: YOUR EXPERTISE

Expertise mostly applies to non-fiction, but can certainly apply to fiction in the right circumstances.

(Talking up Your Book continued on page 2)

Mark Your Calendar...
 April 8th

EDITORS: THE SECRET INGREDIENT IN EVERY SUCCESSFUL BOOK

Everyone, and we mean all writers, need an editor. If you don't know why... or what kind of editor you need... or where to find one... or what editors do... or how much editors charge, come to our April meeting. Our panel of experts will answer all the questions you've been wondering about.

Say why you're qualified to write this book. "I'm a nutritionist who has helped more than a thousand people lose an average of 62 pounds," for a weight loss book, or "I'm an Asian history instructor and second-degree black belt," for your adventure novel about samurai foiling an assassination in Japan in the 1600s.

Include the number of years you've been in business, patents held, degrees earned and anything else that defines you as an expert.

4th FLOOR: SUGGEST ACTION

Tell why people read or buy your book – this subtly suggests the listener should do the same. "People buy my book because they want to overcome their public speaking fears" or "My favorite emails from readers are the ones that start 'I finished your book at 3 a.m.'"

5th AND 6th FLOOR: WHY?

To persuade the listener why they need your book, circle back and reinforce your earlier points.

- 3rd Floor: Your expertise.
- 5th Floor: What differentiates you from other authors on this subject?
- 6th Floor: Why do people turn to you? Often, these floors can be combined in

your speech, but if you have compelling expertise highlight it here.

(This is really more important for non-fiction. For fiction, by this point, they'll want to read the story or not.)

7th FLOOR: YOUR UNIQUE SELLING PROPOSITION

Reveal why people read your book. "Readers tell me my book helped them move ahead in their careers after being stuck in the same job for years" or "Kids just laugh out loud seeing a smart-alecky prawn go through a day at school."

8th FLOOR: ENGAGE THE LISTENER

To engage the person you're talking to, you can ask what he or she does. "Enough about me. What do you do?" is a great way to start. Then nudge the conversation back to your book with follow-up questions.

Now, take this template and build your elevator speech, floor-by-floor. Tweak it, rehearse it, then tweak it and rehearse it some more. The next time someone asks you about your book, you'll be ready.

(These techniques are adapted from "No Sweat Elevator Speech!" by St. Louis author, speaker and public speaking coach, Fred Miller.) ■

THE BOOK CORNER

"Our Beleaguered Species: Beyond Tribalism"

by Elizabeth C. Zelman

From our ancestors first steps as two-legged creatures to the people we are today, Elizabeth C. Zelman's book traces the role of tribalism in human society and culture.

Zelman proposes tribalism is a major obstacle to human well-being. The world's challenges require using humanity's diversity to build a balanced, global approach to finding solutions. We must move beyond tribalism.

Tribalism is group bias. Viewing one's own group or tribe as special, chosen, saved, or accomplished. It is at the root of racism, religious sectarianism, sexism, and more.

In her final chapter, Zelman, who has a PhD in anthropology, describes ways to regain a sense of our place in nature.

This book is available from Amazon.

~ BACK BY POPULAR DEMAND ~

"HOW TO PUBLISH YOUR OWN BOOK: WHAT YOU NEED TO KNOW"

April 18 • Workshop at Meramec Community College • 8 a.m. to 12 p.m.

Presented by the St. Louis Publishers Association. (MCC class # WRIT 704-681, fee \$39)

Where Did You Get That Book?

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Questions About SLPA?

Contact membership chair:

Peggy Nehmen

membership@stlouispublishers.org

SLPA Meets on the Second Wednesday of the Month

BRENTWOOD COMMUNITY CENTER
2505 S. Brentwood Blvd., Room 101
Brentwood, MO 63144

(Enter through the door closest to the flagpole)

Doors open for networking at 6:30pm, and meeting begins at 7pm. The formal meeting concludes at about 8:30pm with networking until 9pm.

Regular meetings are free to members. Guests—\$10 at the door, cash or check only.

SLPA NEWS & VIEWS

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