



WEDNESDAY, July 10, 2013, 7pm

▶ What I Learned Publishing My First Book

THE IDEA OF PUBLISHING YOUR BOOK CAN BE INTIMIDATING and overwhelming. There are so many aspects to juggle: editors, interior layout, cover design, print books vs. ebooks, print on demand, distribution, sales, marketing — the list goes on and on. The St. Louis Publishers Association is filled with people who faced the same concerns prior to publishing their first book.

It's one thing to read about independent publishing best practices from afar. It's quite another to hear directly from authors who have "been there and done that." On July 10 three SLPA board members will share the good, the bad, and the ugly of their book publishing journey.

They'll let you know exactly what they did right, what they did wrong, and what they would do different knowing what they know now.

Our panelists will include:

Warren Martin is the author and publisher of the fictional book *Forgotten Soldiers: What Happened to Jacob Walden*. In addition to being an SLPA board member, Warren is a member of the St. Louis and Missouri Writers Guild, the American Legion, the Special Forces Association, and also serves on the Advisory Board for the Green Beret Foundation. www.warrenmartinbooks.com

Kim Wolterman is the owner of Provenance Publishing Company and the author of *Who's Been Sleeping in My Bed(room)? Researching a St. Louis County, Missouri Home, From Buckeye to G.I. LeRoy C. Kubler The War Years 1942-1945* and the ebook *Keys to Unlocking House History*. Kim speaks on blogging, book publishing, family history, and researching house history. www.kimwolterman.com

Tim Hill is the author of the *Joe the Crab* series of children's books. Based on bedtime stories he told his own kids, they reference the challenges young children face in schools and at home. Tim frequently speaks before school groups and appears at charity events. He hopes the characters in his books don't just entertain, but also teach children important life lessons as they mature. www.joethecrab.com

Join us as our panelists walk you through what is really involved in publishing a book and offer ways to avoid some of the mistakes they made along the way.

SLPA meets on the second Wednesday of the month:

Brentwood Community Center
505 S. Brentwood Blvd., Room 101 • 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.

▶ Going the Indie Route? Here are Some Things to Consider When Setting up a Publishing Company

by Kim Wolterman

WHEN I WAS WORKING ON MY FIRST BOOK about researching house history in St. Louis County back in 2008, I developed a book proposal to pitch the idea to a local publishing company. After learning that they felt my book had too narrow of a market, I had to ask myself a tough question. Did I want to do this book on my own and become an independent book publisher? The answer was a resounding yes.

After seeking the advice of an attorney and my accountant, I decided to set up an actual publishing company. Here are the steps I followed in setting up Provenance Publishing.

- 1) Decide on company structure: solo, corporation, LLC, etc.
- 2) Come up with a name for your company.
- 3) Contact the Secretary of State's office at www.sos.mo.gov/business/formsAndServices.asp to search existing business names to see if yours has been taken.
- 4) Check to see if the name is available for your website. Register your domain name.
- 5) File appropriate corporation papers with the Secretary of State's office online, pay the fee and receive articles of incorporation.
- 6) Complete Registration online with the Missouri Dept. of Revenue.
- 7) Complete Missouri Tax Registration Application (Form 2643).
- 8) File Sales and Use Tax Cash Bond (Form 332) and mail in with required payment. You will receive your Missouri tax ID number and license when the state receives your bond.
- 9) If you are in St. Louis County, complete the Business Personal Property Registration Application for Merchant and/or Manufacturer License and mail with a copy of your Articles of Incorporation from the Secretary of State's office, along with a check for the license fee.
- 10) Check with your local municipality for license requirements.
- 11) Order ISBN number(s) from bowker.com.
- 12) Design logo for company, if desired.
- 13) If you incorporated, you will need to file with the Internal Revenue Service to obtain an Employer ID Number, also referred to as an EIN. Most banks will require an EIN in order to set up a business account.
- 14) Set up a bank account for the company.
- 15) Set up a website for the company.

It seems a little overwhelming at first, but after you are set up the various governing bodies are good about sending you reminders (and bills!) when your license or fees are up for renewal. But once you have gone to all of this work you may decide, as I did, that you want to produce more books to make it all worthwhile.

► Publishing University Recap

by Linda Mitchell

Have you ever gone to a conference and come back home and thought, “I didn’t learn anything”? That wasn’t the case with IBPA Publishing University in Chicago on April 26-27. I went to the conference hoping to get my questions answered and to get rejuvenated as a children’s book author. I was not disappointed.

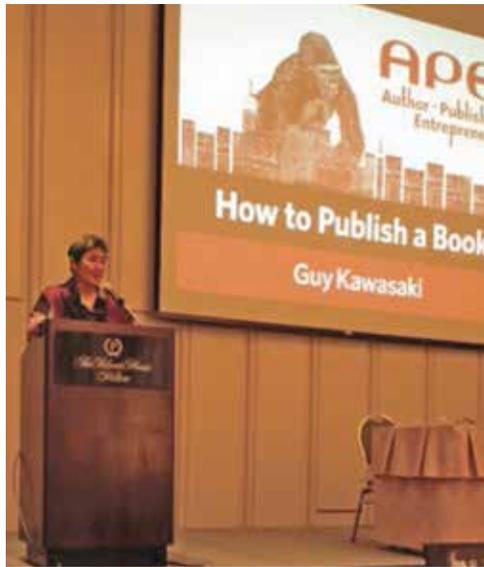
First of all, the one and a half-day conference was all meat and no dessert. It seemed that the planners only wanted the essentials. There were no fancy meals, no entertainment, just sheer information that would help independent publishers.

Second, there was a plethora of good information but here are a few of my top take-aways.

- 1) You must do your own promotion, i.e. communicate constantly about your book.
- 2) You must use the right promotion tools, especially blogging and social media.
- 3) As a blogger, you should think of yourself as a curator, a finder and disseminator of content.
- 4) You must work with publishing experts. Your product should be indistinguishable from those produced by traditional publishers.
- 5) Bonus: Being able to sit one-on-one with my choice of experts.

Third, keynote speaker Guy Kawasaki was awesome! He gave a lot of good advice for authors, but for me, the best thing he did was list the following as essential tools for authors.

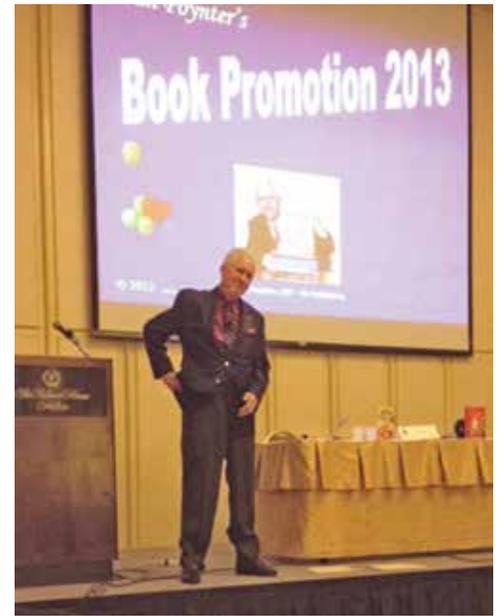
- 1) Microsoft Word — it’s universal
- 2) Adobe InDesign — publishing software to design and create your book
- 3) Evernote — a file system for all your stuff
- 4) Dropbox — put all your info in the “cloud” so you don’t lose it
- 5) You Send It — good for sending beta copies and large files of your book



Guy Kawasaki, APE; Author-Publisher-Entrepreneur, discussed the minutia of getting beyond just writing a book, but how important it is to embrace the hard work of editing and becoming an entrepreneur to sell your book.

Finally, here are my tips to get the most of out the conference.

- 1) Come prepared with your specific questions. That way you can recognize the answer and guidance you were seeking.
- 2) Plan ahead and learn about the city where the conference is being held. Through the Internet, you can be your own concierge. You can learn about taxi fares, restaurants, attractions and much more.
- 3) Bring lots of business cards and something to collect the business cards of others.
- 4) Remember, it’s not always whom you know but who knows you. Make yourself known.



As a prolific writer of over 130 books, Dan Poynter’s presentation was “spot-on” detailing the importance of actively working your own marketing promotion for your books.

Thank you St. Louis Publishers Association for the scholarship to attend IBPA Publishing University. I truly appreciated the knowledge and experience I gained.

Linda M. Mitchell, SLPA member, Author,
www.lindamitchellbooks.com

► 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.

Visit the SLPA website at www.stlouispublishers.org.

► Questions about SLPA?

Contact Membership Chair:

Kim Wolterman, membership@stlouispublishers.org

SLPA News & Views is produced and distributed by:

Content Coordinator: Tim Hill

Designer: Cathy Wood



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