



▶ Why work with a book-writing coach

by Bobbi Linkemer

Writing a book, especially if it's your first, can be a mystifying experience. There seems to be so much to do, so much to know. Probably the most frustrating parts are not knowing the questions to ask, where to begin, and what landmines to avoid.



Bobbi Linkemer

Enter your book coach (sometimes called a book shepherd). This person understands the step-by-step process of writing, publishing, and promoting a book. Here are some of the reasons you want a book coach in your corner as you begin your book.

A book coach supplies all the questions and then answers them.

This is particularly important as you tackle the planning step. Two of the first questions are what is your book about ... in one sentence, and will this book sell?

A book coach is a teacher, partner, and personal cheerleader.

She has only one goal: to help you produce the best possible book. There are many places along this path where your enthusiasm or confidence may falter. A book coach will help you stay focused and sure of yourself from start to finish.

A book coach guides you through every step of the process. If the very first thing you want to do is sit down and let your muse inspire you, your coach will explain how planning before you begin writing will influence everything you do, from writing to putting your book on Amazon.

A book coach helps you set realistic goals and create a schedule for meeting them.

Writing a book is a long-term project, and it takes a long attention span to stay focused and enthusiastic. Your coach will help you set achievable goals to mark your progress along the way. Then, as you meet each goal, he will encourage you to pat yourself on the back and celebrate.

A book coach clarifies available publishing options. You may start out dreaming of having a large New York publisher, but conventional publishing is not for everyone or every book. Your coach will make you aware of all of the other viable options and their pluses and minuses. What matters is choosing the best options for you and your book.

Bobbi Linkemer is a book coach, ghostwriter, editor, and the author of 17 books under her own name. She has been a professional writer for more than 45 years, a magazine editor, and a book-writing teacher. Visit her Website at WriteANonfictionBook.com.

▶ Upcoming Events for 2013

• SEPTEMBER 11

Marketing Through Pinterest (and How to Budget Your Time for Social Media)

As an author, you want to load your social media toolbox as full as possible, without overwhelming you or causing stress while reaching your target market. Pinterest is a platform where people go to find, share and collect photos, blog posts, videos and more.

Danelle Brown will share her thoughts and ideas on how to utilize Pinterest to gain more attention for your book. You will learn how to get the most out of Pinterest as an author, what boards to set up, three things every author must do on Pinterest, the biggest mistake authors make on Pinterest, and how to budget your time to fit it all in.

• OCTOBER 9

Ebook Platforms and Design — How to Format Them, Where to Sell Them

There are numerous ways to publish your ebook, and each has its own design criteria. **Brad Cook** of the St. Louis Writers Guild and the SLPA's own **Cathy Davis** steer us in the right direction when considering ebook publishing options.

• NOVEMBER 13

Write Your Book Faster Using These Writing Tools

Time may well be our most precious commodity. Who isn't looking for a faster way to write their book? SLPA board members **Jackie Trottmann** and **Nancy L. Baumann** demonstrate and explain some affordable tools that can cut down on writing time and make you a more prolific and productive author.

• DECEMBER 11

Pitchapalooza!

Now that you've written your book, how about some practice pitching it to a journalist, agent, or publisher? This meeting is dedicated to delivering your message in a clear, concise, and compelling manner.

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.

▶ Building Your Author T.E.A.M.

by Cathy Davis

Together Everyone Achieves More

Building a perfect team to support your self-publishing project is imperative to the success of your book.

As book designers, our Author Support TEAMS include a variety of experts, from book shepherds, author assistants, ghostwriters, speakers' agents, editors, indexers, proofreaders and illustrators — to web designers, PR, audio/video experts, and more. Our virtual TEAM can include anywhere from three individuals, up to six or more by the time the book is available in print and/or e-book format.

Our TEAM is “virtual” and scattered throughout the US — most with home-based offices. Conference calls and emails become the daily norm, keeping us focused on our one common goal — the ultimate success of the ONE book we are working on at the moment.

We function much like a flock of geese . . . Geese use the TEAM concept to succeed in getting the flock to its destination.

GEESE PLAN TO SUCCEED.

FACT: Geese fly in a “V” formation, increasing their flight range by 71% (versus flying solo).

AUTHOR TEAM: Our TEAM leader keeps us moving in a common direction, allowing us to reach our destination more quickly and easily.

FACT: Whenever a goose falls out of formation, it feels the drag and resistance of going it alone, and quickly gets back into formation to take advantage of the lifting power of the flock.

AUTHOR TEAM: As a part of the TEAM, it's easier to stay in alignment with those who are headed in the same positive direction that we are.

FACT: When the front goose gets tired, he rotates back in the wing and another goose steps up to fly as the leader.

AUTHOR TEAM: We rotate the TEAM Leader role, taking turns spear-heading our portion of the project, and trusting others to step in when needed.

FACT: Geese honk as they fly, encouraging those up front to keep up their speed.

AUTHOR TEAM: Our TEAM accepts that we each occasionally need a nudge or help from one another.

“Self-publishing” no longer means “going it alone”. By assembling a TEAM of talented professionals to help, you automatically increase your chances for success.

As a veteran marketing professional, Cathy's love of books was sparked while designing catalogs and retail displays for a high-end regional bookseller. Followed by over a decade as Creative Director for a global financial institution, Cathy began working for herself in 2004, providing Brand Strategy and Graphic Design. As a Certified Professional Author Consultant, Cathy supports authors and their TEAMS throughout the US. Cathy@DavisCreative.com or www.DavisCreative.com



Cathy Davis

▶ News You Can Use

The following is a selection of articles, resources, and information to help you CREATE, WRITE, PUBLISH, and MARKET books.

MARKET

3 Easy Steps to Selling a LOT More Books & Information

By Joel Friedlander

July 31st, 2013

“There's a mistake I see many authors make when it comes to creating and promoting books and other info-products, such as online courses, teleclasses, webinars, etc.”

<http://www.thebookdesigner.com/2013/07/bob-baker/>

WRITE

Knowing When to Stop: Expectations for Writing a Satisfying Ending

By Rachel Scheller

April 16th, 2013

“How many novels have you read that didn't seem to know when to quit?”

<http://www.writersdigest.com/editor-blogs/there-are-no-rules/knowing-when-to-stop-expectations-for-a-satisfying-ending>

SELF-PUBLISH

Self-Publishing on the Rise(No Surprise Here)

By RT Book Reviews

June 28th, 2013

“The market can indeed be tricky road to travel, as it is always changing and is heading deeper and deeper into digital territory.”

<http://www.rtbookreviews.com/rt-daily-blog/self-publishing-rise-no-surprise-here>

▶ 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:

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