

Creating Relationships Is Natural Book Marketing



Mike DePung

MIKE DEPUNG: Creating relationships defines any interactions beyond our own internal dialog. When we choose to relate to people through creative means such as writing, we should choose to establish genuine connections with those who are potential readers.

When I taught, students could always see through insincerity, and I knew any significant classroom learning must be rooted in a relationship of trust, one in which students had no doubt I cared about the amazing base of intelligence and abilities they each had. Then, they would connect. If we have an authentic care for our potential audience, they will connect, too.

Readers must be trusted as meaning-makers of our work, and we must do the work and release it to them. Technology provides one of the best ways of establishing such an intimate relationship in the form of social media.

How can we develop authenticity with readers? Social media. People want to hear and see what we are doing—often. Personal writing can initiate this. It can spur frequent ideas to post to social media. Morning Pages (Julia Cameron) are three handwritten pages from your mind and soul. I have found if I enter into my morning pages with the mindset of exploring myself and being able to grab at least one fragment of an idea to develop, I discover something. If we force our brains to work, they will.

Then, take one idea and write an informal post, find a picture that relates to the idea and write an appropriate caption, or develop it into a more formal blog entry. When people see our thought process and know we are confident sharing that, they tend to trust us.

Try it! You'll like it and be pleasantly surprised at your own growth and the positive response of many readers.



Tim Yohe

TIM YOHE: Although book marketing might seem like an overwhelming task, as an author, you do need to start somewhere to get your feet wet. What better place than with personal relationships? Besides, you already have them on your Facebook page and you tweet often to your followers.

Think about who you already know and have genuine relationships with online. You share your thoughts and daily experiences with them, and they, in turn, share their thoughts and emotions. Your book functions in the same way, because the characters you have created are extensions of the people you have met in life. With these characters in mind, reach out through social media to make authentic connections. My first genuine relationship was created through a blog post on Google Plus. A horror author posted an article on the Trans-Allegheny Asylum, and I responded by stating I had written about a local hospital in Ohio. He asked me to submit an article about it, and from there we launched a now four-year online

(Creating continues on page 2)

Polish Your Pitch: The One-Minute Book Marketing Challenge

with Bob Baker

At the St. Louis Publishers Association meeting on December 13, authors will have a unique opportunity to practice their book-pitching skills and get valuable feedback from professionals. Learn how to hone your “elevator speech” at this special book marketing session hosted by SLPA past president and marketing master Bob Baker.

Make no mistake: Your ability to clearly communicate who you are and what your book is about will lead to more publicity, more readers, and more sales. As a self-promoting author, you need to learn this skill.

At the December meeting, one by one, authors will take the hot seat and have one min-

(Polish continues on page 2)

UPCOMING EVENTS

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
with Warren Martin, Peggy Nehmen, Bob Baker, and Andrew Doty

— stlcc.edu/Continuing-Education/classes/index.asp?Cat=XWRT

Nov 19, 5pm @ Kitchen House Coffee:

Write and Be Published!

with Andrew Doty

— <http://events.eventzilla.net/e/write-and-be-published-2138921133>

Dec 13, 7pm @ THE HEIGHTS:

Polish Your Pitch: The One-Minute Book Marketing Challenge

with Bob Baker

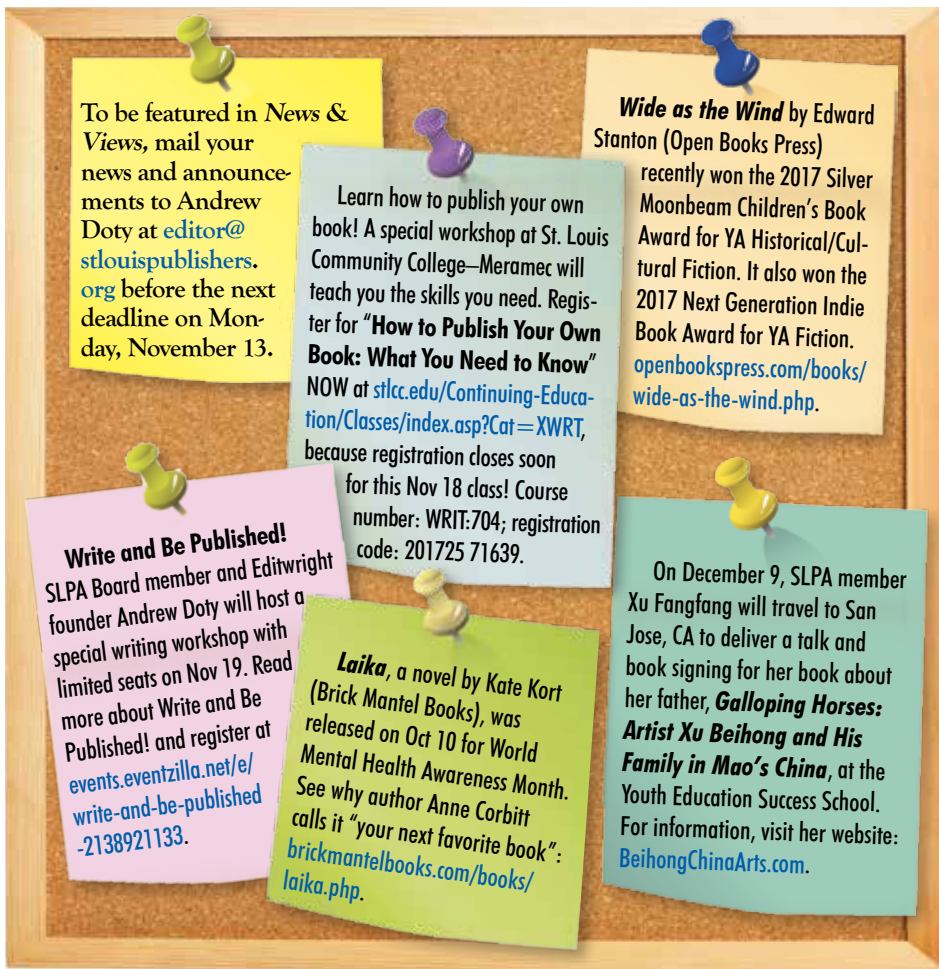
— stlouispublishers.org/event-2494002

(Creating continued from page 1)

relationship. You can do the same. You never know what paths you may be led down with one simple interaction.

Along with social media channels to promote your book, author websites are critical to driving sales. Every writer needs a landing page where readers will learn about the author, their writings, and how to purchase copies of that coveted book. You should ensure that your social media channels are located in your sidebar and be active, even if you choose to use only one. Keeping fresh content on your website brings readers back for more. Value

and promptly respond to their comments. You want to build a relationship of trust and honesty. When you do so, books sales will grow naturally and with little effort. Be a part of your readers' lives and seek to offer them that feel-good inspiration that will help get them through their day. The funny thing is, you will get as much out of a genuine relationship as the other person. In the end, you too will feel good because not only have you touched lives in a positive way, but they have inspired you to write that next book.



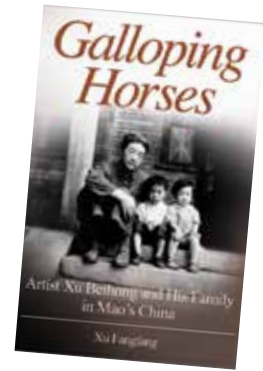
(Polish continued from page 1)

ute to describe their books. A panel of experts will critique each pitch and make suggestions on how to make it more concise and enticing. Audience members will also be encouraged to offer feedback, as time allows.

Current SLPA members will be given preference for the author "hot seat" spots, then we'll take volunteers from the audience in the remaining time. It's a great opportunity to polish your book pitch, whether you get direct feedback on your pitch or you simply observe the advice that other authors get. So bring your best pitch to the next meeting!

For more information, visit StLouisPublishers.org/event-2494002.

THE BOOK CORNER



Galloping Horses: Artist Xu Beihong and His Family in Mao's China

Xu Fangfang

Famous for his ink brush paintings of galloping horses, pioneering Chinese artist Xu Beihong (1895–1953) integrated Chinese and Western painting and mentored generations of Chinese artists. *Galloping Horses* describes how his family and legacy survived the turbulence of Mao's ever-changing policies, which dictated the direction of art and music from 1949 through the devastating ten-year Cultural Revolution. Discover more at BeihongChinaArts.com.

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

