

## The Publishing Decision-Making Flowchart

by Donna Heckler

"I love this." I actually said that out loud as I stumbled on this graphic about publishing: <http://thewritelife.com/self-publish-or-traditional>. I love that they try to make it so black and white, that they tried to simplify the publishing decision. I wish I had seen this as I was working on my books.



Donna Heckler

Was I organized? Yes. Did I make lists? Yes. Did I know how to promote? Yes, I am a marketer by training. Did I trust my editor? A really big yes! But, I went out and interviewed and hired her.

Did I trust the publisher? Not so much. Did I want to give up control? Not at all!

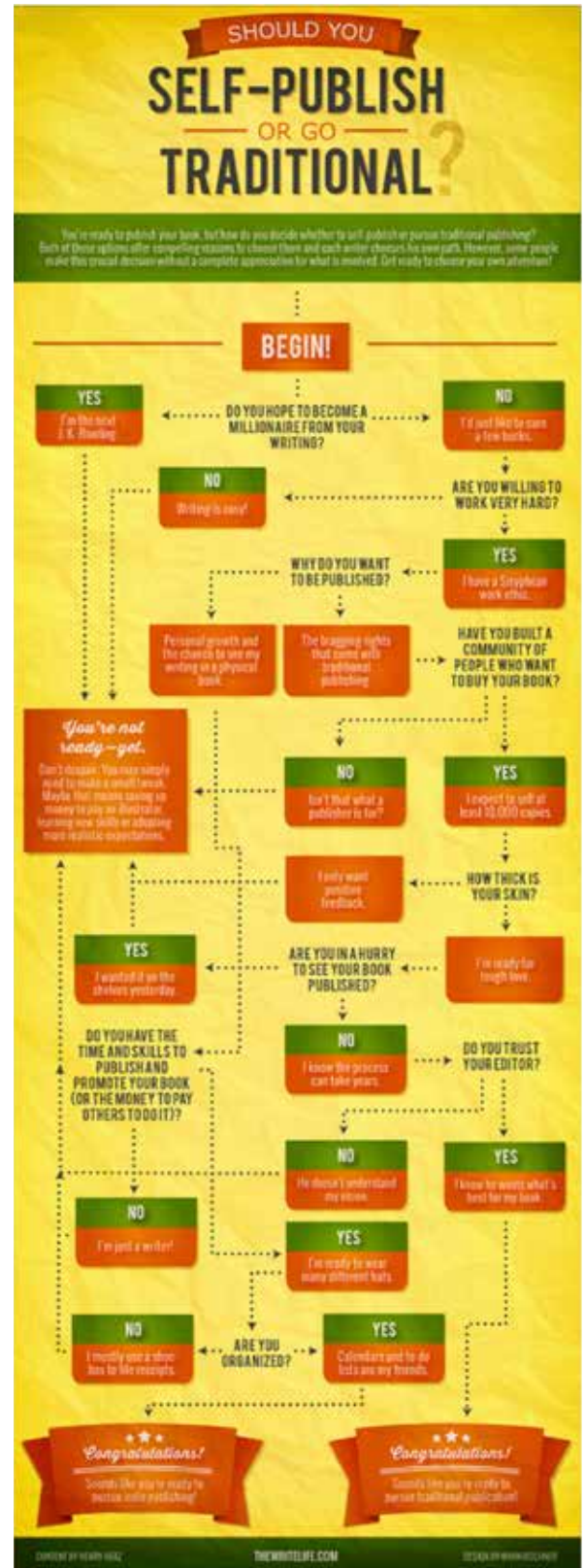
But there were so many other questions I had that didn't make this list. Like, how do I price the book? What type of distribution would be best for my books, and how do I achieve that?

Even as I spend time reflecting on this list now, I still really love it. But the reality is: there is no exact answer when it comes to publishing your book. There are many factors and many considerations, and there is no way that one chart can ever look at absolutely everything.

But it's a really great start to the decision-making process, and for that reason I love it!

And then I took a deeper read, looking for the issues that troubled me, that I had considered when writing my books. Right off the bat, when I looked at the answers as to why I wanted to be published, those answers did not fit for me. I wanted to be published because I felt I had information that would be helpful to others.

Did I have a community I had already built? One time yes, the other time no. Was I in a hurry to publish my books? Absolutely; once I decide something, I am off and running. In fact, timing did play a critical role in my publishing decisions.



### UPCOMING EVENTS

**NOV 9: SELF-PUBLISHER OR TRADITIONAL PUBLISHER?**  
WITH DONNA HECKLER

**DEC 14: POLISH YOUR PITCH**  
WITH BOB BAKER AS MC

**WATCH THIS SPACE FOR SLPA'S EXCITING MEETINGS AND EVENTS PLANNED FOR 2017**

**HAPPY THANKSGIVING TO EVERYONE!**

# Polish Your Pitch: The One-Minute Book Marketing Challenge

with Bob Baker

Join the St. Louis Publishers Association on December 14 at THE HEIGHTS: Richmond Heights Community Center for “Polish Your Pitch: The One-Minute Book Marketing Challenge,” a unique opportunity for authors to practice their book-pitching skills and get invaluable feedback. Learn how to hone your “elevator speech” at this special SLPA book marketing session, hosted by SLPA past president and book 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 minute to describe their book. 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!

## Candle Game Scary Story Reading

by Patrick Dorsey

The night before Halloween, writers and readers gathered in a darkened Maplewood basement for an evening of spooky Halloween stories read by candlelight.

Co-presented by indie bookstore The Book House and indie publisher Legendary Planet, the second annual Candle Game storytelling event was enjoyed all around. The game (available in a series of books) is based on the nineteenth-century Japanese game Hyakumonogatari Kaidankai and is played in a darkened room. Players take turns telling weird, ghostly stories, and when each is finished, the teller blows out a candle and peers into an upward-facing mirror. According to Japanese tradition, each story told attracts the attention of otherworldly things, and as each candle goes out, it becomes easier to see in the mirror what may have been drawn.

The event featured local authors reading both their own stories and classics. Among them: Debbie Manber Kupfer read her short story “Allister,” and Robert Holt read “The Gargoyle at Grandma’s” from his collection *The Vegetarian Werewolf and Other Stories*. SLPA Board Member-at-Large Bob Baker took a turn at performing Edgar Allen Poe’s “The Tell-Tale Heart” while SLPA VP Patrick Dorsey first read Lafcadio Hearn’s “The Boy Who Drew Cats” and later told



Bob Baker reading

true-life — and local — ghost tales from his book *Haunted Webster Groves*. Audience members stepped up and told stories as well, blowing the candles out one by one to see what might appear in the mirror.

The event was a perfect way to start Halloween: audience and storytellers all enjoying a most traditional and uniquely human experience of gathering close for an evening of eerie tales, chills, and laughs in flickering firelight.

## THE BOOK CORNER

### *Forgotten Soldiers*

by Warren Martin

**F**orgotten Soldiers is a Cold War mystery about Air Force Captain Jacob Walden, who was shot down over Vietnam in 1970, and the untold story of why he never returned home. Forty years later, journalist Ted Pratt investigates what may be the sudden reappearance of Jacob Walden and follows the trail to find him. Ted encounters Charlie Smith, a secretive and seasoned operative who may have answers to the question “What Happened to Jacob Walden” and why Jake never returned home.



Buy the book on Amazon at [www.amazon.com/Forgotten-Soldiers-Happened-Jacob-Walden-ebook/dp/B007WMQWGK](http://www.amazon.com/Forgotten-Soldiers-Happened-Jacob-Walden-ebook/dp/B007WMQWGK)

MEMBERSHIP DUES  
\$60 in 2016

## SLPA 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

