

Upcoming 2026 Meetings

June 10
Bob Baker
Turn Your Book Idea into
Multiple Income Streams

July 8
Casandra McCottrell
Launch Your YouTube
Channel to an Audience

The HEIGHTS Community
Center
Doors Open at 6:30 PM
Meeting Begins at
7:00 PM
FREE for SLPA Members
\$10 for Guests
Join SLPA Today!

June Meeting

Turn Your Book Idea into Multiple Income Streams

In this inspiring session, Bob Baker reveals overlooked ways authors can monetize not just their books but also the topics, themes, characters, and expertise behind them. You'll leave with practical ideas for earning income through products, services, royalties, licensing, and streaming revenue—options many authors never consider.



The best part? These opportunities are often right under your nose. No matter what you write (fiction, nonfiction, memoir, children's books), there are creative, realistic ways to expand what you've already created into multiple revenue streams. Bob will share real examples from his own publishing journey and those of successful indie authors.

About the speaker: Bob Baker is a veteran author, musician, and entrepreneur with over 30 years in publishing and creative marketing. He's a Past President of the SLPA and the author of 18 books. His work has reached millions through YouTube, podcasts, books, and streaming platforms. He teaches creators how to turn their wisdom and expertise into impact and income.

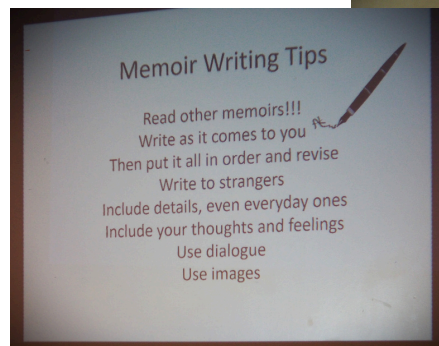
Website: <https://BobBakerInspiration.com/>

April Meeting Recap

Our April SLPA meeting was an empowering and inspiring evening centered on memoir, storytelling, and community.

Thank you to Linda Austin for sharing her insights on memoir writing and its connection to fiction, and to everyone who joined us for an engaging evening of learning and connection.

"In a memoir, you are the main character."
— Inspired by Linda Austin, Author & Memoir Advocate



Upcoming in July

Launch Your YouTube Channel to an Audience



Many authors are interested in YouTube—but aren't sure where to begin. This session is designed to provide a clear, practical starting point.

Join Casandra McCottrell, YouTube-certified Creator Launch Strategist and founder of Channel Design, for a structured, approachable introduction to launching a YouTube channel. A TV-trained storyteller with a background in television producing and writing, Casandra helps beginners move from overthinking to publishing with clarity and purpose. She is also the Communications Director on the board of the St. Louis Publishers Association (SLPA).

As more creators turn to digital platforms to share their ideas, build visibility, and connect directly with their audience, having a clear and manageable way to show up online is more important than ever.

Whether you are starting from scratch or revisiting an idea, this session will provide practical guidance and next steps to help you move forward with confidence.

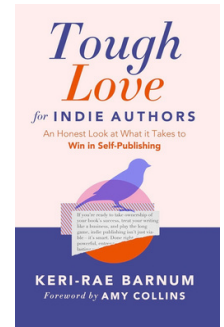
In this session, attendees will learn how to:

- Clarify their message and channel focus
- Create a simple, repeatable content structure
- Begin connecting their work to an audience

Connect with Casandra on LinkedIn.



For authors exploring or actively navigating self-publishing, *Tough Love for Indie Authors: An Honest Look at What It Takes to Win in Self-Publishing* by Keri-Rae Barnum is a valuable addition to your resource list.



This book offers a clear, experience-driven look at what it actually takes to succeed as an independent author. Rather than focusing on quick wins or trends, it walks through the full publishing process, emphasizing strategy, decision-making, and long-term sustainability.

The tone is direct and grounded, making it especially useful for writers who want a more realistic understanding of the publishing landscape.

Keri-Rae Barnum has also presented for SLPA in the past, bringing the same clarity and practical perspective reflected in this book.

This is a strong resource for authors at any stage who are looking to approach self-publishing with greater structure and insight.

Available on Amazon at <https://bit.ly/4ddNp74>



Admission and Membership

Meetings on the second Wednesday of every month

In-person meetings at The HEIGHTS
Register for Zoom access.

Admission and Membership
Admission is FREE for members.
Membership is \$60 per year.
stlouispublishers.org/join
stlouispublishers.org/benefits

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Editor: [Casandra McCottrell](#)
Designer: [Patrick Jones](#)

