



Upcoming 2026 Meetings

July 8

Casandra McCottrell
Launch Your YouTube
Channel to an Audience



August 12

Jeff Bender
Social Media for Authors
& Literary Professionals



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!

July Meeting

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.

May Meeting Recap

Our May monthly meeting, "Audiobooks: Why and How" with Warren Martin, was a great success. Thank you to everyone who joined us for an evening of learning and connection.

We appreciate Warren sharing his practical insights into audiobook production, narration, distribution, and marketing. The thoughtful discussion and enthusiasm from our attendees made for an engaging event.



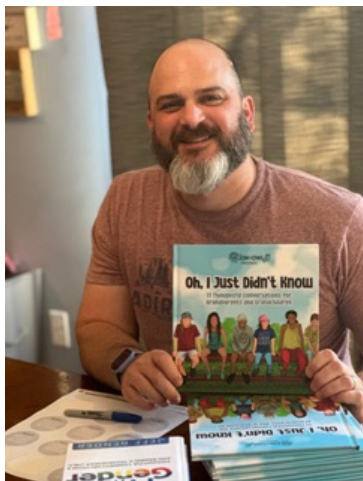
We look forward to seeing you at our next meeting!

Register at: stlouispublishers.org

Attend in person. Members attend for free. The non-member guest fee is \$10. Non-members must register and pay to attend.

Upcoming in August

Social Media for Authors & Literary Professionals led by Jeff Bender



In today's digital world, social media can be one of the most powerful tools for building your audience, promoting your book or services, and establishing yourself as a trusted voice in your field.

This interactive workshop is designed for authors, publishers, editors, literary agents, and other literature professionals who want to better understand how to use social media strategically and effectively. We will cover the fundamentals of setting up and optimizing your social media profiles, creating engaging content, identifying and reaching your ideal audience, and using platform-specific best practices to increase visibility and engagement.

The session will include real-world examples, practical tips you can implement immediately, and a substantial Q&A component, giving participants the opportunity to receive guidance tailored to their unique goals, challenges, and platforms.

KUDOS CORNER



New Release: The Copilot Workday
by Dr. Patrick Jones



Most of us know the feeling. You leave a meeting with a page of notes, open your email, and find several messages waiting for a reply. Then you remember that someone still needs an update before the end of the day. That everyday work moment is the heart of Dr. Patrick Jones's new book, *The Copilot Workday*.

The book is off to a strong start and is written for regular Microsoft 365 users, not just technology experts. It explains how Copilot can help with common tasks like improving documents, looking at data, and creating presentations. It also reminds readers that AI is a tool, not a replacement for good judgment.

For authors, small business owners, teachers, office workers, and anyone curious about AI, this book offers a friendly way to begin. It uses simple examples and real situations to make Copilot easier to use.

<https://www.amazon.com/dp/B0H2Q77N56>



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.
stloispublishers.org/join
stloispublishers.org/benefits

SLPA NEWS & VIEWS
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