SLPA NEWS & VIEWS
ST. LOUIS PUBLISHERS ASSOCIATION
November 2026
EMPOWERING AUTHORS TO PUBLISH, PROMOTE, AND SELL MORE BOOKS STLOUISPUBLISHERS.ORG

Upcoming 2026 Meetings

Saturday, November 14
STLCC–Meramec Campus

December 9
Bob Baker
Perfect Your Pitch

January 13, 2027
TBA

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!

December Meeting

Perfect Your Pitch with Bob Baker

Have a book to promote? Knowing how to talk about it can make all the difference!

Join SLPA on Wednesday, December 9, 2026, for Perfect Your Pitch with author and book marketing expert Bob Baker. Whether you're introducing your book to potential readers, networking at an event, or exploring publicity opportunities, a clear and compelling pitch can help you capture attention, spark curiosity, and make a lasting impression.

But how do you communicate what makes your book special in just one minute?

During this engaging session, Bob will share practical tips for creating and refining your elevator pitch. Learn how to introduce yourself, communicate your book's message, and give potential readers a reason to learn more. Whether you're preparing to launch your first book or looking for new ways to promote an existing title, this presentation offers an opportunity to strengthen an essential book marketing skill.

About Bob Baker



Bob Baker is a full-time author, independent publisher, and longtime advocate for self-publishing. A former six-term SLPA president, Bob has spent more than two decades helping authors, musicians, and creative entrepreneurs promote their work, reach audiences, and earn income from their talents. He is the author of 18 books, including 55 Ways to Promote & Sell Your Book on the Internet and Guerrilla Music Marketing Handbook, which appeared in the movie School of Rock, starring Jack Black.

Learn more at www.FullTimeAuthor.com

October Meeting Recap

SLPA extends its sincere thanks to Karen L. Tucker of Comma Queen Editing for her informative October presentation, Editing Essentials with the Comma Queen. Karen shared valuable insights into the editing process, including how to find and hire an editor.



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.

Fall Into Writing: Do You Know Your Reader?
by Casandra McCottrell

Fall is a wonderful time for fresh ideas, new beginnings, and renewed writing goals! Whether you're starting your first book, working on your next bestseller, or dusting off an unfinished manuscript, there's always an opportunity to grow as an author.

And with self-publishing platforms like Amazon Kindle Direct Publishing (KDP), authors have more opportunities to share their stories and reach readers around the world.

But here's a question worth exploring: **Who is your book really for?**

I recently came across an online training by Ty Cohen, the entrepreneur behind Kindle Cash Flow, a publishing education business that teaches people how to create, publish, and market books through platforms like Amazon.
His training shared three helpful reminders for authors at every stage.

Get to Know Your Reader
Think about who you'd love to reach. What interests them? What do they hope to learn, discover, or experience?
Understanding your readers can help you create a book they'll enjoy and want to recommend!

Give Your Ideas a Roadmap
Cohen emphasized the value of a thoughtful outline. More than a list of chapters, it's a roadmap that helps organize ideas, fill in gaps, and keep your writing on track.

Keep the Momentum Going
Two of Cohen's key ingredients for success? Commitment and consistency!

Every paragraph, page, and writing session counts. Keep showing up, even when progress feels small.

A Little Fall Inspiration
As the year winds down, why not revisit a writing goal, refresh your outline, or exchange ideas with fellow SLPA members?

Before turning another page in your manuscript, think about the person who will one day turn its pages.

Your next great connection with a reader could begin with the words you write today!

Inspired by an online training presented by Ty Cohen of KindleCashFlow.com.

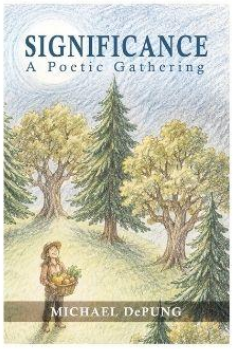
SLPA KUDOS CORNER

Congratulations to Michael DePung!



SLPA congratulates author Michael DePung on the upcoming December release of his new book, Significance: A Poetic Gathering.

In ancient times, Gatherers had the ability to listen and connect with Spirit as they foraged, often noticing what others overlooked. Michael's book invites readers to become modern-day Gatherers, discovering significance in everyday life through emotional restoration, spiritual healing, and a deeper connection with the soul.



Michael served on the SLPA Board for a decade, and we're delighted to celebrate this exciting new chapter in his publishing journey.

Book Launch --- January 23. 2027!
Urban Chestnut Brewing Company
The Grove Bierhall
4465 Manchester Ave.
St. Louis, MO 63110

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