



WEDNESDAY, May 8, 2013, 7pm

▶ Hypnotic Book Marketing: How to Create Descriptions & Sales Offers That Mesmerize Readers and Sell More Books

There are two ways to describe and promote your books: The typical ho-hum way that gets mediocre results ... and the “hypnotic” way. And when you learn the secrets behind the hypnotic method, you’ll attract more readers and turn a lot more of them into book buyers.

Don’t worry, this presentation isn’t about casting spells or manipulating people to do things against their will. Not at all. What it will show you is how to present your message and your book in ways that captivate and motivate people to buy.

In a little more than an hour, Bob Baker will reveal:

- How to write the most effective sales page headlines and email subject lines
- The #1 most important word you need to include in any book sales message
- How to craft magnetic sales offers (and the key aspects that most authors mistakenly leave out)
- Examples of book promotions that generated as much as \$3,976 in five days



Bob Baker is an experienced speaker and published author.

Bob Baker is an author, teacher, musician, and visual artist dedicated to showing creative people of all kinds how to get exposure, connect with fans, and increase their incomes. He is the author of “Guerrilla Music Marketing Handbook,” “55 Ways to Promote & Sell Your Book on the Internet,” “Unleash the Artist Within,” and more.

He has also been an SLPA member for ten years and is serving his sixth term as president of the board. Check out Bob’s free ezine, blog, podcast, video clips and articles at www.FullTimeAuthor.com and www.TheBuzzFactor.com. energized, inspired, and armed with a specific plan to turbo-charge your unique position in the marketplace.

▶ Making Money with Books: 3 Steps for Authors

by Bob Baker

Would you like a simple formula that can help you make more money from your books? Well, this short article might be the answer.

Not long ago Darren Rowse, who runs a great website at www.Problogger.net, shared his wisdom concerning a new blogging venture. In part, he wrote:

“...monetization is not my main focus at this point. My initial focus is more around:

1. Developing quality content
2. Building an audience
3. Building community

In my experience, monetization comes more easily once you’ve got those other three elements in place.”

Darren may be talking about blogs, but these three key steps apply to authors and their books as well. In fact, I consider them to be the exact factors that lead to my own success and ability to make a living from my books and related information products.

So my simple advice to you is:

- Freely share bite-sized chunks of what you write about (and make sure it’s meaningful for the intended reader)
- Allow those free samples to get passed around, attract attention, and build an audience
- Let that growing audience interact with you and each other -- thereby building a community around your topic

Once you have a community (also known as a tribe) that is paying attention to you, it becomes a lot easier to generate sales while you continue to deliver value for free.

These steps may seem overly simplistic. But from I’ve observed through my own experience and that of other profitable authors, these are the activities that matter most in the long run.

Are you taking these crucial steps with your book and message?

SLPA meets on the second Wednesday of the month:

Brentwood Community Center
2505 S. Brentwood Blvd., Room 101
Brentwood, MO 63144

Doors open for networking at 6:30pm and meeting begins at 7pm. The formal meeting concludes at about 8:30pm with networking continuing after the meeting.

Our regular meetings are free to members. Guests – \$10 at the door, cash or check only.

► See Dick & Jane...& Bob & Lori & Nancy...



Bob Fishbone, grabbed our attention with his opening musical routine, before launching into his lecture topic for the evening, at the March meeting.

At the SLPA April meeting, Lori Feldman shared her "Big Data" ideas for small publishers and book authors with a unique twist on how e-marketing can "pre-sell" books.



Nancy Bauman, "The Book Professor", got the year off with a big splash teaching us how to create a book launch with a lot of positive creative thinking and a very little budget.



Before and after the monthly meetings you have the opportunity to schmooze with other authors, designers, editors, and all around lovers of books.

► News You Can Use

The following is a selection of articles, resources, and information to help you CREATE, PRODUCE, and MARKET your books.

CREATE

Representing Minorities in Your Writing

Brian Klem

May 3rd, 2011

"In order to successfully write anything, scripts, novels, plays, it takes empathy."

<http://www.writersdigest.com/online-editor/representing-minorities-in-your-writing>

MARKET

Book Marketing: Creating Your Author Press Kit

Joanna Penn

January 21st, 2013

"...it's not just for media or journalists; your press kit can also be requested by retailers, book bloggers, event planners, editors; basically anyone who might take an interest...."

<http://www.thecreativepenn.com/2013/04/23/press-kit/>

PRODUCE

The 7 Worst Mistakes of Indie Authors and How to Fix Them

Joanna Penn

March 4th, 2012

"If you are writing historical romance, you should be reading that type of book and understanding what the audience look for and then making sure your book fits the niche – or look for another niche."

<http://www.thecreativepenn.com/2012/03/04/7-worst-mistakes-indie-authors/>

► The SLPA Mission

The St. Louis Publishers Association empowers authors and publishers to create and market quality products and books. A nationally recognized organization, the SLPA provides educational, informational resources on publishing. Through its monthly meetings, the organization provides networking opportunities for people involved in all aspects of the publishing industry.

Visit the SLPA website at www.stlouispublishers.org.

► Questions about SLPA?

Contact Membership Chair:

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Members: Get your article featured in the SLPA newsletter or blog. For more info, email Tim Hill communications@stlouispublishers.org