



WEDNESDAY, July 11, 2012, 7pm

## ▶ A Business and Legal Primer for Self-Publishers—from Concept to Distribution, Part Two

When an aspiring author enters the publishing business, he or she may be surprised and overwhelmed to discover the ins and outs of the legal requirements of publishing. A seasoned professional is needed to navigate this new world and protect the author's ideas and content. And in the changing landscape of publishing, authors need timely and sound advice.

On July 11 we welcome back Mary Ann L. Wymore, an officer at Greensfelder, Hemker & Gale, P.C., in St. Louis. Mary Ann is a member of the firm's litigation, communications and media, and intellectual property practice groups. She will continue her conversation with SLPA members on the publishing process from a legal perspective.



Mary Ann will provide an overview of legal rights and obligations, including the nuts and bolts of:

- Copyrights and trademark
- Defamation, privacy, and rights to publicity
- Obtaining (and giving) clearances
- Author warranties
- Indemnification
- Releases

Every author needs a working understanding of these topics, so join us July 11 for this essential primer on legal considerations for self-publishers.

## ▶ TOP TEN Tid-Bits from Book Expo America, 2012

By Sue Sylvia

BEA is part of New York Book Week, which was the first week in June. It's the largest publishing trade show in the US and a great place to learn about the latest trends and technologies. More than just a trade show, there are also a lot of educational opportunities to take advantage of during the show. Here are the trends and tools that I found most interesting from this year's show.

1. **Maximize your presence on Google+.** You've heard it before from the early adopters, but having a bigger presence here will boost your search rankings like crazy. Google is about to introduce a new tool that populates itself with all your content and the more robust your Google+ content is, the more easily people will find you. <http://www.google.com/+learnmore/>
2. **Gotta do Goodreads.** These days, this is THE place for reviews and connecting with fans. The website is great and it's also available as mobile app. It now has an algorithm that suggests books based on users' libraries so it's beneficial to have a presence there. EVERYONE was talking about Goodreads at BEA. <http://www.goodreads.com>
3. **Ebooks for Children are coming.** Get ready now. Just make sure your enhancements don't detract from the reading experience. (Embrace the bells and whistles, but be sure you have solid ideas and added value built into your story to begin with.) This newest generation of children "read," but not just in one way. Printed books are still relevant, but this new generation of kids is labeled as "trans-media." They process content in numerous ways. Print books, ebooks, video, toys, games and online interactions all give life to a children's story concept. Here's a good source for

having ebooks with lots of visuals created in a way that keeps them looking pretty much like the printed book, but with the page flexibility that ebooks require. They are affiliated with Four Colour Imprints, an excellent printer based in Kentucky with printing facilities in affiliations in Illinois and Asia.

<http://www.mytabletbk.com>

4. **Social Reading: The digital "book club" is here!** It's happening in book groups on Google+, Facebook, Goodreads and more. Also check out Copia, which is especially good for study groups. They even have functionality for "highlighting" text. <http://www.thecopia.com/about/tour.html>
6. **CoolNew Gadget #1: link.me** Use these special QR codes to capture data and build your consumer base. Created with input from some of the biggest publishers in the world, link.me enables you to track reader interest and build ongoing, direct relationships. Using the latest in mobile technology, this will revolutionize the way that publishers understand and communicate with their audiences. <http://link.me>
7. **Cool New Gadget #2: Autography!** Yes, now there's a great APP for autographing your ebooks! It's called Autography and they were demoing at BEA. You can add a customized page to your ebook, autograph it with a stylus and even snap a photo of reader and author together to make it extra-special. The Facebook link takes you to some scenes from BEA, including video of the product. <http://www.autography.com>, <http://www.facebook.com/Autography>

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## ► News You Can Use

The following is a selection of articles, resources, and information to help you CREATE, PRODUCE, and MARKET your books. Visit the SLPA website at [www.stlouispublishers.org](http://www.stlouispublishers.org) to find the live links!

### CREATING

#### 7 Simple Ways to Make a Good Story Great. 6/19/2012

By Elizabeth Sims

Agents and editors are tuned to seek flaws and weaknesses in an author, but their hearts melt in the face of author strength, competence and bravery.

Read more: <http://www.writersdigest.com/whats-new/7-simple-ways-to-make-a-good-story-great>

### PRODUCING

#### What Can a Good Editor Do For You? 6/2012

By Patricia L. Fry

One of the biggest mistakes you can make is not having your manuscript edited before sending it to an agent or publisher. Even if you are self-publishing, hiring an editor may only delay your project by a few weeks.

Read more: <http://www.spawn.org/editing/goodeditor.htm>

### MARKETING

#### 6 Common Myths About Book Reviews. 9/2011

By Yvonne Perry

Book reviews are a powerful promotional tool, but there are some misconceptions about how to obtain them. Here are some common myths about getting book reviews.

Read more: <http://yvonneperry.blogspot.com/2011/09/6-common-myths-about-book-reviews.html>

## ► BEA 2012, Continued from Page One . . .

8. **Awards do matter!** Create a terrific book, then get it acknowledged by the industry. An award can get you extra press, additional display opportunities, lots of credibility and you'll probably sell more books! If nothing else, it looks classy and will make your mom proud. No url here, just Google "book awards" in your genre.
9. **BookXtra.com** This is a brand new tool for getting your books discovered. It's a place where you can add additional content related to your book and in the demo I saw, it looks pretty promising. <http://www.bookxtra.com/>
10. **Explore the entire BEA website.** There's always some "buried treasure" pieces of info to be gleaned. (The list of bloggers attending this year's Blogging Conference is there and their contact info is openly available in the Concurrent Events section. Check it out for possible review sources!) <http://www.bookexpoamerica.com/en/Home/Thursday-June-7-7pm/>

Sue Sylvia is an award-winning publisher, book designer and publishing mentor. Contact Sue at [design@staircasepress.com](mailto:design@staircasepress.com) or 618-558-9504. <http://www.staircasepressdesign.com>

## ► 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. 

## ► What's Ahead? August 8, 2012

The August 8 meeting is a Field Trip to Mira Digital Publishing! **Please do NOT go to our usual Brentwood location for this month's meeting!**

Each August we typically conduct our monthly meeting onsite at a local company to provide our members and guests the opportunity to see firsthand some aspect of the publishing industry. This year, we're headed to:

Mira Digital Publishing  
1010 Hanley Industrial Court  
Brentwood, MO 63144

Our hosts at Mira provide content management, publishing and printing. Doors open at 6:30pm for networking. Formal meeting to begin at 7:00pm.

Visit [www.stlouispublishers.org](http://www.stlouispublishers.org) for more information! 

## ► SLPA Meetings

SLPA meets on the second Wednesday of the month:

Brentwood Community Center  
2505 S. Brentwood Blvd., Room 101  
Brentwood, MO 63144  
(Enter through the door closest to the flagpole)

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. 

## ► Questions about SLPA?

### Contact Membership Chair:

Kim Wolterman, [membership@stlouispublishers.org](mailto:membership@stlouispublishers.org)

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**Members:** Get your article featured in the SLPA newsletter and posted on our blog. E-mail Maria Rodgers O'Rourke at [vp@stlouispublishers.org](mailto:vp@stlouispublishers.org) for more information. 

