



## SLPA Vendor Showcase Featured SLPA Service Providers

Our first Service Provider Showcase of the year will be on Zoom with breakout rooms to easily navigate for your specific needs. Connect with publishing professionals including: book coaches, editors, graphic designers, illustrators, publishers, marketers, and more. This event is free and open to the public.

- 1. **Editwright – Andrew Doty**  
[editwright.com](http://editwright.com)
- 2. **Successful Improvements – Kerri Holloway**  
[successful-improvements.com](http://successful-improvements.com)
- 3. **Carolyn Vaughan Designs – Carolyn Vaughan**  
[cvaughandesigns.com](http://cvaughandesigns.com)
- 4. **Absolute Good Enterprises – Jo Lena Johnson, Publisher, Book Coach**  
[absolutegoodenterprises.com](http://absolutegoodenterprises.com)
- 5. **Peggy Nehmen**  
[n-kcreative.com/portfolio/](http://n-kcreative.com/portfolio/)
- 6. **Ruth E. Thaler-Carter – Editing, proofreading, publishing support**  
[writerruth.com](http://writerruth.com)
- 7. **Sierra Dean – Dean Diaries Publishing**  
[deandiaries.com](http://deandiaries.com)

**7 pm, March 9**  
**via Zoom**

**Join us on March 9 for the first Service Provider Showcase of 2022.**

Meet publishing professionals who can help with navigating your author journey.



### ZOOM INSTRUCTIONS:

Sign-up is free. You can join from your smartphone, computer or tablet. If it's your first time, follow the prompts and allow it to access your camera and microphone. Click on this link for the meeting: <https://zoom.us/j/86782144399>. Meeting ID is 867 8214 4399. Password is 668448.

*“Don’t bend; don’t water it down; don’t try to make it logical; don’t edit your own soul according to the fashion. Rather, follow your most intense obsessions mercilessly.”*  
—Franz Kafka

## Defining Your Purpose: An Interactive Author Experience Facilitated by Jo Lena Johnson, Book Coach and Publisher

**Join the St. Louis Publishers Association on April 13 for “Defining Your Purpose: An Interactive Author Experience,” facilitated by Jo Lena Johnson, Writing Coach, Publisher, and SLPA Board Member.**

As a writer or an aspiring author, you’ve spent precious time creating your story. Sure, you have a book idea in your head: maybe it’s about your unique family, little known history, or even fantastical fiction. But, until you get that story out onto the page and then share it with others, people won’t know about your work, and they might not understand where you’re coming from.

This session will give you the opportunity to share your current writing project, why you’re writing it, and gain a clear understanding about *why* someone should read it!

We are here to support you on your journey as an author on the path to publication. Don’t be shy. Come ready to share with other authors. We’ll all be there to work through it, together!



*SLPA Board Member Jo Lena Johnson, the Absolute Good Resilience Coach, teaches leadership, conflict management, and communication skills to people around the world as a certified mediator and international trainer. As a book shepherd, writing coach, and owner of Absolute Good Enterprises, she helps people tell their stories, complete their books, and bring them to market.*

Visit: [absolutegoodenterprises.com](http://absolutegoodenterprises.com)

## UPCOMING EVENTS

via ZOOM

**March 9, 7– 9:00pm**  
SLPA Vendor Showcase

[Featuring publishing professionals of all specialties](#) (via Zoom)

**April 13, 7– 8:30pm**  
Defining Your Purpose:

An Interactive Author Experience  
Facilitated by [Jo Lena Johnson](#)  
<https://zoom.us/j/86782144399>

**April 23, 8am –12pm**  
How to Publish  
Your Own Book

with [Warren Martin](#), [Andrew Doty](#), [Peggy Nehmen](#), [Jo Lena Johnson](#), and [Bob Baker](#)  
**Registration Now Open**  
<https://tinyurl.com/8pxabvpx>

## How to Publish Your Book Fundamentals Conference (Virtual)



SLPA's first-ever virtual conference on February 19 featured seven distinct sessions presented by [SLPA Board Members](#). As publishing professionals they shared the do's and don'ts of writing, editing, and cover design, plus fundamentals of children's books, coaching, and other elements needed to successfully self-publish your book.

Stay tuned for future events presented by SLPA Board Members! See below for participant comments.

### Why did you sign up for this conference?

- I'm interested in self-publishing, but I want to do it well.
- To learn more about KDP upload.
- I'm trying to create my first book.

### What information was most helpful?

- All of it. Got information from each presenter that is valuable.
- How things work, practical experience and resources in the chat.

- How important the process of editing is. I really had no idea.

### Next time, please cover:

- More information on Amazon self-publishing
- Self-publishing funding strategies
- I'd appreciate if you could include fiction editors.
- Working with a ghostwriter?



Warren Martin



Peggy Nehmen



Kerri Holloway



Andrew Doty



Jo Lena Johnson



Kevin Desrosiers

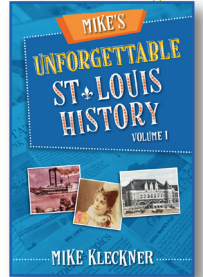


Patrick Dorsey

## KUDOS CORNER

**SLPA Board Member**  
**Andrew Doty**  
**Owner of [Editwright](#)**

Andrew Doty, SLPA Vice President and owner of [Editwright](#), presents his client **Mike Kleckner**, a Kirkwood resident and lifelong St. Louis history buff. After decades of gathering clippings from old newspapers, magazines, and flyers, Mike finally transformed a portion of his personal collection into his very first book, *Mike's Unforgettable St. Louis History, Volume 1*, with short snippets of little-known, surprising, and entertaining facts about St. Louis (and cover design by fellow SLPA Board Member Peggy Nehmen). Since the book's release in December, Mike has been interviewed for an [article in the St. Louis Post-Dispatch](#) and was a featured presenter for the Kirkwood Historical Society.



Visit: [mikesunforgettablestlouis.com](http://mikesunforgettablestlouis.com)



## LAST MONTH'S RECAP Diversity and Inspiration in Books for Children

Special thanks to **Jeffrey Blair**, co-founder of **EyeSeeMe African American Children's Bookstore in University City**, for sharing the importance of books that promote positive images and stories about African American culture and history. Visit [eyesee.me](http://eyesee.me).



Pamela and Jeffrey Blair

Jeffrey and his wife Pamela founded EyeSeeMe in 2015 in response to the lack of diverse books for their own children. The following year, a ten-year-old boy from Ferguson visited EyeSeeMe and was so drawn in by a particular book—*Danny Dollar Millionaire Extraordinaire: The*

*Lemonade Escapade*, by Ty Allan Jackson, illustrated by Jonathan Shears—that he was inspired to form a book club especially for boys his age, called “Books N Bros.” The book club became so popular that it

gained national attention and expanded to include dozens of members and subscription boxes of children's books written by African American authors.

When the pandemic arrived in 2020, EyeSeeMe was able to pivot with brand new sales strategies, including: book bundles, curbside pickup, online ordering, author spotlights, and new release posts on their website, email newsletter, and social media. These strategies helped them to not only survive, but thrive and expand their reach to customers outside the St. Louis region.

**What do people (parents, grandparents, teachers, kids) want to see more of? Diversity!** More options, more variety, and unique, fun, relatable stories. Think back to your childhood, and how excited you were to have the 64-count box of crayons instead of the basic 8-count. A greater variety of books with stories and illustrations that reflect more unique and inspiring options can ignite that same creative spark in a child, introducing a lifelong love of reading.



Meetings on  
the second  
Wednesday of  
every month

**In-person gatherings are suspended due to COVID-19 restrictions.**

**All meetings will be held online until further notice.**

### Admission and Membership

- Monthly meetings on Zoom are FREE
- [Membership is \\$60 per year.](#)

Visit: [stlouispublishers.org/join](http://stlouispublishers.org/join)  
[stlouispublishers.org/benefits](http://stlouispublishers.org/benefits)

### SLPA NEWS & VIEWS

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