



The SLPA Celebrates 25 Years!

by [SLPA Vice President Andrew Doty](#)

Twenty-five years ago, three intrepid self-publishers recognized the strength of a shared purpose.



The St. Louis Publishers Association's first meeting (probably) took place in 1995 at Washington University's Kemper Art Museum. We know this thanks to a brief, firsthand testimony of our organization's origins from the SLPA's original president, Dan Malan, who co-founded the group alongside authors Linda Ardakani and Scottie Priesmeyer (read his account in our [August 2018 newsletter](#)).

The year 1995 is an estimate; the precise beginning is unknown. As Dan Malan says, "SLPA's exact origin date is shrouded in mystery. When we started, there was no thought of needing to document what we did or when we did it." Indeed, state records

7:00 pm, December 9
via Zoom

don't contain any filings older than 1999, which is likely the year record-keeping became a priority for the administration, not the year we began meeting.



Andrew Doty

This imprecise history correlates with something I've noticed time and time again among our membership: publishers are, above all, *doers*. Sometimes, the rubber hits the road before the itinerary has been set—but that's why we gather together. There's a lot of work to be done, and together, we help each other do it *better*.

Join us for a "Show & Tell" celebration on December 9. Share your own personal SLPA stories using the hashtag [#STLpublishing25years](#) on social media:

Facebook:

facebook.com/groups/STLPublishers

Twitter:

twitter.com/STLPublishers

Instagram:

instagram.com/stlouispublishers

LinkedIn:

linkedin.com/company/_st-louis-publishers-association

Watch President Warren Martin's [annual SLPA recap video for 2019 on YouTube](#).

Special discounted rate for SLPA membership through December 31, 2020!

From now through December 31, 2020, you can join (or renew your annual membership) for the special discounted rate of \$30. This covers your membership for one (1) calendar year from the date of payment. If you've already renewed your dues in 2020, this \$30 special rate will apply to your renewal in 2021. Visit www.stlouispublishers.org/join and www.stlouispublishers.org/benefits.

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.

Video Content Creation for Indie Authors – Simplified

Join the St. Louis Publishers Association on January 13 during our first monthly meeting in 2021 for "Video Content Creation for Indie Authors – Simplified," presented by [EG Media Group](#).

Ever heard the term, "use the right tool for the job"? In the marketing world, video content is analogous to a having a multi-tool that works for almost any kind of call-to-action or other online outreach. For indie authors, video CAN BE an effective marketing "multi-tool"? Learn how to use video to market yourself and sell more books from [EG Media Group](#) team members Ted Sloan, Noah Benoit, and SLPA member Scott Ragain.



Ted Sloan



Noah Benoit



Scott Ragain

Continued on page 2.

UPCOMING EVENTS

via ZOOM

December 9, 7–8:30pm
SLPA Celebrates 25 Years!
hosted by the SLPA

<https://zoom.us/j/86782144399>

January 13, 7–8:30pm
Video Content Creation for Indie Authors – Simplified
presented by EG Media Group
(meeting ID link will be provided on the website in January)

Continued from page 1.

EG Media Group (EGMG) is a media production company located in St. Louis that specializes in podcasts, corporate/small business videos, TV show pilots and pitches, websites, and more. In late 2019, EGMG was asked to consult and market indie authors Sean Mulrone and Brandon Glone of “The Obesity Revolution” as well as three-time published author Kipp Van Camp. As a result, author/book marketing has become an official part of EGMG’s service offerings. SLPA member Scott Ragain is the founder of EGMG. You can reach him at: scott@egme-diagroup.com or call (314) 795-9262.

“Half my life is an act of revision.”

—John Irving

November 14 workshop: How to Publish Your Own Book

The workshop was a sold-out success! Be sure to stay tuned for details about our next one coming in Spring 2021. You don’t want to miss out!



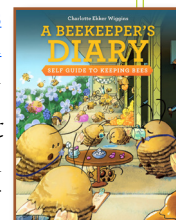
KUDOS CORNER

SLPA Member:
Charlotte Ekker Wiggins



Charlotte Ekker Wiggins is a lifelong gardener, an entrepreneur, and an author. Her first book, *Bee Club Basics or How to Start a Bee Club*, debuted in April. Bluebird Gardens, her cherished one-acre limestone hillside garden, is now a Monarch Way Station, Certified Wildlife Habitat, and working apiary.

As an advanced master gardener she spoke in April 2019 for her [TEDx Talk for Missouri S & T](#) “Beekeeping: Why bugs matter.” She serves on the Missouri State Beekeepers Association and is a member of the Steering Committee for the [University of Missouri’s Master Pollinator Steward program](#), the first of its kind in the U.S. Her next release, *A Beekeeper’s Diary, Self-Guide to Keeping Bees*, will be available in December 2020.



Visit Charlotte at:
charlotteekkerwiggins.com



LAST MONTH’S RECAP: Fine Tune Your Platform and Get Immediate Feedback

Sincere thanks to [SLPA Board Member Jo Lena Johnson](#), the AG Resilience Coach and Founder of Absolute Good Enterprises. As the facilitator for our November 11 meeting, she led a lively, thought-provoking, and interactive session where authors and attendees shared thoughts on how to present their story with numerous examples and helpful resources.



Visit Jo Lena at absolutegoodenterprises.com.

Your platform as an author extends beyond the words written in your book. Remain focused on the purpose and your intended audience. Begin by asking yourself these questions:

1. Who is your audience?
2. What do you want your audience to do, think, or feel, based on what you’ve written?
3. Why should people care?

Example 1: Romance novel with unexpected discoveries and revealed secrets

- Tell the story from the perspective of the main characters
- As you reveal the layers of conflict, bring readers on the journey (solve the case)

Example 2: Cultural influence of music from a historian with 40+ years working in radio

- Bring readers along for the ride down memory lane
- Share behind-the-scenes insights that music fans will cherish

Example 3: Collection of true stories from people who overcame tremendous challenges

- Highlight the characteristics that helped them escape hardship
- Address readers’ “what’s-in-it-for-me” perspective (motivate, encourage, empower)

People read books to be entertained, to escape, or to gain information. How does your story meet their needs? Make sure the title, interior pages, and description of your book all work together to deliver what your intended audience expects to receive, based on what *you* said your story will do.



Meetings on the second Wednesday of the 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, current discount is \\$30.](#)

Visit: stlouispublishers.org/join
stlouispublishers.org/benefits

SLPA NEWS & VIEWS

Editor: [Kerri Holloway](#)
Designer: [Carolyn Vaughn](#)
Webmaster: [Kevin Ericson](#)

