



## Polish Your Pitch: The One-Minute Book Marketing Challenge

moderated by **Bob Baker**

**M**ake no mistake: your ability to clearly communicate who you are and what your book is about will lead to more publicity, more readers, and more sales.



Bob Baker

As a self-promoting author, you need to learn this skill. Learn how to hone your “elevator speech” in this special book marketing session.

One by one, authors will take the hot seat to

**7 pm, December 8**  
**via Zoom**

describe their book in one minute. A panel of experts will critique each pitch and make suggestions while audience members are encouraged to offer feedback, as time allows.

Current SLPA members will have first preference to offer their pitch, then we’ll take volunteers from the audience in the remaining time.

**Join us on December 8 for “Polish Your Pitch: The One-Minute Book Marketing Challenge,” moderated by SLPA past president Bob Baker.** As a marketing master and author of several books, Bob helps musicians, authors, and creative entrepreneurs use their talents and know-how to make a living and make a difference in the world. Check out his free blog, podcast, video clips, and more at [FullTimeAuthor.com](http://FullTimeAuthor.com) and [TheBuzzFactor.com](http://TheBuzzFactor.com).

### Membership Renewal

**Special discounted rate for existing SLPA members!**

Beginning October 1 until we return to in-person meetings in 2022, current members can renew their annual dues for the special discounted rate of \$30. This covers your membership for one (1) calendar year from the date of payment. Simply use the special discount code provided in your renewal notice email.

### 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.

## Tax Tips for Writers and Self-Publishers

by **Carol Topp, CPA**

**Join the St. Louis Publishers Association on January 12 to learn “Tax Tips for Writers and Self-Publishers,” with Carol Topp, a Certified Public Accountant (CPA).**

As an author of 15 books and an accountant who has prepared tax returns for more than two decades, Carol understands the author’s perspective. Discover which tax deductions will make your tax bill smaller, and receive expert advice on the following:

- What tax forms you (or your tax preparer) need to file
- IRS tax forms explained in plain English
- A sample tax return for an author
- What tax deductions are typical for writers
- Tax tips from a CPA and author
- What forms you need to send to subcontractors
- Know when you need to charge sales tax and when you don’t!

This event is for writers, authors and publishers who are earning money from their writing or have expenses related to writing and wonder what they can deduct on their tax return. This is professional advice from a CPA and author!



*Carol Topp, CPA, is the author of Business Tips and Taxes for Writers.*

*Through her writing, speaking, and consulting, Carol converts tax rules and business language into clear, easy-to-understand English for readers. Visit [TaxesForWriters.com](http://TaxesForWriters.com) for*

*tax tips and business articles for the writer, blogger, freelancer, or self-published author.*

*“One sure window into a person’s soul is his reading list.”*

— Mary B. W. Tabor

## UPCOMING EVENTS

via ZOOM

**December 8, 7–8:30pm**  
**Polish Your Pitch: The One-Minute Book Marketing Challenge**  
moderated by **Bob Baker**  
<https://zoom.us/j/86782144399>

**January 12, 7–8:30pm**  
**Tax Tips for Writers and Self-Publishers**  
with **Carol Topp, CPA**  
<https://zoom.us/j/86782144399>



Photo credit: Laura Kojfer

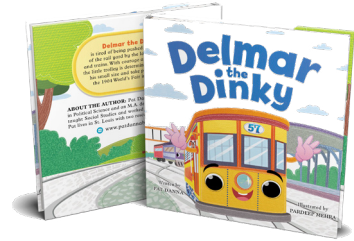
“A man is like a novel:  
until the very last page you  
don’t know how it will end.  
Otherwise it wouldn’t even be  
worth reading.”

from *Wz*, a novel by Yevgeny Zamyatin

## KUDOS CORNER

SLPA Member

Pat Danna



**Pat Danna** previously worked as a library assistant and taught social studies before embarking on the adventure of publishing her very first children’s book. *Delmar the Dinky* shares the story of a dinky—small streetcar—working to prove he’s just as good as the big trolleys and can handle carrying passengers during the 1904 World’s Fair in St. Louis.

Since the book’s release, it has received a 5-star review from Reader’s Favorite, and won second place in the [Missouri Writers’ Guild](#) 2021 Presidents Writers Contest in the Children’s Picture Book category. The success continues as *Delmar the Dinky* can also be found at the [National Museum of Transportation](#) and the San Francisco Trolley Museum. She is currently working on the second book in the series.

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



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

Special thanks to SLPA Board Member **Jo Lena Johnson**, the **Absolute Good Resilience Coach** and publisher of **Mission Possible Press**. During our November 10 meeting authors learned how to bridge the gap between their story/description/book cover and what readers see, think, and feel when reading their book. Visit Jo Lena at [absolutegoodenterprises.com](http://absolutegoodenterprises.com).

Authors write books because they have a story in their head and/or heart to share with the world. People read books because they are seeking information, inspiration, or want to be entertained.

Your author platform should speak directly to your audience. Start by answering this question (in 1-2 sentences): **What will the audience receive from reading your book?**



Jo Lena Johnson

### Example 1: Literary Historical Fiction/Mystery

- Select the genre that best represents the story; readers want to know what to expect.
- Highlight the top three to five characteristics of an atypical main character.

### Example 2: Compilation of 400 quotes on different topics

- Divide topics into subcategories to make it user-friendly.
- Including illustrations with the quotes is an option, but consider the added cost.

### Example 3: Follow-up book to collection of true stories about overcoming adversity

- Target audience is adult loved ones of young people who are struggling through challenges but may not seek help. Speak directly to them.

### Example 4: Children’s book about a Pawn who wants to cross the board to become Queen

- Great tool for kids to learn how to play chess and apply the game’s strategy to life.
- Teach children their life matters, even if they don’t become a King or Queen.

### Example 5: Power couple’s struggles and triumphs through the pandemic

- Focus on relatable points so readers will gain hope and encouragement.

### Example 6: Lighthearted look at the irony of life’s changes for people over 50

- Follow-up to a book about navigating life’s changes. Choose a title that’s comparable but reflects humor and is immediately relatable for the target audience.



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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