



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

moderated by Bob Baker

**C**ome ready to practice your book-pitching skills and get valuable feedback. Make 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. As a self-promoting author, you need to learn this skill. Learn how to hone your “elevator speech” at this special book marketing session.

One by one, authors will take the (virtual) hot seat to 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.

**7 pm, December 14**  
**via Zoom**



Current SLPA members will have first preference to offer their pitch, then we’ll take volunteers from the audience in the remaining time. Whether you get direct feedback or observe advice given to other authors, don’t miss this great opportunity to polish your in-person book description!

Join us on December 14 to “Polish Your Pitch” during our annual one-minute book marketing challenge, moderated by SLPA past president and marketing master Bob Baker.



Bob Baker

**Bob Baker** helps musicians, authors, and creative entrepreneurs use their talents and know-how to make a living and make a difference in the world. He is the author of several books, including the highly acclaimed *Guerilla Music Marketing Handbook* (which appeared in the movie *School of Rock*, starring Jack Black). Check out Bob’s free blog, podcast, video clips, and more at [FullTimeAuthor.com](http://FullTimeAuthor.com) and [TheBuzzFactor.com](http://TheBuzzFactor.com).

### Reading Books Reduces Stress Levels by 68%!

According to a study at the University of Sussex, people only needed to read, silently, for six minutes to slow down their heart rate and ease tension in their muscles. Listening to music reduced levels by 61%; a cup of tea by 54%; taking a walk by 42%; and playing video games by 21%. But reading was the champ reducing stress levels by 68%!

*“Books make great gifts because they have whole worlds inside of them. And it’s much cheaper to buy somebody a book than it is to buy them the whole world!”*

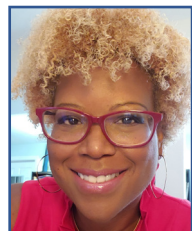
— Neil Gaiman

**JANUARY 11, 2023**

### Setting Expectations to Publish Your Book in 2023

with SLPA Board member Jo Lena Johnson

**J**oin us on January 11 for “Setting Expectations to Publish Your Book in 2023,” with SLPA Board Member Jo Lena Johnson. Don’t let doubt or fear stop you from creating your legacy as an author. Come prepared and get answers to your questions, including practical considerations for every step along your publishing journey, from book coaching and writers groups, to editing, layout, and cover design. We’ll chat about all things related to the process and what you need to do to become published in 2023.



Jo Lena Johnson

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).

### 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.

### UPCOMING EVENTS

via ZOOM

**December 14, 7pm– 8:30pm**

Polish Your Pitch:  
The One-Minute Book Marketing Challenge  
with **Bob Baker**

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

**January 11, 7pm– 8:30pm**

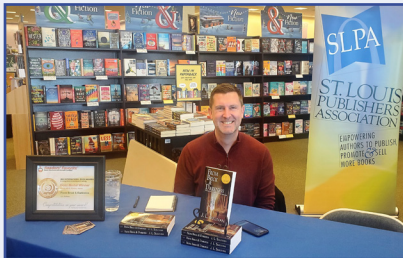
Setting Expectations to  
Publish Your Book in 2023  
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<https://zoom.us/j/86782144399>

**Our book signing event at the Barnes & Noble Chesterfield location on Saturday, December 3, was a success! Support our five featured SLPA Member Authors:** <https://stores.barnesandnoble.com/event/9780062153422-0>

**Sean Gold  
Jo Lena Johnson  
Warren Martin  
Suzanne Picerno  
J.L. Sullivan**

**Stay tuned for the next opportunity to have your books featured in-store for a signing event!**



J. L. Sullivan



Warren Martin



Sean Gold, J. L. Sullivan, Jo Lena Johnson



Suzanne Picerno

*It has often been said  
there's so much to be read,  
you never can cram  
all those words in your head.*

*So the writer who breeds  
more words than he needs  
is making a chore  
for the reader who reads.*

—Dr. Seuss

*You can find magic  
wherever you look. Sit  
back and relax, all you  
need is a book.*

—Dr. Seuss



## LAST MONTH'S RECAP Social Media for Authors: Build and Keep an Engaged Community

**S**pecial thanks to self-publishing mentor and best-selling author, **Shayla Raquel**, for an excellent presentation, jam-packed with examples of how to use social media effectively as an author. Visit her award-winning blog at: [shaylaraquel.com](http://shaylaraquel.com).



Shayla Raquel

Use the app best suited to your readers and establish connections. Don't just talk about your work. Comment on other posts, share content (tag the originator) that interests you, and respond to comments.

**Facebook:** local marketing and ads, research tool, interest groups

**Instagram:** engagement, e-commerce, influencer marketing

**Pinterest:** blog traffic, visually pleasing, female targeted (77%)

**TikTok:** influencer marketing, self-expression, entertainment trends

**Twitter:** news, live tweeting during events, male dominated (70%)

**YouTube:** product reviews, kid-friendly, search engine (second to Google)

### Creative ideas to connect and engage:

- Highlight artwork submitted by fans of your books
- Post teasers for your cover artwork
- Share pictures from events (book signings, story time, giveaways)
- Celebrate anniversaries related to your book
- Post pictures/video clips showing life as an author (drafts, writing area, research)
- Thank people who reviewed your book, include cover image
- Create a poll or survey for readers (keep it short)
- Post images related to your genre/time period (fashion, food, music, news events)
- Post a call-to-action: subscribe to newsletter, attend event, pre-orders

*"The best way to brand yourself as an author is to literally show people what it's like to be one."*

—Shayla Raquel



Meetings on the second Wednesday of every month

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

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

### Admission and Membership

- Monthly meetings on Zoom are FREE
- [Membership is \\$60 per year.](http://stlouispublishers.org/membership)

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

### SLPA NEWS & VIEWS

Editor: [Kerri Holloway](http://stlouispublishers.org/kerri)

Designer: [Carolyn Vaughan](http://stlouispublishers.org/carolyn)

Webmaster: [Kevin Ericson](http://stlouispublishers.org/kevin)

