



Author Journey Panel Discussion

Moderated by [Jo Lena Johnson](#), SLPA Board Member

Join the SLPA on **Wednesday, May 8th** for a panel discussion with four local writers who will discuss their Author Journey, from story idea to published book. Learn firsthand as they share what worked and what didn't, plus the tips, tricks, and choices that led them to where they are today. Come for candid conversation that's informative, interactive, and useful!

[Brad R. Cook](#) is the author of *The Iron Chronicles* (Treehouse Publishing Group) and *Steamtree: The Airdrainium Adventure*. He is also the owner of [Broadsword Books](#) offering book covers, marketing materials, and website design for authors and small businesses.



[Jo Lena Johnson](#) is an international trainer and speaker, writing coach, ghostwriter, and the publisher of [Mission Possible Press](#), an independent St. Louis-based company intended to inspire and enlighten.

[Cynthia A. Graham](#) is the winner of several writing awards for her works, including: *Behind Every Door* (Midwest Book Award for Mystery), *Beneath Still Waters* (IPPY Gold Medal Winner, Midwest Book Award for Mystery), and *Beulah's House of Prayer* (Oklahoma Book Award finalist). Her short stories have appeared in both university and national literary publications.



[T.W. Fendley](#) is an award-winning author whose published works include the *Zero Time Chronicles*—historical fantasy novels for adults—and *The Labyrinth of Time*, a young adult contemporary fantasy novel.

[Peter Green](#) is the author of the Patrick MacKenna mystery series which includes *Fatal Designs* and *Crimes of Design*, an intrigue of murder and sabotage set in St. Louis during the highest flood of record. His next book, *Chicago's Designs*, is scheduled for release later this year.



Finding Fans to Market Your Book

Featuring [Martin McConnell](#)

As authors and publishers, selling books is always a good thing. It means money in your pocket and justification to continue your craft as a professional. But what is the cost of all that time and energy? Are you marketing your books just to get sales, or are you building an audience of true fans with every unit sold?

One fan is worth a lifetime of sales, while one sale by itself will net a couple of bucks. The difference between building that fan base and peddling your wares is actually quite simple. It comes down to three parts: attention, engagement, and feedback. True fans are so much more than cash machines. They're friends, beta readers, editors, and their own marketing team. Each one brings you one step closer to ensuring every book has a better launch than the last and launching becomes fun rather than nerve-racking.

[Martin McConnell](#) is a full-time author, content creator, blogger, and wannabe farmer with over 10 published books, including *Finish the Damn Book! An Inspirational Guide to Writing*. At the **June 12 meeting**, Martin will demonstrate the back-end tactics to find, friend, and market to the only readers you should really concern yourself with, the ones who love your work.



UPCOMING EVENTS

May 8, 7pm @ THE HEIGHTS:
Author Journey Panel
Moderated by Jo Lena Johnson

June 12 @ THE HEIGHTS
Finding Fans to Market Your Book
Featuring Martin McConnell

July 20 @
Westborough Country Club
Fire Up Your Book Project!
Featuring Robin Cutler,
Director of Ingram Spark
Register Now!
<https://stlouispublishers.org/robin-cutler>

Mark Your Calendars!

FIRE UP YOUR BOOK PROJECT THIS JULY!

WITH EXPERT **Robin Cutler** DIRECTOR OF IngramSpark



**Saturday, July 20
9am to noon**

Westborough Country Club
631 S. Berry Rd.,
St. Louis (Oakland), MO 63122

Register for our morning workshop with Robin and learn:

- What IngramSpark can do for you and your books
- What is needed to set up your title with IngramSpark
- How metadata can help your book be discovered
- How best to handle pricing, discounting, and returns
- Where in the online world your books can be sold
- Where to find free learning resources through IngramSpark

SIGN UP TODAY
Don't miss this info-packed 3-hour workshop!

stlouispublishers.org/robin-cutler



LAST MONTH'S RECAP

Make Your Book Designer Happy

Thanks to SLPA board members [Pat Dorsey](#) and [Peggy Nehmen](#) for presenting *Make Your Book Designer Happy*, a behind-the-scenes look at preparing your book for its final design.

MS Word is the universally preferred program for designers. With other programs some commands won't transfer correctly, leading to distortions, i.e. confusion and frustration for your designer, and delays for you. Even files from Apple Pages won't work, so you'll still need to convert your Apple document into a file that can generate an MS Word .doc or .docx.

First, know the parts of a book (preface, table of contents, index, about the author, etc.) and use the ones that apply to your book. Second, establish

your style rules at the very beginning (first page, first line). Let MS Word do the work for you, using the built-in commands.

Bottom Line: Establishing style rules in the correct program ensures your entire document falls in line with the preferred format, helping your designer perform their best work on your book, while saving you time and money.



Make Your Book Designer Happy, April 10

KUDOS CORNER

**SLPA member
Jennifer Geist**

Publisher of [Pen & Publish, Inc.](#)

Jennifer Geist presents the newest release from [Open Books Press](#)—an imprint of Pen & Publish, Inc.—*The Block Manager: A True Story of Love in the Midst of Japanese American Internment Camps*. Author Judy Mundle's gripping memoir details the life of Janet, an American-born child of Japanese immigrants and her journey through three internment camps and post-war Japan. Judy will celebrate the launch of her new book at **Monsanto Hall in the Missouri Botanical Garden on May 7, 6-8 pm**. The City of St. Louis will issue an honorary proclamation during the event, which is free and open to the public.

<http://openbookspress.com/books/the-block-manager-launch.php>



Meetings on the Second Wednesday of the Month

Monthly Meeting Admission

- FREE for Members
- Guests – \$10 at the door
- Annual Membership – \$60 per year (guest fee applied to membership if you join that evening)

Doors open for networking at 6:30pm
Program begins at 7:00pm

The meeting concludes around 8:30pm
Networking until 9:00pm

THE HEIGHTS: Richmond Heights
Community Center
The Argus Room • 8001 Dale Ave.
Richmond Heights, MO 63117
(Child care available at THE HEIGHTS)

SLPA NEWS & VIEWS

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