



Writing Careers Run in Rhythms

by Robert Yehling

Writing careers run in rhythms, patterns, busy periods, and lulls. We spend years writing stories and learning the ropes so we are ready when opportunities arise. Then we work to grow our audiences, open up additional opportunities, and create new stories or books.

Our readers see the outcome – books on the shelves, signings, media appearances, posts blowing up on social media – but we know the long, hard work to get there. We will be right back the next morning, bringing words together at our desks and continuing to build our careers, the signing already a memory that drives us.

The writing career is a privilege and an honor. While many can write, relatively few publish. Even fewer turn one published piece into two, then three, then a career.



Robert Yehling

I've been waxing nostalgic on my fortieth anniversary as a professional writer. I began as a sportswriter at age sixteen. Before my nineteenth birthday, I'd interviewed more than 200 professional athletes and rock musicians, covered numerous concerts and MLB and NFL games, and written several hundred bylined stories. My editors noticed I was versatile, so they gave me sports, investigative pieces, personal profiles, album and concert reviews, and lifestyle, travel, and business stories. I wrote anything they assigned.

I asked for the extra article, worked the extra hours, read voluminously, and hounded writers and editors for advice. I wanted what they had and was willing to do what it took. I find the mentality identical to running a marathon: no matter how tired or mentally drained, you do whatever it takes to bring it home, to finish.

(Yehling continues on page 2)

How to Market Books Online: Advice From an Analytics Expert

by Alex Cruz

How can you accelerate early success as an author? You can use digital marketing and analytics to build your online brand with more wins and less wasted time and energy. And at the St. Louis Publishers Association meeting on June 14, PenPath founder Alex Cruz will teach you how.

Authors attending can expect to become more polished in what is happening in the digital marketing world as it pertains to driving sales and building a personal brand. Success stories from PenPath's clients will follow, as well as a Q&A session. Attendees will see tactics, creative work, and the process used to drive results.

Join the SLPA on June 14 for tried and true first-hand digital marketing experiences from PenPath and its clients.

ALEX CRUZ is a digital marketing expert and the founder of PenPath. While attending the University of Missouri, he founded his first online publication, which reached millions of readers globally. He later started an analytics software startup that turned into what is now one of the fastest growing digital agencies in St. Louis.

UPCOMING EVENTS

- **June 14, PenPath founder Alex Cruz**
How to Market Books Online:
Advice From an Analytics Expert
- **Gateway Con, June 16–18**
Hosted by the St. Louis Writer's Guild
stlwritersguild.org/gatewaycon.html
- **July 12, Bob Baker**
Author Discoverability with YouTube & More
- **Saturday, July 22, Judith Briles**
"Jedi Book Marketing" Workshop
- **August 9, Vendor Showcase**

AUTHORS: AN OPPORTUNITY TO SELL YOUR BOOKS AT GATEWAY CON

June 16–18, the SLPA will have a table at Gateway Con, the new and exciting writing conference and convention hosted by the St. Louis Writers Guild. **Timeslots are still available for members to sell their books at the SLPA table.** Don't miss this fantastic, unique opportunity to sell books, network, and be part of a groundbreaking conference! To learn more, contact Warren Martin at president@stlouispublishers.org.

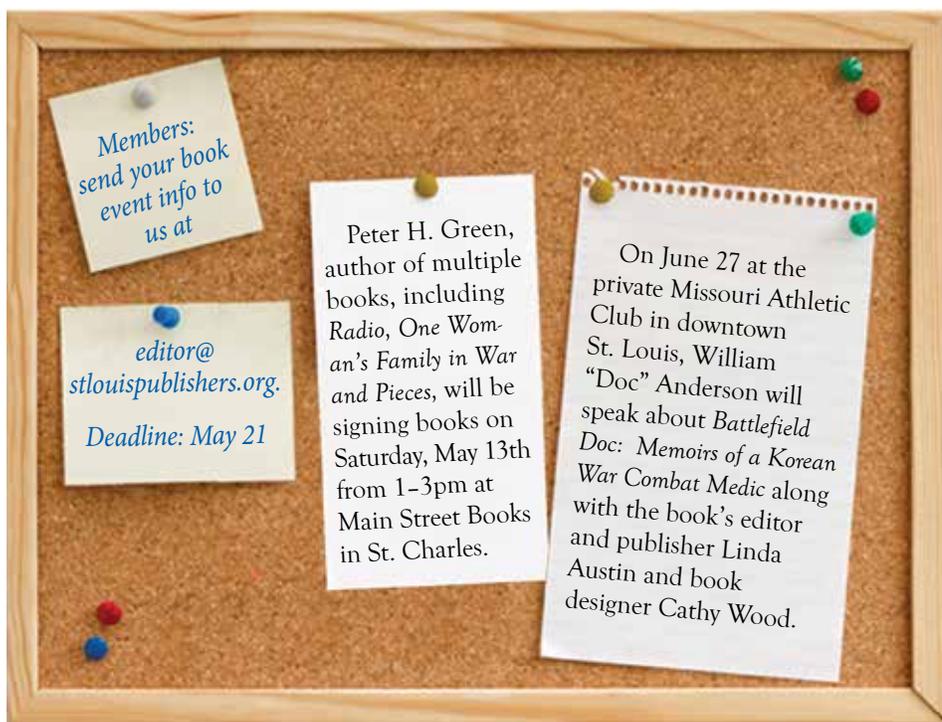
Jedi Book Marketing Workshop with Judith Briles: July 22

The St. Louis Publishers Association is proud to announce the Jedi Book Marketing workshop with “The Book Shepherd” Judith Briles! This workshop will be held on July 22 at the Westborough Country Club. Registration is open now, and tickets are available at discounted prices to SLPA members and affiliates, plus a special early-bird offer: register before June 1 for \$10 off AND a chance to win a free one-hour consultation from Dr. Briles! Register now at stlouispublishers.org/event-2535870.



Judith Briles

Bulletin Board



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My editors' faith and willingness to give assignments served me well. This amazing journey has taken me to four continents. I've played moon-rock catch with Apollo astronauts. I've toured and partied with members of the Rock & Roll Hall of Fame. I've watched movie screenings with George Lucas while ghostwriting *Blockbusting*. I've talked poetry and literary essays with President Carter. I've written for magazines, online publications, TV, school curricula, travel and literary journals, and books on sports, music, autism, ADHD, mentorship, champions, film, fitness, and the environment. I also owned a media relations agency – key in this era of authors promoting their own work. It adds up.

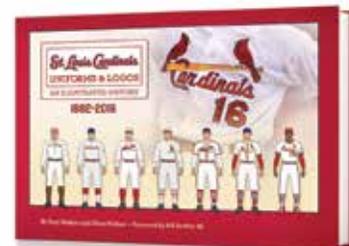
Speaking of mentorship, I've been blessed by great mentors. I believe writers have a unique skill that informs, entertains, and connects people more deeply to themselves and their worlds. Mentorship is central to me, as shown through *Writes of Life* and *The Write Time*. There comes a time to pay it forward.

The writer's journey is remarkable. While I'm still young enough to have books ahead (God willing), I also can look back on forty years and see the value of this career in my life. Its rewards are rich beyond monetary measure (good thing; it can be tight financially!). Best of all, we can say, "I'm writing something really cool today. Next, to sell it. It feels good to write."

Yes, it does.

THE BOOK CORNER

**St. Louis Cardinals
Uniforms and Logos,
An Illustrated History**
by Gary and Oliver Kodner



This new book is an official publication of the St. Louis Cardinals Hall of Fame and Museum. Co-authored by Gary Kodner and his son Oliver, this volume is the first of its kind, covering 135 years of the franchise's graphics history.

Author, designer, and illustrator Gary Kodner has worked as a graphic design consultant to the Cardinals since 1982. The idea of producing this book dates back to 1996, when he worked closely with Cardinals President Bill DeWitt III, who set out to redesign the Cardinals logos and uniform graphics.

Read more at: Cardinals.com/Book

MEMBERSHIP
\$60 in 2017

SLPA Meets on the Second Wednesday of the Month

RICHMOND HEIGHTS
COMMUNITY CENTER (THE HEIGHTS)
The Argus Room
8001 Dale Ave.
Richmond Heights, MO, 63117
(Child care available at The Heights)

Doors open for networking at 6:30pm
Program begins at 7pm
The meeting concludes around 8:30pm
Networking until 9pm
Regular meetings are free to members.
Guests: \$10 at the door.



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