



Resources a Plenty! by SLPA Board Member Peggy Nehmen

Google “Resources for Authors”, and you’ll find a multitude of information. Within 1 minute (or less), the top results on Google’s first page showed five sites with excellent resources lists. As I scrolled through each one, some of the websites were familiar favorites, such as Jane Friedman, The Creative Penn, Reedsy, IngramSpark, and KDP. Other resources were new to me, so I bookmarked them for later use.

There’s a plethora of information out there (info overload!), from publishing industry news to writing communities, online courses, and/or writing and editing tools, blogs and experts. Now is a good time to become familiar with these resources and bookmark the ones that are most helpful for you.

Heads up!

Things change quickly in the publishing universe. Some articles were written several years ago but are still relevant with good information. Check if there’s a current date. Do the links to each resource still work or did you get a *404 Not found*?

7 pm, October 12
via Zoom



Peggy Nehmen Andrew Doty Kevin Ericson

Here are the 5 sites I found at the top of Google’s list:

Writers Helping Writers®: Resources For Writers

<https://writershelpingwriters.net/about-writers-helping-writers/>

Top Websites for Writers: 8 Publishing & Marketing Resources for Writers | Writer’s Digest (2018)

<https://www.writersdigest.com/getting-published/top-websites-for-writers-best-publishing-marketing-resources>

continued on page 2.

Join us during our October 12 monthly meeting for “Author Resources Right at Your Fingertips,” presented by SLPA Board Members: Andrew Doty of [Editwright](#) publishing consultancy, Peggy Nehmen of [Nehmen-Kodner](#) graphic design studio, and moderated by [SLPA website manager](#) Kevin Ericson.

Our panel discussion will include a walk-through of online and local resources, so bring your questions or suggestions!



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.

Social Media for Authors: Build and Keep an Engaged Community

Featuring Shayla Raquel

Join the St. Louis Publishers Association on November 9 for “Social Media for Authors: Build and Keep an Engaged Community,” featuring Shayla Raquel.



Using social media to brand yourself as an author is a bit like having your first kiss: you definitely want to give it a shot, but you also want to throw up a little.

Facebook, Instagram, Twitter, TikTok, Pinterest—oof! It’s easy to reach for the Excedrin before you even launch an app. But having a lifeline to your readers is definitely a necessity.

In this meeting, you’ll learn how to choose the best platform for your target market and lifestyle, what to post for your community, and how to keep your followers engaged. Plus, a special segment on limiting beliefs when branding yourself as an author.

Key Session Takeaways:

1. Find out what makes each social media platform so popular. If you know this, then you’ll know what content to provide.
2. See photos and videos from fiction and nonfiction authors who use Facebook, Twitter, Instagram, TikTok, Pinterest, and LinkedIn to brand themselves and market their books. If you see what other authors are doing, it will help you brainstorm ideas for yourself.
3. Download the free checklist: 103 Social Media Ideas for Authors, made specifically for SelfPubCon.
4. Feel encouraged after a segment on limiting beliefs and the answers to questions like, “What do I do if I hate to promote myself?”

A self-publishing mentor, best-selling author, and public speaker, Shayla Raquel has been in the publishing industry for twelve years and teaches on author branding, indie publishing, and the craft of writing. Learn more at shaylaraquel.com.

UPCOMING EVENTS

via ZOOM

October 12, 7– 8:30pm

Author Resources

Right at Your Fingertips

with [Andrew Doty, Kevin Ericson, & Peggy Nehmen](#)

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

November 5, 8am –12pm

How to Publish

Your Own Book

with [Andrew Doty, Peggy Nehmen,](#)

[Jo Lena Johnson, and Bob Baker](#)

Registration ends November 1

<https://tinyurl.com/8pxabvpx>

(details on page 2)

November 9, 7– 8:30pm

Social Media for Authors:

Build and Keep an Engaged Community

with [Shayla Raquel](#)

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

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10 Online Resources for Creative Writers | Aspen Words

<https://www.aspenwords.org/6198-2/>


50+ Publishing Resources You Should Know About | BookBub Partners Blog

<https://insights.bookbub.com/publishing-resources/>

20 Incredibly Useful Resources for Aspiring Authors | by Annika Utgaard | The Writing Cooperative

<https://writingcooperative.com/16-incredibly-useful-resources-for-aspiring-authors-730012a4d91c>

Bottom line: It's easy to find *resources a plenty* and great advice—most of it free—to help you on your author journey.



ONLINE WORKSHOP

How to Publish Your Own Book
Saturday, November 5, 2022 • 8 am – 12 pm

REGISTER NOW: tinyurl.com/ye3u9t6k

→ REGISTRATION CLOSING 3 BUSINESS DAYS PRIOR TO THE START DATE ←

SLPA ST. LOUIS PUBLISHERS ASSOCIATION

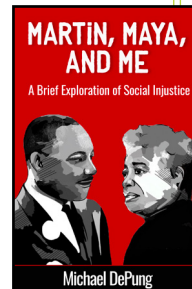
NOTICE: Nov. 9 is the Annual SLPA Member Meeting.

Members in good standing are encouraged to participate and vote to elect 2023 board members. Further details to come during the Oct. 12 meeting and again by email. To submit a nomination, contact SLPA Vice President Andrew Doty, at: vp@stlouispublishers.org.

KUDOS CORNER

SLPA Board Member Michael DePung

Michael DePung, SLPA Board Secretary, is an educator, a published writer with scores of articles on Medium, and the author of *Superhero You! Discover Self. Create Purpose*. His latest release is *Martin, Maya, and Me: A Brief Exploration of Social Injustice* which focuses on the messages from Dr. Martin Luther King Jr.'s "Letter from Birmingham Jail" and Maya Angelou's poem "On the Pulse of Morning," from the perspective of an ally standing with those who have experienced social injustice. Readers can find it locally at Spine Indie Bookstore & Café in South St. Louis or at <https://books2read.com/u/4NLvpG> (print version).



Visit Michael at:

[Medium.com/@michaeldepung](https://medium.com/@michaeldepung)

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[Instagram.com/mikedepung/](https://instagram.com/mikedepung/)



LAST MONTH'S RECAP How to Utilize Your Networks to Sell Books

Sincere thanks to **SPLA Board Member Kevin Desrosiers, Speaker, Public Speaking Coach, and Author of *Bridge Over Adversity***, for sharing effective strategies to continually develop your network, draw attention for awards and recognition, bring referrals for podcasts and interviews, and ultimately increase sales. Visit bridge-overadversity.com.

Draw Them In

Whenever you meet someone, be prepared to talk about your work as an author. It can be a **simple one-liner**: nonfiction—"I (provide a service) to X people to help them (benefit)," fiction—"I keep people awake at night," or a **Positioning Statement**: nonfiction—"I help/work with X people to (achieve something meaningful) so they can (desired goal)," fiction—"I draw people into a world that is so addictive they can't wait to read what happens next." Get in the habit of telling others about your books on a regular basis until it becomes second nature.

Spread the Word

Be sure you mention your book to the people you see on a regular basis, beyond



Kevin Desrosiers

friends and family, such as: your gym, favorite coffee shop or restaurant, place of worship, gas station, dry cleaners, barber shop, beauty/nail salon, etc. Talk about your book throughout the writing and publishing process and show them a finished copy. Some people

will purchase one just to support you, while some will tell others about your book and help to expand your network organically.

Stay Ready

Always keep a few copies of your books on hand (in your car, backpack, or shoulder bag). Keep enough cash to give change from your cover price, but also have a way to process a secure payment on the spot, using free options like Zelle, Venmo, or a Square card reader that can quickly plug into your smartphone. You never know who you'll meet throughout your day, and you don't want to miss an opportunity for anyone to purchase a copy during your conversation.



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.](https://stlouispublishers.org/benefits)

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

SLPA NEWS & VIEWS

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