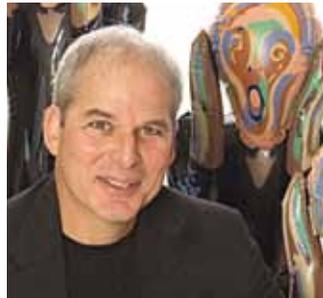




WEDNESDAY, March 13, 2013, 7pm

▶ Yes, Authors ARE in Business: The Good, the Bad, and the Ugly of Publishing, Product Development & Entrepreneurship

According to author and speaker Robert Fishbone, whether you are going the independent or traditional publishing route, you ARE in business. And you will be a lot more successful if you learn to think like an entrepreneur. That means you will have a burning passion to get your idea out into the world, the courage and perseverance to see it through, and (often overlooked) enough humility to ask for expert help.



Robert Fishbone

In this interactive and entertaining talk, Robert will use his own saga to illustrate “The Good, the Bad, and the Ugly of Being an Entrepreneur.” He will discuss creativity, innovation, marketing, and more. Having self-published three very different books, along with 200 other products sold in 20 countries, Robert will share what he did right and wrong along the way, and what he would do differently today. There will be ample time for Q&A.

Robert Fishbone is the author of “Selling the Scream.” It tells the story of how he took a crazy idea for the Scream; an inflatable figure based on Edvard Munch’s famous painting, and turned it into a million-dollar business. Now, over 500,000 Screams later, Fishbone tells his saga of starting a business, learning the ropes one mistake after another, and growing a successful company known worldwide for edgy products and excellent customer service.

He also published “Onward Is Best, A Christmas Journey,” a book by his late wife Sarah Jean Linquist. Visit www.RobertFishbone.com and www.OnwardIsBest.com for more info.

▶ SLPA Meetings

SLPA meets on the second Wednesday of the month:
Brentwood Community Center
2505 S. Brentwood Blvd., Room 101
Brentwood, MO 63144

Doors open for networking at 6:30pm and meeting begins at 7pm. The formal meeting concludes at about 8:30pm with networking continuing after the meeting.

Our regular meetings are free to members. Guests – \$10 at the door, cash or check only.

▶ 14 Tips for Entrepreneurial Authors

By Robert Fishbone

I recently gave a presentation on “Creative Approaches to Entrepreneurship” to the St. Charles Chamber of Commerce. They were a very open and receptive audience, genuinely looking for ways to improve their businesses. After the talk, I followed up with fourteen entrepreneurship tips. I will touch on many of these at my March 13 talk for the SLPA.

- Love your Crazy Ideas; be fearless.
- Hang out with positive people.
- Embrace risk-taking throughout your entire organization; learn from mistakes, don't punish bravery.
- Be prepared for the unknown; plan for success.
- Don't be afraid to evolve with the changing times and changing market landscape.
- Network constantly with people outside of your familiar field.
- Use social media as a way to contribute to the discussion; this will help to establish you as an expert and drive traffic to your content-rich website; inquiries and sales will more likely follow this methodology.
- Does your business look open and inviting? Open extends to all the ways the public comes in contact with you: actual place of business, ads, business card, PR and marketing literature, networking meetings, social media.
- Is it easy to understand what you do and what you offer? Keep it simple.
- Does your business target a niche? Is it too limiting? Does your public image unknowingly restrict who may want to buy your products or services? Can you reach other clients by changing, adding or subtracting something simple?
- Look for alternative meanings and uses for things that have become familiar; read your old marketing literature for ideas.
- Look for ways to reinvent, rename and reposition your established products and services for new niche markets; using the Web, a new niche market can be tens of thousands of potential new customers.
- Break patterns to unleash creativity and innovation; start with something as simple as rearranging your work space, and most importantly...
- Have FUN!

This is not a comprehensive list to start, run or grow a business, nor does it follow a set order. But it does inject some creativity into the process of evaluating your current state and moving forward. Remember, it's often the obvious stuff that gets overlooked. And if something seems way too complicated, you got it, there is likely a simpler way to proceed. When in doubt, pause and ask for help. You'll be glad you did.

I look forward to sharing my entrepreneurial journey and inspiring you to expand your book business on March 13.

Local Specialists in the Art and Science of Green Printing

By Jan Niehaus

Inside those companies that strive to be “green,” sustainable printing typically includes abstinence (don’t print at all), using post-consumer waste (PCW) recycled-content paper certified by the Forest Stewardship Council, buying Energy Star-certified office printers, and recycling spent ink cartridges.

In-office printing is one thing, but commercial printing is quite another and markedly more complex. For example: One of our East Coast clients wanted 100% PCW paper for their corporate brochure, product sheets, and presentation folder. We found it—and then learned that the closest manufacturer was in Italy! Imagine the energy required to import paper from Europe—“embodied energy” it’s called.

That’s changed now, Mimi Phelan tells us, since the company once importing from Italy, New Leaf, has found a mill in Wisconsin to make their 100% PCW paper. Phelan is a sales representative with Shaughnessy Kniep Hawe Paper Company and an informed defender of paper, pointing out that “going paperless” requires greater reliance on electronic data storage, which is not without its environmental impacts, impacts that haven’t been fully examined.

In addition to paper content, the source of the paper fiber, graphic design, ink composition, various certifications, paper manufacturing, and the printing process itself can all have a profound impact on the degree of “green” a company achieves in its printed materials. For example, paper coatings and varnishes add gloss and durability, plus chemicals that give off volatile organic compounds (VOCs) and complicate recycling paper recycling later. Also, conventional, petroleum-based inks require solvents that also emit VOCs.

When green-savvy industry experts such as Phelan and Communication by Design partner with printers certified by the Sustainable Green Printing (SGP) Partnership, clients are assured they are getting current and complete guidance on sustainable printing.

The Advertisers Printing Company in St. Louis is one of only 43 SGP-certified printers in North America. In addition to having the latest data on papers, inks, coatings, and varnishes, Advertisers runs one of the healthiest print shops in the nation.

Advertisers monitors their emissions of hazardous air pollutants and toxic substances, water use and discharges, waste, energy use, greenhouse gas emissions, and employee injury and illness. Advertisers installed rooftop solar, buys wind power, cut their emissions by one-third, and diverts 80% of their waste from landfills.

Being a “green” author, publisher, marketer, or communications professional requires commitment, vigilance, and the assistance of knowledgeable design and printing partners.

Jan Niehaus, president of St. Louis-based Communication by Design and a board member of the U.S. Green Building Council-Missouri Gateway Chapter, provides editing and proofreading services to authors and writing and instructional design services to clients in business, industry, and nonprofit organizations. You can reach Jan at 314-644-4135 or Jan@CommunicationByDesign.net

► News You Can Use

The following is a selection of articles, resources, and information to help you CREATE, PRODUCE, and MARKET your books.

CREATING

5 Ways to Re-Charge Your Inspiration

December 7th, 2012

Doron Meir

“...sitting around waiting for inspiration to hit is just about the best way to chase your inspiration away. Inspiration won’t come without practicing creative work. You use it or you lose it.”

<http://www.mechanics-of-inspiration.com/5-ways-to-recharge-your-inspiration/>

PRODUCING

Indie Publishing Divides and Conquers in 2013

January 23, 2013

Sarah Kolb-Williams

“There are (small publishing) companies out there who stack their contracts in their favor, giving authors virtually no chance to succeed in the marketplace and punishing.” Then if they do manage to be successful, preying on authors who trust them and leveraging that trust into profit.”

<http://kolbwilliams.com/blog/indie-publishing-divides-and-conquers>

MARKETING

The Silent Treatment: Why No News May be Good News in Your Campaign

January 22, 2013

Penny Sansevieri

“Fans will get you sales and you can’t get sales without fans. Put the focus where it should be. Instead of asking yourself if a particular action will get you sales, ask instead if it will get you fans.”

http://www.huffingtonpost.com/penny-c-sansevieri/book-publishing-marketing_b_2502023.html

► The SLPA Mission

The St. Louis Publishers Association empowers authors and publishers to create and market quality products and books. A nationally recognized organization, the SLPA provides educational, informational resources on publishing. Through its monthly meetings, the organization provides networking opportunities for people involved in all aspects of the publishing industry.

Visit the SLPA website at www.stlouispublishers.org.

► Questions about SLPA?

Contact Membership Chair:

Kim Wolterman, membership@stlouispublishers.org

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Members: Get your article featured in the SLPA newsletter or blog. For more info, email Tim Hill communications@stlouispublishers.org