

The Little Creative Interview
with S. L. Cook

Let's Meet...

S. L. Cook

S.L. Cook is an Emmy-award winning news and sports producer who enjoys discovering compelling stories. He has traveled extensively throughout his life to find them. His thriller novel, *A Snow Leopard Named Midas*, is available now!

1) When did you first begin expressing yourself creatively and how?

I suppose it began when I was very young, writing in the margins of my Dr. Seuss books. My mother was also extremely young and was a child of the 60's, so she had a great collection of albums, all on vinyl. I listened to them constantly on my small record player and have no doubt the tempos and cadence of both the music and lyrics ground their way into my brain.

2) From where do you draw inspiration for your work?

Most of what I write is what I hope to be literary reporting from my years as a television producer. Not as a show producer, but as one who has travelled through the years looking for the best stories, those that are not only poignant but visual as well.

3) What work are you currently most proud of?

My first novel, without question. It took me years to gather the know-how and courage to even try, and no matter how well it ends up doing or selling, the work that went into it will always be something I look back on as a singular achievement. Being able to look at something and know you actually did it can and should be gratifying.

4) What advice would you give to others about the creative side of what you do?

Creativity is an elusive and ethereal being. You can't just conjure it up any time you feel like you should. It appears at strange and sometimes inopportune moments. Being aware and in your own space is key to recognizing these moments and then being sure to take full advantage anytime you can. I also find that the structure of sitting down at the same time each day, or night and opening the store is a must. Sometimes the patrons don't come, but the store is open anyway, which is a flowery way of saying not every day is a good writing day, though the effort and the work is what matters. 50 words or 2000, it's all part of the grand plan.

5) What advice would you give to others about the business side of what you do?

I'm still learning and frequently frustrated by the time everything beyond the actual writing requires. But I know that building a brand, and audience, is part of the game and just as important as what is on the page. You might have the next Pulitzer Prize contender, but if no one knows about it, it will sink like an anvil. It's easy to get discouraged and that can't be minimized, as long as you don't let it stop you in your process.

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