

# The Writer's Life

[www.sdwritersguild.org](http://www.sdwritersguild.org)

November, 2014



I have found that a story leaves a deeper impression when it is impossible to tell which side the author is on. . . . . Leo Tolstoy

## AMAZING WORDS

Resident Word Wizard Richard Lederer will take you on a joy ride through our stupendous, tremendous, and end-over-endous English language. Using his original poetry and accompanying images, the verbivorous Dr. Lederer will include a dazzling Halloween frolic, introducing his new book, *Monsters Unchained*. It includes 1,000 jokes, riddles, puns and poems about scary, slimy, slithery, spooky, slobbery, classical monsters.

Richard has appeared on radio and television shows, including his own weekly radio show, *A Way With Words* on KPBS, in San Diego. "Lederer on Language" is currently featured every Saturday in the *San Diego Union Tribune* and recently featured a limerick contest. He has written columns for a number of major national publications and is the author of more than 35 books about language, history, and humor. The *American Trivia Quiz Book*, companion to *American Trivia* and coauthored with SDW/EG member Caroline McCullagh, was published in September 2014. *Please note the change in meeting time to Wednesday, November 19<sup>th</sup>.*



## Election Results

At the 2014 General Meeting, five Directors were elected to the SDW/EG governing Board. Elected for two-year terms were: Marcia Buompensiero, Gered Beeby, Bob Doublebower, Rick Peterson and Sam Warren. Continuing in the second year of their term are Simone Arias, Harry Huntsman, Ellen Shaw Tufts and Ruth Leyse-Wallace. Sandra Yeaman, Webmaster, will serve as an appointed member of the Board.

## New Look for SDW/EG Website

[www.sdwritersguild.org](http://www.sdwritersguild.org)

The new format for the SDW/EG website is up and running. The Members' Works page has been posted. The Speakers Bureau page has had some action: request for presentations were received by Charlotte Thompson, Carolyn Jaynes and Ruth Leyse-Wallace.

If you would like to add your entry to the Speakers Bureau or to the Members' Works page, please send the needed information to [RthLys@cox.net](mailto:RthLys@cox.net).

"Morte d' Arthur", the story of King Arthur, Camelot and the knights of the round table by Sir Thomas Malory, is the first long work of prose fiction in the English language.

## Deadline for 2015 Annual Local Authors Exhibit

November 30<sup>th</sup>, 2014 is the deadline to submit books published in 2014 for inclusion in the Local Authors Exhibit at the San Diego Public Library downtown. Books will be on exhibit during the entire month of February, 2015.

Each author may submit one book, either a print or an ebook. If you have both, submit a copy of the print book. Mail your book to: San Diego Public Library, attn: Rachel Esguerra, 330 Park Blvd, San Diego, CA 92101-7416 and submit the proper registration form. For more information go to the [San Diego Local Author](http://San Diego Local Author) webpage.

The 2014 edition of *The Guilded Pen* will be submitted for the exhibit.

## The next meeting will be Wednesday, November 19<sup>th</sup>, 2014

6:30 PM sign-in and networking  
6:45 PM business meeting  
7:00-8:30 PM program

## **A Tip of the Hat to . . .**

**Ruth Leyse-Wallace** for being invited to update and integrate other's submissions on nutrition and mental health in a widely used text for dietetic interns.

**Tom Leech** and Leslie Johnson-Leech for publication of *The Curious Adventures of Santa's Wayward Elves*, a book of Christmas poetry for children.

**Joe Naiman** for the publication in October and November of his three-part, 3200-word story about the Mickey Wright Ladies Invitational Golf Tournament in San Diego County.

*To share your news (or someone else's) send your accomplishments to Lisa Hunt at [sunrae77@cox.net](mailto:sunrae77@cox.net).*

## **What You Missed . . .**

Although commenting it is "never too late", Larry Edwards stressed pre-publication marketing activities for building demand to support and maintain readers' early interest in your book. Early demand, resulting in a surge of early sales, can potentially result in marketing by Amazon in their lists such as "*Hot New...*", "*Best of...*", "*Also bought...*" which get the attention of readers. Pre-publication activities include creating a website six to twelve months before publication using the title of your book in the URL, building an email list, using social media and diligently replying to all email and other contacts.

Early in the process, authors needs to define his/her platform and niche markets related to the content of the book. Tying the publication date to an event can increase attention to your title. Sending pre-publication proofs and requesting an endorsement from someone well-kown in the field can be helpful in reaching your target readers.

It is important to purchase and personally own the ISBN number. Larry discussed the need for liability insurance for some type of memoirs, to defend against possible defamation lawsuits.

Post-publication presentations to professional and educational groups, book clubs, presence at book fairs, and submission of related op-ed pieces to newspapers help maintain awareness and interest in your book.

"It is hard to know what works", Larry commented, but a surge of sales after a book signing or a presentation is a good indication something is working. Larry made a handout available and generously offered to share his

## **Photo-Op for Anthology Contributors**

A photo of all contributing authors is planned as part of the pre-publication activities for *The Guided Pen*, 2014 edition. The photo will be taken at the November 19<sup>th</sup> general meeting just before the business meeting. To be included plan to arrive at the meeting between 6:30 and 6:45 P.M.

## **Coronado Writers Conference . . .**

**by Laura Riley**

The first Coronado Writer's Workshop on October 11, 2014 was fully subscribed and a great success with a wide range of subjects covered in lectures and workshops. Don Lamm, the keynote speaker, spoke on *Last Writes: The Survival of Writers and Publishers in the Sound-Bite Age* using his vast experience in the publishing world. His conclusion: things aren't the way they were in the days before indie-publishing.

There were sessions on the use of social media in marketing, book marketing "Offline", dialogue boot camp, memoir writing, from print to film, and non-fiction writing. A discussion entitled *Authorpreneur Panel* was moderated by Bob Goodman with panelists Ira Spector (who told funny stories) and Cornelia Feye participating.

Bay Books in Coronado graciously hosted a wine reception after the conference.

## **La Jolla Writers Conference . . .**

**by Ken Yaro**

The La Jolla Conference was held October 24-26th at the Hyatt regency, La Jolla. It was two and a half days of immersion into the art and business of writing and publication that none of us will soon forget. Sessions began at 7 AM and lasted well past midnight.

With little time between classes, excitement for our passions was palpable as newer writers received encouragement from those more experienced and accomplished. It was all too evident in our expressions; smiles, awe, appreciation and respect for one of the oldest traditions we humans experience-the art of story telling. And if the conference is any reflection of what is happening today, this tradition is stronger than ever. We all have a story within us which begs to be told. Serious writers have a tremendous affordable asset at our door step. Why not plan to attend next years sessions?

## IoT : The Internet of Things

The IoT refers to the technology and connectivity of digital devices, often wirelessly, to track, monitor, control, record, communicate, and enable activities in our lives. This ranges from health monitors, home security and appliances, digital entertainment, driverless cars to internet purchasing. Your e-book and your Kindle or Nook are part of the IoT. The IoT has the potential for supporting our lives and for invading privacy and disrupting our lives.

Source: Stephen Cobb, UT-SD, 10-19-14 or go to [www.idtechex.com](http://www.idtechex.com).

## Partnership Publishing

A new model for publishing, Partnership Publishing, is described by April Eberhardt as “a way to go indie but still benefit from a lot of the perks of traditional publishing”. This model involves investing money upfront, or choosing crowd-funding to finance publication. This has the potential for earning 40-85% profits as compared to 8-15% earned from traditional publishers. Books are usually published in both print and e-formats.

Authors bear the cost of editing, production, marketing and publicity. In Partnership Publishing submissions are vetted with a focus on quality and marketability by experienced professionals and have access to traditional distribution channels, and sales staff who pre-sell their books.

Examples of Partnerships Publishers include:

Booktrope.com

Inkshares.com

Shewritespress.com

Turningstonespress.com

Whitecloudpress.com and

Wiseinkpub.com.

Source: “Writers Digest”, Nov-Dec 2014, p. 42-45.

## Future Meetings: Mark Your Calendars

**December 17, 2014** . . . 3<sup>rd</sup> Wednesday; Party for members and invited guests – Music by Oscar Arias; presentation of *The Guilded Pen*; 2014 edition.

**January 26, 2015** – **Kathy Diamant**, author, PBS moderator, and SDSU Osher instructor will discuss Giving and Receiving Critiques.

## Events on the Horizon

> **SDSU Writers Conference:** January 23-25, 2015. Early-Bird special pricing: Registration-fee of \$399 until January 6, 2015.

> **Symposium by the Sea 2015**, held by Point Loma Nazarene University, will be held February 24-26, 2015. Joyce Carol Oates will be the special guest on Thursday evening, February 26. Lysley Tenorio, author of *Monstress*, the "One-Book, One-San Diego" selection will be featured at the symposium.

> **Two classes by Linda Meckler.** A free class on self-publishing, ebooks, and audio books will be held on November 13<sup>th</sup> at 6:00 p.m. at the Rancho San Diego Library. A four-session class on formatting, using pictures, and creating a cover on Create Space will start January 7<sup>th</sup>, 2015 at 12:30 p.m. It will be held at Foothills Adult School, in El Cajon, CA. Contact [lindameckler@cox.net](mailto:lindameckler@cox.net) or 619-303-8864 for more information.

> **The Tucson Festival of Books** will be held March 14 and 15, 2015 on the University of Arizona campus. See also: <http://festivalofbooks.org/>.

## November: NaNoWriMo National Novel Writing Month

This is the month that writers around the world take on the challenge of writing a novel in one month. For an 80,000 word novel this is an average of 2,666 words a day.

The Nov/Dec, 2014 issue of *Writer's Digest* offers help: “Plan Your Own Write-a-Thon” by Jessica Strawser, which includes 30 tips and a list of resources. Strawser’s tips include embracing a new mindset, ending a session only when you know what’s next, claiming every spare minute, unplugging, enticing your muse with whatever will make the process enjoyable, and thinking of yourself as a conduit for your story.

“What Makes NaNoWriMo Work” is contributed by Grant Faulkner, Executive Director of the nonprofit organization NaNoWriMo. He provides a “Survival Guide” and tips on rallying and using a support system for reaching your goal. Faulkner comments “it takes a veritable village to write a book”.

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| <p><b>The Writer's Life</b> is published by<br/> The San Diego Writers/Editors Guild<br/> P. O. Box 881931<br/> San Diego, CA 92168<br/> Telephone: (858) 571-0201<br/> General Meetings:<br/> The Fourth Monday of the month<br/> <b>Alert: November 2014: Wed the 19th</b><br/> 6:30 P.M. - Sign-in and Networking<br/> 6:45 P.M. - Business Meeting<br/> 7:00 - 8:30 P.M. - Speaker/Program<br/> Location: 3851 Rosecrans, SD, CA 92110<br/> San Diego County<br/> Health Services Complex<br/> Visit our website for a map<br/> <a href="http://www.SDWritersGuild.org">www.SDWritersGuild.org</a><br/> Membership: \$36.00 per year<br/> Guests: \$5.00 per meeting</p> | Board<br>Of<br>Directors              |   | 2-year Term<br>Expires<br>December<br>31st |
|  | President                             | Harry Huntsman                                | 2015                                       |
|  | Vice President                        | Bob Doublebower                               | 2016                                       |
|  | Secretary                             | Simone Arias                                  | 2015                                       |
|  | Treasurer                             | Marcia<br>Buompensiero                        | 2016                                       |
|  | Membership<br>Chairman                | Rick Peterson                                 | 2016                                       |
|  | Directors-At-<br>Large                | Gered Beeby<br>Ellen Shaw Tufts<br>Sam Warren | 2016<br>2015<br>2016                       |
|  | Past President &<br>Newsletter Editor | Ruth Leyse Wallace                            | 2015                                       |
|  | Webmaster                             | Sandra Yeaman                                 |  |
|  | <b>Mission Statement</b>              |   |  |
| The San Diego Writers/Editors Guild shall promote, support, and encourage the writing arts for adults and youth.   |                                       |   |  |

Benefits of membership: SDW/EG supports members and promotes the writing arts through the following: educational meetings with speakers on timely topics for writers; networking with writing/editing professionals; manuscript review services and the opportunity to submit your work for publication in the annual anthology; information about communitywide writing/editing classes and conferences and other events; links to writing/editing resources on the website; publicity for your creative work on the "Members' Works" web page; and the opportunity to be included in the Speakers Bureau.