

The Writer's Life

www.sdwritersguild.org

June, 2016



To produce a mighty book, you must choose a mighty theme. . . Herman Melville



Wendy Patrick, Deputy District Attorney, Special Operations Division, will speak to SDW/EG members and guests at the June meeting on the dark and safe sides of social media and “catfishing” on the web. She is author of *Red Flags: How to Spot Frenemies, Underminers and Other Toxic People in Every Area of Your Life* (St. Martin’s Press, (2015), and co-author of the revised version of the *New York Times* bestseller *Reading People* (Random House 2008). Wendy is also author of *Using the Psychology of Attraction in Christian Outreach: Lessons from the Dark Side* (Peter Lang, 2013).

Dr. Patrick is a career trial attorney, recognized by her peers as one of the 2015 Top Ten criminal attorneys in San Diego by the *San Diego Daily Transcript*, and named the 2014 Public Lawyer of the Year by the California State Bar Public Law Section. She has completed over 160 trials ranging from hate crimes, to domestic violence, to first-degree murder

On a personal note, Dr. Patrick holds a purple belt in Shorin-Ryu karate, is a concert violinist with the La Jolla Symphony, and plays the electric violin professionally with a rock band, performing both locally and in Hollywood.

Please join us on June 27th to hear this accomplished public servant.

We Are Invited

On Thursday June 16th SDW/EG is invited to join the San Diego Professional Editors Network (SDPEN) for its regular networking and social evening at 6:30 PM, with refreshments to be served.

SDPEN meets in the same room where the Guild holds its meetings – at the San Diego County Health Services Complex, 3851 Rosecrans, SD, CA 92110.

This meeting will not replace the usual meeting of the Guild on Monday June 27th.

RSVP by June 13th to sandiegowriterseditorsguild@gmail.com.

Read & Critique Group in Santee

Laura Roberts, SDW/EG member, holds a read and critique group in Santee the last Saturday of each month at the Starbucks in Trolley Square. Depending on interest, she is considering also holding a marketing roundtable. For more information contact Laura at

lrcreativeservices@gmail.com.

Sign Up for Open Mic Night

July 25th will be Open Mic Night at SDW/EG. Join in the fun and sign up by sending your name and title to Ruth Leyse-Wallace by the **July 15th deadline**. Members may read anything they have written – fiction, non-fiction, or poetry, published or non-published. Select a 3-minute reading and practice your timing (we hold fast to the time limit allowed).

That evening you may give and receive written comments to and from other members as the evening progresses. It is fun to hear what other members write; we have a very versatile group! Open Mic Night also gives participants a chance to read their own work aloud – a good way to work through any nervousness you might have.

Also in July

The deadline for submission for the 2016 edition of *The Guilded Pen* anthology is **July 31st**. Submission guidelines and the Author Agreement can be found on the website:

www.sdwritersguild.org

Tip of the Hat to . . .

Frank Newton for acting as editor of a forthcoming book about holidays celebrated by Latinos in the United States, a compilation of columns nationally syndicated by the Hispanic Link News Service.

Caroline McCullagh for her new book, *The Ivory Caribou*, published by Rick Lakin at iCrew Publishing, with a release date of June 7, 2016.

What You Missed . . .

by **Mardie Schroeder**

SDWEG member Larry Edwards gave a thorough presentation on how critical social media is to selling our books. With roughly 1 million book titles debuting every year, we need to become friends with social media.

Establish two things first: a personal website and a book website. When do you set this up? BEFORE your book is finished. You want to create interest before the book is published. Then get on Facebook, Twitter, LinkedIn, MySpace, Google+, Pinterest, Tumblr, SnapChat and any others that come along. Although Facebook has the largest audience (52%), you need to be on all of them as there is a crossover effect. Different social media have success with different genres of books and different age groups. Don't forget email to cross link to social media/website. On Facebook, you need a personal page and a book page. FB has special-interest forums; i.e., for fiction, memoirs, nonfiction, etc. Participate on them.

Blogging is another way to generate interest. But Larry cautioned to not oversell your book. Use an indirect approach. Blog about other authors and/or related articles. Give information of value.

Although Google+ has low traffic volume/exposure, it is a networking platform under the broader Google umbrella. Google gives preference in search results to links posted in Google+.

Post a photo of your book on Pinterest and link it to your website. Middle-aged and older women predominantly use it.

Timing is key to a book launch. Avoid holidays unless there is a direct tie-in. Give a virtual party online with door prizes and giveaways. Respond to every email, social media post and phone call.

As space doesn't permit the vast amount of information Larry provided, you are invited to access the following link for his complete presentation and a list of valuable resources: <http://www.larryedwards.com/resources.html>

News from Paris

by **Charlotte Thompson**

SDW/EG member Charlotte Thompson recently recently returned from a trip to Paris, and gathered a bit of literary history for us.

Paris has long been a destination for writers: James Joyce, Ernest Hemingway, Gertrude Stein, Scott Fitzgerald and countless others have been drawn to this captivating city. Sylvia Beach, the original owner of Shakespeare and Company, published James Joyce's *Ulysses* and was his financial backer and post office. The store provided a lending library and sense of community for countless writers. The present Shakespeare and Company still provides this for writers. Some have even lived for a time in the store.

George Whitman (1913-2011) founded the present Shakespeare and Company and carried on Sylvia Beach's tradition of helping writers. His daughter, Sylvia Beach Whitman, now manages the store and has added an inviting cafe. The free Sunday afternoon gatherings (4 to 6 p.m.) continue, where you can meet an interesting and international group of people.

Writers' groups, workshops, and retreats are readily available in Paris. Do check these out on the Internet if you are lucky enough to travel there.



Gered Beeby shared this photo from his recent trip to Paris.

Conferences for Writers

Greater Los Angeles Writers Conference produced by West Coast Writers Conferences will be held June 17-19, 2016 at Los Angeles Valley College in Van Nuys. Go to www.wcwriters.com/aglawc for details.

Central Coast Writers Conference and Book Fair will be held September 29-October 1, 2016 at Cuesta College in San Luis Obispo. For more information go to www.centralcoastwritersconference.com.

Writer's Digest Novel Writing Conference will be held October 28-30, 2016 at the Westin Bonaventure, Los Angeles. Go to www.Novel.WritersDigestConference.com for more information

The La Jolla Writers Conference will be held November 11-13th, 2016 at the Hyatt Regency in LaJolla.

The 33rd Annual **SDSU Writers' Conference** is scheduled for January 20-22, 2017. If you are interested in being considered as a speaker for the 2017 SDSU Writers' Conference, please complete the speaker interest form. Email questions to: directorsdsuwc@gmail.com.

OASIS Anthology

The 2016 anthology for the national OASIS organization, OASIS JOURNAL, is accepting submissions by July 31, 2016. Include a short bio with your submission. Submit entries to IMAGO PRESS, 3710 East Edison, Tucson, Arizona 85716. Contact Leila Joiner at ljoiner@dakotacom.net for more information, or for submission instructions go to www.oasisjournal.org.

Thank to Muriel Sandy for this alert.

Mark Your Calendar

July 25th, 2016 – Open Mic Night – sign up to read three minutes of your work aloud and receive feedback.
August 22nd, 2016 – Antoinette Kuritz, owner of Strategies, specializes in literary development.
September 26th, 2016 – David Wogahn, author of *Register Your Book, The Essential Guide to ISBNs, Barcodes, Copyrights and LCCNs* (U.S. Library of Congress Registration).

Writing Contests

Why not widen your scope and enter a writer's contest? Many award cash prizes, publicity, prestige, and other prizes. Three contests sponsored by Writer's Digest are now open:

Poetry awards: enter a poem of up to 32 lines; the deadline is October 3, 2016.

Self-published e-Book awards: Eight categories; the deadline is August 6, 2016.

Short story awards: enter a story of up to 1500 words; the deadline is November 15, 2016. Information on contests may be found at www.writersdigest.com

Writing Personal Essays

In personal essays authors reveal themselves, their individuality and experience, their shared humanity. Peter Bricklebank provides ideas for honing your essay(s).

Such essays are written in a casual, intimate voice – like a conversation between writer and reader. Give the reader the context: why you are looking at a particular thing and what you come to realize. Assure that the report is true and accurate, unlike fiction, where you can embellish if it adds interest. Your goal in writing an essay isn't to reach a judgment or solution, but to engage in the process of reaching one.

You're an essayist if you can put a framework of meaning around an experience, laugh at yourself, and tell about it in an engaging way.

Writers Digest July/Aug

Goodbye, Carolyn

SDW/EG member Carolyn Jaynes (and soloist at the Holiday party) is now traveling in Spain and thinking she might stay and settle there. She leaves us with this thought:

The writer creates the meal.

The editor makes it fit for consumption.

The publisher places it mindfully on the dish and passes out the plates.

Readers heartily consume their nourishment, but do they savor it?

Carolyn's Qquotes

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Meetings: The Fourth Monday each month
Marketing Support Group:
5:30-6:30 PM
General Meeting:
6:30 PM - Sign-in/Network
6:45 PM - Business Meeting
7:00 PM - Speaker/Program

Location: San Diego County
Health Services Complex
3851 Rosecrans, SD, CA 92110

For a map see: www.SDWritersGuild.org

Membership: \$36.00 per year

Guests: \$5.00 per meeting

Mission Statement

The San Diego Writers/Editors Guild shall promote, support, and encourage the writing arts for adults and youth.

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