

The Writer's Life

www.sdwritersguild.org

September, 2016



What makes a book 'good' is that we are reading it at the right moment for us.

Alain de Botton, philosopher



Learn About Metadata: David Wogahn to Speak

Metadata is the information about us and our books, and is turning out to be the secret ingredient in marketing because book selling is moving online, fast. Our speaker, David Wogahn, is author of *Register Your Book: the Essential Guide to ISBNs, Barcodes, Copyrights and LCCNs*, and Lynda.com's *Distributing and Marketing eBooks*. He is president of Author Imprints (AuthorImprints.com), an award-winning publishing services company that helps authors and businesses publish books and metadata.

David will share his 30 years of publishing and technology insights to illustrate how to put metadata to work for any book, and for any author. David simplifies this sometimes mysterious topic by breaking the opportunity for discovery into four categories—business affairs, the author platform, research, and distribution—his four pillars of professional self-publishing:

Business: the publishing imprint name, how it is used, business considerations, ISBNs.

Platform: author, book and/or imprint websites.

Research: its role, its scope, and tips to position your book for search engines.

Distribution: supporting pre-launch marketing, maximizing reader access, ensuring bookstore acceptance, and Library of Congress programs. David discusses the benefits and drawbacks of using print-on-demand (POD) printers such as Amazon's CreateSpace and IngramSpark, and shares his unique perspectives about eBook aggregators (Smashwords, BookBaby, Draft2Digital) vs. direct distribution (KDP, iTunes, Nook).

His talk will address planning, costs, options, timelines, resources and specific vendors. He will share examples and case studies to make it fun and relevant for everyone: the already self-published, those considering it, those traditionally published; even those that provide services. Everyone will come away with a greater understanding of the interconnectedness of the publishing process and what they need to do to improve their "discoverability."

Join us Monday, September 26, for this enlightening and unique talk.

San Diego Book Awards

Submissions to the 2017 San Diego Book Awards for unpublished works are due Oct. 1st, through Nov. 15th, 2016; submit the first 30 pages. Submissions for published works are due January 1st through January 31st, 2017.

Categories include unpublished novels for adults, young adults, and children, memoirs, poetry chapbooks, and short stories as well as published works. Submission guidelines and entry form may be found at <http://sandiegobookawards.org/submission-guidelines/>.

The awards ceremony will be held in June 2017.

One Book, One San Diego

Waiting for Snow in Havana by Carlos Eire has been selected for the 10-year anniversary of One Book, One San Diego. For a list of events planned for this year go to www.KPBS.org/onebook

Anthology News

With the submission deadline past, the 2016 anthology will contain 69 submissions accepted from 47 authors. After formatting and copy editing it will be published using CreateSpace. A colorful San Diego-themed cover was selected by the Board of Directors. The unveiling will be celebrated and copies will be available at the regular SDW/EG meeting November 28th. Selected excerpts from the anthology will be read.

Tip of the Hat to . . .

Peggy Hinaekian, who has scheduled a book signing event and/or exhibit of the etchings from her book at The Riford Library in La Jolla on Saturday, September 17 at 3 pm.; Barnes and Noble in Mira Mesa on Saturday, October 1, from 4-6 pm, and La Jolla Art and Wine Festival on Saturday and Sunday, Oct. 8 and 9.

Rick Lakin for digital publication of new authors' titles in June, July and August.

Phil Pryde, author of *San Diego: An Introduction to the Region*, for being featured in an interview by columnist Fred Dickey in the Aug 22, 2016 issue of the San Diego Union-Tribune.

Chloe Edge, Dave Feldman, Richard Lederer, Tom Leech, Caroline McCullagh, and Frank Newton for teaching courses at OASIS San Diego and Escondido during the fall 2016 semester.

What You Missed by Mardie Schroeder

Antoinette Kuritz is the founder of La Jolla Writers Conference. She has been in business since 1994 and has recently moved into publishing. The following are her tips for doing as well as professionals if you do the marketing and promoting.

The minute you want to sell a book you're in business and you have to learn and understand the business of publishing. You must become an expert and learn all aspects of publishing. Ingram Spark has tips on publishing. Spend money on professionals for cover designs, line and content editors, web design, etc. Expect to invest \$1,800-\$3,000 for a really good website. Get a professional. Have a blog on it. Update it every 72 hours.

Create a business plan. Write a book proposal. How will you sell your book: speaking to groups, social media, etc.? Build a platform long before you publish. Generate interest in your book prior to publishing. Get everything in place—social media, website, a professional team.

Determine what you want to write about, commit yourself, and be organized. Find your audience. Who are the primary buyers—mostly female adults. Know who you are writing and selling to.

Join a writers group because it makes you produce. Find a conference that works for you with very successful writers teaching.

Network network network. Your book is the hub of the wheel. The spokes are everything you do to promote it.

Become an authority on something.

Amazon has tools to maximize your promotion.

> > >

Writers Conferences

The 2016 **La Jolla Writer's Conference** will be Nov. 11-13 at the Hyatt Regency in La Jolla.

Registration is limited to 200 attendees. For more information go to

<http://lajollawritersconference.com/registration/>

The **Central Coast Writers Conference and Book Fair** will be Sept. 29-Oct. 1st, 2016 in San Luis Obispo. See

www.CentralCoastWritersConference.com

The **Writers Digest Novel Writing Conference** will be held Oct. 28-30, 2016 at the Westin Bonaventure in Los Angeles with multiple educational tracks offered. Go to

www.Novel.WritersDigestConference.com

The 33rd annual **SDSU Writers' Conference** is scheduled for January 20-22, 2017 at the San Diego Marriott in Mission Valley. Go to

<http://www.ces.sdsu.edu/wc>.

Literary Devices

A literary device is a technique writers use to produce a special effect in their writing. Nick Canepa, sports columnist for the SD-UT, uses colorful devices in his column, especially Aug. 15th re: doping in sports. He writes doping is “unchecked because the checkers can't check enough”; “We are America the beautiful, but hardly America the innocent”; the network doesn't question because it doesn't “need any slime on its bread and butter.”

See <http://literarydevices.net/> to see more on literary devices.

>>> Be cautious of e-book and some independent publishers who keep asking for more money. Know the horror stories. Invest in an attorney to go over contracts. Don't quit your day job. It takes five successful books to replace an income.

Thoughts on Public Speaking

Harriet Lerner, from The Menninger Foundation and author of *The Dance of Anger*, shares insights that help her when faced with public speaking. After the “Why am I doing this . . . I will never do this again” stage, messages to herself include, “The nice people who have come to hear me would rather listen to me than be home cleaning the kitchen or figuring their taxes,” and, “All my listeners will be more forgiving of my ignorance and mistakes than they would if I were, say, a brain surgeon or concert violinist.”

One day while standing beside a small boy waiting beside a high-speed roller coaster, she asked him, “How do you get over being afraid?” His reply: “You don’t get over it. You just buy a ticket.” Lerner concludes, “That’s how it works. You buy the ticket and then you show up.”

Writing Classes

Grossmont Adult School offers the following classes this fall:

Write Your First Novel, Sat, Oct. 1st, 9:00 AM to 12:00 at Foothills Adult Center.

Creative Writing, Oct. 18 to Dec. 13, 12:30 to 3:30 PM at La Mesa Adult Enrichment Center. Go to <http://adultschool.guhds.net/> for more information.

SDSU Osher Institute, fall, 2016, sessions of interest to writers include

Overcoming Writers Block; Oct. 20 to Nov. 10th, taught by Kathy Diamant.

From Page to Stage: A Playwright’s Journey; Nov. 15th, taught by Anita Simons.

Go to www.neverstoplearning.net/olli

Mark Your Calendar

October 24th, 2016 (4th not fifth Monday)

Jonathan LaPoma, an award-winning novelist, screenwriter, songwriter, and poet will speak about screenwriting.

November 28th, 2016 – Anthology launch

December 12th, 2016 – 2nd not 4th Monday,

Holiday Party

Coming next year

March 2017 – Mark Reichenenthal, attorney for literary matters, to discuss contracts between authors and agents, publishers and others.

Beyond Writing

Before getting very far into the world of writing, becoming a published author, and selling what you write, comes the realization: I need to know more!

If you intend to sell your books, look at these websites of the California Board of Equalization. For regulations, permits and licenses go to <https://www.boe.ca.gov/info/reg.htm> and https://www.boe.ca.gov/permits_licenses.htm. To check the tax rate in various counties and cities go to <http://www.boe.ca.gov/sutax/pam71.htm>. Cities in San Diego County have different sales tax rates.

If you need a ghost writer or copy editing, talk to Andrea Glass at www.WritersWay.com. She can also advise on marketing materials.

Marnie Freedman coaches writers from the beginning stages to a finished product. Find Marnie at <http://www.thewriterinyou.org>.

If you want help with perfecting your product, consult with someone such as Larry Edwards, who provides such things as editing services, manuscript evaluation & critique, copy editing, content editing, developmental editing, book proposals, print book & ebook publishing consultation for nonfiction or fiction. Go to www.LarryEdwards.com. His website also provides a “resources” page, with helpful information aimed at writers.

When you are ready and want to e-publish your book, talk to someone like Rick Lakin at iCrewDigital@gmail.com or go to <http://www.icrewdigitalpublishing.com/about-us>. In addition to assisting numerous authors to publish digitally, the iCrew website gives you access to view and hear Rick’s podcasts with authors, or sign up for his iCrew newsletter.

At www.Strategiespr.com a writer/author can view the services offered by Antoinette Kurtiz and company. They include (among many others): business modeling, marketing/publicity, consulting re proposals, ghost-writing, soliciting reviews for your work, and engaging a printer.

These are just a few places to learn what you need to know as a professional writer.

“Blessed is the man who, having nothing to say, abstains from giving wordy evidence of the fact.”
George Eliot (1819-1880)

“When your work speaks for itself, don’t interrupt.”
Henry J. Kaiser

San Diego Writers/Editors Guild
Post Office Box 881931
San Diego, CA 92168

<p>The Writer's Life is published by The San Diego Writers/Editors Guild P. O. Box 881931 San Diego, CA 92168 Telephone: 858-342-2891 email: sandiegowriterseditorsguild@gmail.com</p> <p>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</p> <p>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</p> <p>Mission Statement The San Diego Writers/Editors Guild shall promote, support, and encourage the writing arts for adults and youth.</p>	Board of Directors		2-Year Term Expires 12/31
	President	Anne Janda Ajanda55@aol.com	2017
	Vice-President	Bob Doublebower doublebower@sbcglobal.net	2016
	Secretary	Laurie Asher louloujed@gmail.com	2017
	Treasurer	Marcia Buompensiero lonzahn2@cox.net	2016
	Membership Chairman	Rick Peterson richard.g.peterson@navy.mil	2016
	Directors-at-Large	Simone Arias sarias2@earthlink.net	2017
		Gered Beeby geredbeeby@aol.com	2016
		Dave Feldman feldy88@cox.net	2017
		Mardie Schroeder mardiewho@yahoo.com	2017
		Val Zolfaghari valzolfaghari@yahoo.com	2017
Newsletter Editor Past President	Ruth Leyse-Wallace rthlys@cox.net	Not an elected office	
Social Media Manager	Sandra Yeaman sandrayeaman@gmail.com	Not an elected office	