

THE BULLETIN

California Writers Club

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Winter / 2018

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The Bulletin is the official publication of California Writers Club, an educational nonprofit 501(c)3 corporation. Issue e-edition 10 now in circulation since November 2018.

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You Can Turn Your Book Into an Audio Book

By Roberta Smith, High Desert branch

If you've ever thought of turning your novel or memoir into an audio book, ACX is one way to accomplish it.

After learning about ACX from Anna-Marie Abell, the **HDCWC's** July 2018 speaker, I thought I'd give it a try. The process took three months, but now my award-winning book, *Simone's Ghosts*, is available in audio format.

Following is a general summary of the steps I took to create my audio book. (To know all the ins and outs of ACX, you should go to the website and read the details.)

First, of course, I created an account in ACX.com and confirmed I hold the rights to my book. Next, I created a Title Profile. This profile included a description of the book (plot and characters). Because I had a trailer for *Simone's Ghosts*, I included where it could be viewed. I also included how I planned to market the audio book: Facebook, Twitter, my blog, articles like this one.

I decided upon the type of narrator I needed and how much I was willing to pay per finished hour. I posted that I needed a female with a bright voice, no accent. I posted that I preferred to pay per finished hour as opposed to sharing 50% of the royalties. Most of the producers/narrators on the ACX site post their rate. It ranged from \$50 per finished hour on up. ACX lets you know how many finished hours your book should be based upon the word



Roberta Smith

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CRITIQUE GROUPS— RIGHT ON



I don't know about your branch, but at mine (Central Coast), critique groups are a major topic of concern. It seems like at every meeting, we hear the same question or variations thereof: "Can you get me into a critique group?"

Some of our branches have a vibrant, robust and structured critique group program. Others, like my own Central Coast, take a more informal approach, encouraging members to network and organize groups on their own. Point being: critique groups seem to be a benefit that many members crave.

As a member of two critique groups, one of which has been meeting continuously for some 25 years, I have strong opinions which, as usual, I am not shy about sharing.

- **You get out of it what you put into it.** Reading the work of others and offering helpful feedback is as useful, or more so, as the comments you'll receive on your own work. Belonging to a "crit" group forces you to read with an analytical eye, an excellent skill for a writer to develop. It's not enough just to say that you loved a piece, or ... well, not so much. *Why* did it work for you, or not? And *how* can the writer improve the work?
- **Lower your expectations.** Much as I would love to find a group focused on mystery and suspense with writers at my level or above, I've come to realize that expectation simply is not reasonable. Maybe in New York, but not in a small resort/retirement community. Instead, accept the writers that you will find, with all their varying degrees of interests, commitment and expertise, with graciousness and patience.
- **Be clear about your needs.** Are you looking for tough love for your literary offspring, or just support and encouragement? A businesslike approach or socializing, maybe a potluck? Structured or free-form? Weekly or monthly? No right or wrong answers, but you do need to be upfront about what you want out of the experience.
- **Basic crit group etiquette:** Show up. If you can't be there, let the others know. Do the reading and bring something to share. Don't take more than your fair share of the available time. If you're a newbie to an existing group, be respectful of their ground rules and traditions. If you need to deliver bad news, do like Mom advised and find at least one nice thing to say.

Is it worth it to belong to a critique group? Is this a member benefit our branches should consider offering? As a long-time crit group member, my answers are a resounding yes. If nothing else, a writing group forces you to produce on a regular basis. When you know you'll be letting down the rest of the gang if you don't show up with pages to share, that's quite a fire to light under yourself. Somehow, the work manages to get done.

Peer pressure. It worked in high school, and it's still effective today.



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count of your manuscript. ACX estimated 7.1 hours for my book. As it turned out, the book is 6 hours and 42 minutes long.

I posted a 2-page audition script (840 words). This script was an excerpt from my book that included five characters. That meant the auditioning producer had to be able to narrate a fairly tricky scene with varied voices.

I received auditions from ten producer/narrators. After listening to all of them, I made my decision and offered my choice the amount I was



willing to pay per finished hour. She accepted. I gave her a week to create a fifteen minute sample of the book. She agreed.

I sent my producer/narrator the entire manuscript of *Simone's Ghosts*. She created a fifteen minute sample within the requested timeframe. I listened to the sample, liked it, and approved it. We then set a date for her to complete the project. I asked her to do it in two months time. She agreed.

I received my audio book in the agreed-upon time period. I listened to it and found a few things that needed to be corrected. I sent my producer/

narrator a request to make the corrections and she made them within two days. I listened to the places that were corrected and approved the book with ACX.

Then I paid my producer/narrator using PayPal. She advised ACX that she had been paid. ACX then took two weeks to listen to the finished work for quality assurance purposes and approved it.

ACX released my audio book on Amazon, Audible, and iTunes.

So now the fun begins. Marketing!

Because my audio book is only available through ACX, I have received a limited number of promo codes from them that I can give to those willing to listen to my book and provide a review. These codes allow those I give them to, to download a free book for that purpose. If you are interested in a free download of *Simone's Ghosts* with the intent of listening to it and providing a review on Amazon, please contact me at cwrlsmith@gmail.com. I would very much appreciate your support.

Roberta Smith is a member of the High Desert CWC currently serving as HDCWC secretary, former Vice President, and 2013 Jack London award winner. Her Young Adult book, Simone's Ghosts, won the top award in the 2017 Hollywood Book Festival as well as best book in the category of Young Adult fiction.

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Benefits of Blogging First

by Daphne Gray-Grant

Why you should blog BEFORE writing your book

I **blogged for two entire years** before I wrote my first book, *8½ Steps to Writing Faster, Better*. At the time, I was highly self-critical of my lack of “productivity” and my apparent inability to make any money from my blog.

“**Why are you doing so much work** for so little reward?” friends and colleagues asked me, all the time. But, in retrospect, I recognize my work as a really smart, strategic idea (even if not deliberate.)

Here are seven reasons why it makes sense to blog *before* you try to write a book, or, at the very least, *while* you are writing it:

1-Blogging helps build your writing muscles. When I started my blog, I was very worried about being able to meet a weekly deadline. “What if I get a really big project and I just don’t have the time to write a blog?” I worried. Worse, what if some family disaster occurred and I found myself totally unable to write, for perfectly defensible reasons? As a result, I made myself write 18 blog entries before I published the first one — yes, 18! What happened then may make you laugh. I spent the next 18 weeks running each of my “prepared” blog posts, *never writing another one in advance*. Those 18 weeks just whizzed by and before I knew it, I was in the situation I had most feared: an inexorable weekly deadline. But, guess what? I coped. And I became a better writer as a result.

I learned all sorts of tricks to make the job easier. The most valuable one to me was the concept of dividing up my writing work over all the days of the week. So, I identify the topic on one day. I do the research and “mindmap” on another. I write the post on a third day. I edit it on a fourth. And find a photo and schedule it in my software on the fifth. The concept — of dividing a big job into much smaller parts — is infinitely helpful for writing a book as well.

2-Blogging helps increase your own bank of knowledge. I was a professional editor at a large daily newspaper for many years, so I thought I didn’t have too much more to learn about writing. *I was wrong!* We all develop areas of expertise throughout our working lives, but we can always deepen that expertise with more study, reading and practice. I have read dozens of books on writing and editing in the last 15 years and hundreds — maybe even thousands — of blog posts on the topic. Plus I’ve written hundreds of thousands of words in that time. What I knew 15 years ago is a drop in the bucket compared to what I know now. Further, I can call this knowledge to mind with much greater ease than I used to be able to, because I use this information in my blogging *all the time*.

3-Blogging allows you to respond faster than books. If there is an important development in your work or subject area — say, something like the devastation of Hurricane Michael for a meteorologist — then a blog will allow you to write about it immediately. Most books are a minimum of 12 months in the making and a great many of them require two to five years. If you want to stay current and connected, a blog will serve you better than a book.

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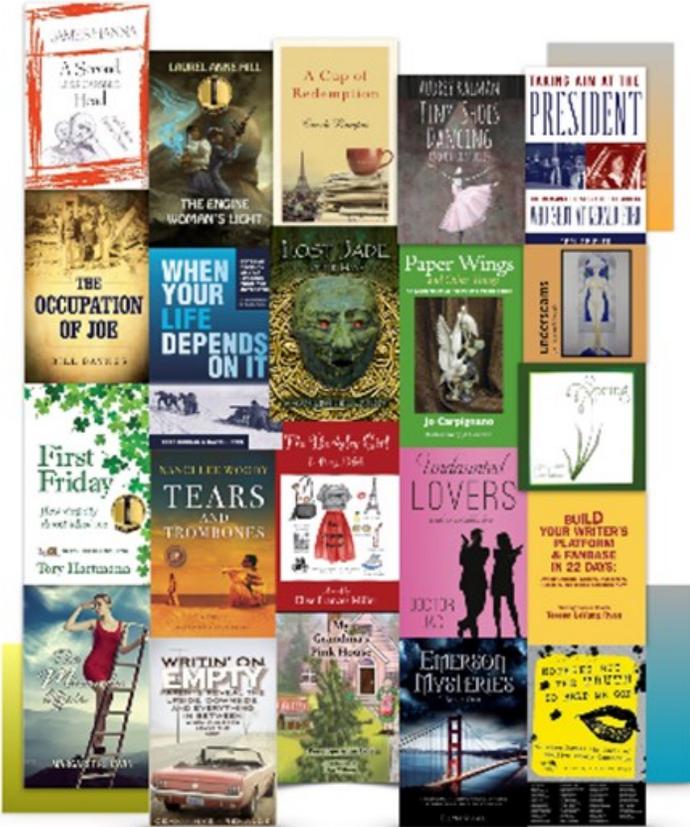


Branch News

San Francisco / Peninsula

CALIFORNIA WRITERS WEEK

October 14-21, 2018

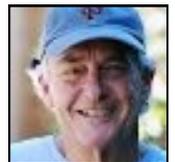


SF Peninsula branch developed a poster of published works of our members and placed it in a dozen libraries for California Writers Week in the middle of October. The Main Library in San Mateo purchased all the books and put up a display in its third floor fiction section.

The San Mateo library also hosted a reading of our branch's published writers on Thursday of California Writers Week. Six authors participated in front of an audience of more than 20 people.

Other libraries carrying our poster included San Carlos, San Bruno (2), Foster City, Half Moon Bay, Menlo Park, Palo Alto, Pacifica, Burlingame, Redwood City, and Belmont.

~ Bill Baynes



California Writers Club SF-Peninsula

Now with 10 issues completed, be sure your members don't miss out. Have a designated person forward CWC's *The Bulletin* to all in your branch. It's a free benefit and it's now better than ever. We recently got an upgrade so *The Bulletin* opens quickly on all devices.



Branch News continues

Tri-Valley

Tri-Valley Writers (TVW) co-sponsored an Indie Author Event with the Livermore Library on October 13, 2018. TVW member Ann Parker moderated the program, and Andy Weir was the keynote speaker. TVW members Jordan Bernal, Eloise Hamann, E. Ruth Harder, Julaina Kleist-Corwin, Annette Langer, and J.D. Lasica were among the fifteen Bay Area independently published authors promoting their books. *(Event photo at right)*



Tri-Valley Writers will present a full-day writers conference on April 13, 2019. The keynote speaker will be Robert Dugoni. Early-bird registration begins December 1, 2018, and extends through February 10, 2019.

The keynote speaker for the NorCal Leadership conference on September 29, 2018, was TVW member Jordan (Deborah) Bernal. Jordan spoke about motivating members with ambitious programs in her speech, "The (Relatively) Small Branch That Roars."



~~ Lani Longshore,
President





Branch News continues

Long Beach

Our Audiobook Narrator

Tom Jordan helped CWC LB members and guests understand some of the “behind-the-scenes” challenges for creating an audiobook. Guess what? Tom has an editor just as we writers do! In fact, if the audio-editor hears something that doesn’t sound right, Tom has to go back and re-record. Sounds like what we writers do!

Also, audiobook creators “interview” their authors at the same time that authors must interview their narrators, making sure it’s a fit for both parties. Tom loves authors. He’s done several series and has not met most of his authors face-to-face, although he uses the telephone quite a bit.

How to begin? The best way to start is to go to a narrator’s website and listen to their demo recordings. What about women’s voices? No, he doesn’t do Minnie Mouse. He does his own voice—but little softer. And he tries to match the character’s personality and, ahem, “voice.”



New Faces

In our recent election of officers we welcomed a new board member as Secretary. Program plans in 2019 include a speaker on poetry, which we have not done in a few years, and an introduction to graphic novels. We are also looking at more task sharing, such as having two people trained to maintain the website, and similarly for the programs committee having two people ready with a copy of the speaker introduction, just ‘in case.’

An offsite “Publishing 101” mini-conference is in the very early planning stages, as we poll members about their preferences.



~~ Kathryn Atkins, PR

East Sierra

In September, we had a particularly successful Weird Weekend with an indie film shorts competition, weird storytelling contest, and the interactive murder mystery “What Happens at Sundown” on two nights. For December, we’ve scheduled our 5th Annual Dickens Tea for Saturday, December 1, 2018, 2:00 p.m. at My Enchanted Cottage, a Ridgecrest institution and delightful Victorian Tea Room. Tea and treats! Book swap! (We provide the books !!!) Victorian Christmas craft! Dramatic Dickens reading! We’re hard at work preparing for the Riverside Dickens Festival 2019, February 23-24, 2019. The annual event features plays, music, Queen Victoria, Victorian authors, and vendors including books and traditional food. CWC-South will have a booth there and conduct an essay-writing workshop at the invitation of the festival organizers.

~~ Donna McCrohan Rosenthal





Branch News continues

Berkeley



Jordan Bernal, Past President of the Tri-Valley Writers branch of the California Writers Club, gave the key note address.

Unlike other branches that ARE the lit scene in town, we feel like a blip on the screen around here sometimes. We are adding two new programs to help in our plan to build a stronger presence for our club in the local writing community: a quarterly quiet writing retreat in various locations, and an ongoing open mic, hosted by a few new dynamic board members who are well-connected in the East Bay literary scene. We are working together on getting our publicity and promotion routine smoothed out, and almost have a full spring lineup for our spring speakers.

We have some exciting financial news, too. As you know, our founding icon Jack London was a critic of capitalism and a strong voice for the underdog and democratic socialism. Past President Barbara Ruffner was passionate about keeping our programs accessible to all.

After months of processing, we started a new fund to help members support each other better. Members can now pre-pay their meetings for a year, and any unused dollars can go towards helping other writers attend. Our new "Jack and Jenny" fund is just one more way writers can help writers. We also moved our money away from Wells Fargo to a small local bank with community values.

~~ Kristen Caben, PR & President

Well Said

"Everybody can be great...because anybody can serve. You don't have to have a college degree to serve. You don't have to make your subject and verb agree to serve. You only need a heart full of grace. A soul generated by love."

— Martin Luther King Jr.

Annual Magazine Contest: Literary Review

For our newest members, you may have not heard about our annual contest. The CWC *Literary Review* offers members the opportunity to showcase their work in a high quality, glossy print magazine that is sent through the U.S. mail to some 2,000 fellow CWC members. Publication of the next edition is slated for May or June of 2019.

Submissions are now being accepted in four categories: fiction, poetry, memoir, and essay. For guidelines and the required submission form, go to the CWC website, calwriters.org. Deadline is November 30, so don't delay.

In the past, we had one volunteer editor, Dave LaRoche. This year instead of the traditional Managing Editor, the *Literary Review* is chaired by four volunteers: Tish Davidson (Fremont Area Writers), Kimberly Edwards (Sacramento), June Gillam (San Joaquin Valley) and CWC President Joyce Krieg.

The team points out that even though the publication has "literary" in its title, genre fiction is welcome, as are pieces that are humorous or deal with lighter themes and topics. The emphasis is simply on good writing that entertains, informs or inspires, regardless of style or subject matter. All members in good standing are welcome.

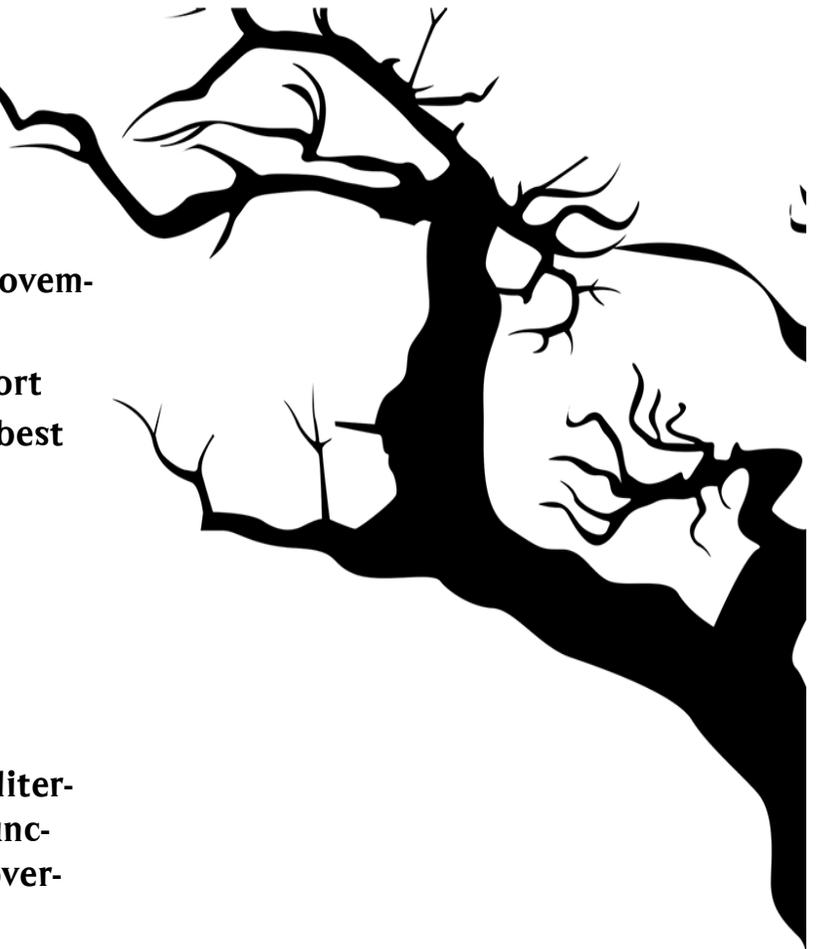


DEADLINE LOOMS for THE 2019 *LITERARY REVIEW*

November 30 is the deadline

Submissions will be accepted through November 30. Check the CWC website, calwriters.org. In the meantime, you have a short amount of time to make yours the very best you can!

**A team of volunteers—
Tish Davidson, Fremont Area Writers;
June Gillam, San Joaquin Valley;
Kim Edwards, Sacramento, and
CWC President Joyce Krieg—
continue the tradition of CWC's annual literary magazine for 2019. The three will function as a team with the CWC president overseeing the project.**



Check for details at www.CalWriters.com



Branch News continues

Central Coast

CCW Annual Summer BBQ

CCW never tires of the annual August BBQ with the family of Grilling Grices at the BBQ pits. This year we had the addition of two games built by hand by President Laurie Sheehan and First Husband John Sheehan, bean bag toss and ladder ball. Although we in Monterey can't always count on a warm summer day, we were lucky to have a beautiful one.



The Grice Family Grillers



John Sheehan and Gary Parker with Ladder Ball Game



Hand-crafted Bean Bag Toss Game

Indie AUTHOR DAY

Indie Author Day

Member and Publisher Patricia Hamilton (Park Place Publications) spearheaded Indie Author Day in Pacific Grove on Saturday, October 13, co-sponsored by the Pacific Grove Library and Central Coast Writers. Nancy Swing and Russell Sunshine were the club's volunteers who arranged book sales by local authors, including several CCW members. Joyce Krieg, Wolf Bukowski, and Heather Lazare were

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Branch News continues

speakers. Joyce shared the stage with Jeffrey Whitmore on Mystery Book Collaboration; Wolf held a session on screenwriting; and Heather on sense of place, presented in the Centrella Inn, a B&B with a rich local history. Additional simultaneous events pulled in residents spending the beautiful day in Pacific Grove, including a live raptor in the Natural History Museum. The day was well attended and deemed a hit! Indie Author Day is a national annual event.

“The Ten Key Scenes That Frame Up Your Novel”

Writing coach C.S. Lakin wowed us at the March meeting of Central Coast Writers with her talk on using the tools of cinematography to “shoot” your novel. We brought her back in early November for an in-depth workshop just for CCW members and guests. Susanne is the author of thirty works of fiction and nonfiction. She is a copyeditor and writing coach, specializing in manuscript critiques. The author of the craft book series *The Writer’s Toolbox*, Susanne blogs on writing and publishing topics at LiveWriteThrive.com. She loves nothing more than to help writers craft stellar novels and experience success and joy in their writing journey.

Here were some of our major takeaways:

- 5 major turning points and where to place them
- Exactly where to start your story and set up the premise
- Pinch points: what they are, why you need them
- Twists: how to craft them, where to put them
- Your protagonist’s goal: the key to great storytelling
- Six stages of character transformation and where to put them

Scholastic Writing Contest

After some great experiences last year, CCW members will again help judge the Scholastic Art and Writing Awards for 2019. Judges get to read impressive writing by some of the most creative teenagers across the country. CCW members Ned Huston and Dennis Hamilton are in charge of corralling 15 members to review students’ writing. Our work earns a \$2000 stipend for the club.



Writing Coach C.S. Lakin

Public, private, or home-school students in the U.S., Canada, or American schools in the rest of the world enrolled in grades 7–12 (ages 13 and up) are eligible to participate in the Scholastic Awards. Young artists and writers are free to explore any and all topics. Judging criteria include originality, technical skill, and emergence of a personal vision or voice.

~~ Lana Bryan



High Desert

Our seventh conference was a “howling success,” and highlighted the third quarter. Additionally, we had an inspiring salon and talented guest speakers during this period. HDCWC members and other participants gained valuable insight into character development during our Howl at the Moon Writers Conference in early October. Author, talent/literary manager and producer Marilyn Atlas provided immediately-useful information, drawing on her award-winning film producing and writing expertise. She said that characters should have a back story, a history that includes challenges, likely drawn from their childhood, and their unique traits and characteristics should be uncovered in our writings.

Specific to screen writing, Atlas said that interesting books that do well in the marketplace have a good chance of becoming screenplays. “Look at books that are made into TV series for ideas of

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Marilyn Atlas

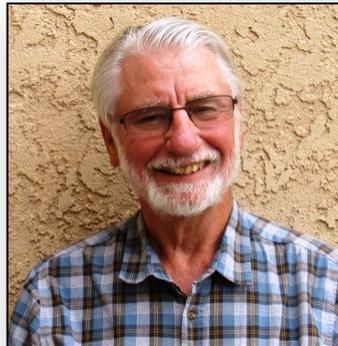
what’s working,” she said. Several conference participants enjoyed one-on-one time with her during her two-day High Desert visit. Several HDCWC members expressed gratitude for the excellence of Atlas’ instruction, which they agree has helped with their wide-ranging projects.

There was an emotional Open Mic session during the first half of our October meeting. Members recited or read from their works-in-progress as well as their completed works. Their performances were aided by the Open Mic Salon that preceded it one week earlier, during which members received guidance for public speaking including microphone etiquette. The salon was graciously hosted by High Desert’s Secretary Roberta Smith. HDCWC also has a new membership chair, horror author Michael Raff.

This quarter’s other outstanding speakers—in addition to our noted club members—included Victorville Daily Press journalist L.J. Gambone, who shared useful tips on how to write attention-getting press releases, and Dr. Richard H. Reeb, also a columnist for the Victorville Daily Press, who gave a presentation on the history of journalism and its present-day objectivity. Plans are underway for a Christmas-themed meeting with a unique performance by special guest Scrooge, in December.



L.J. Gambone



Dr. Richard Reeb

~~ Sheryl Lynne Thomas-Perkins, PR



Orange

What do you do when your speaker cancels within minutes of the beginning of your meeting? A very rainy Saturday in October caused our speaker to be stuck in traffic on her way from Los Angeles to Orange County. Knowing she’d be extremely late, she cancelled. As our members gathered for our meeting we needed a plan. Our president, Jonathan Yanez, a very successful writer of science fiction and fantasy novels, who is able to write full time and support his wife and daughter, quickly put a program together. We all knew his marketing skills were extraordinary, aided by his wife Jynafer who had worked in advertising, but we never realized how extensive they were. He placed a phone call to Jynafer and she was able to join him. Together they presented the highlights of his journey along with many pointers that each of us could use in promoting our own writing.

First, a little about Jonathan. He wore a few hats while he dabbled in writing – a corporate career, personal trainer, even modeling. But the draw of writing full time convinced him he couldn’t be successful unless he put his whole effort into it. He quit his full-time job and began writing all day, every day, challenging himself to do 2,000

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Inside a Writer's Mind –

by Penny Sansevieri of AME



15 Secrets to Selling More Books at Events

Maybe you've done events in the past – whether these are book shows specifically, or book signings in bookstores, libraries, or even craft fairs. If you came up short on book sales, you're probably not alone. So often we decide to do these events, without any kind of real insight into what it takes to make them successful.

As authors, we spend a lot of time online or locked behind our computers. And while this has merit, there is nothing quite like an in-person event. And while getting a book event booked seems like half the battle (and it is) now it's time to figure out how to start selling more books at events, regardless of the event you're doing.

Some years back, I was promoting a fiction book I wrote, *The Cliffhanger*. The book was set in Oregon and I traveled up there to do some events. I had also sent the bookstore a ton of swag to use, including a sign for the window, which they had never unboxed. So other than the article in a local paper, no real promotion had happened. With the store all but empty, I started to panic and then I remembered my own guidance to authors: *marketing is about message and movement*. So instead of just sitting in a chair, I got up and walked around. People, seeking refuge from the storm were browsing the shelves and I politely introduced myself.

Several of them said: *"Oh I read you were going to be here."* And I sold a book to each of them! I stayed way past my signing time and wound up selling out of the books I brought with me, which admittedly wasn't a lot. I think I brought 20 in a box. But it was better than I'd initially expected to sell, which was zero. This signing taught me a lot about connecting with consumers in stores and selling more books at events.

1. In-Store Marketing

This is what most folks seem to overlook. Because if you're going to sell more books at events, it's got to start with your marketing – which often starts well-ahead of the event. So, supply things to the bookstore or venue (if possible) to help them promote your event. Make it easy for them to drive attention to your book signing. Here are a few thoughts:

Do bag stuffers. If you want to start with something simple, do fliers. Ask first if the store minds if you offer this, though most stores or events will be on board with this. If the event is a local craft fair, be sure to target any local businesses that are promoting the craft fair.

Bookmarks: While many in the industry see these as passé, readers still love them. You can do bookmarks as bag stuffers or fliers with bookmarks. I'd suggest that you have a series of bookmarks printed up with the event date and time. This helps become a handy reminder to anyone who gets handed one

And, keep in mind, you can keep track of not just freebies, but everything you need to focus on for your book events using my free monthly book marketing planner.

2. Make book signings “unboring”

People are drawn into a discussion and are often turned off by an author just sitting at a table. A table often comes across as a boundary between you and the reader. Again, marketing is about message and movement so stand up and speak. And if speaking isn't something that the venue allows, plan on standing a majority of the time. Sitting in a chair and checking your phone won't help you start selling more books at events – engaging people will. If speaking in public is intimidating to you, Patricia Fry, author of 72 books, suggests going to Toastmasters or some other local networking/speaking group and see what you can learn: *"Toastmasters, in particular, is especially helpful in giving an impromptu speech (or communication), such as is required at a book festival or signing."*

3. Unique places

If you want to get more attention for your event (and sell more books!), consider doing events in unique places. We've done them in Hallmark stores, electronics stores, gyms, and even restaurants (on slow nights). Doing outside-the-bookstore events is a great way to gain more interest for your talk. Why? Because you aren't competing with everyone else at the bookstore. When you do an event at a local venue that doesn't normally do events, you'll gather more people just because it's considered “unique.”

4. Show up early and talk it up

OK, so, let's say you're in the store and there are a ton of people shopping (a book event dream, yes?). I suggest that you take your extra bag stuffers or custom bookmarks and just hand them to the people in the store. Let them know you are doing an event at such and such time and you'd love it if they can sit in. You'll be surprised how many new people you might pull in this way and, because of this – sell more books.

5. Customize

Regardless of what your talk is about, poll the audience first to see a) what brought them there, or b) what they hope to learn if your talk is educational. I suggest this because the more you can customize your discussion, the more likely you are to sell more books at your event. If you can solve problems (and this is often done during the Q&A) all the better. You'll look like the answer machine you are and readers love that.

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6. Make friends

Get to know the bookstore or venue people, but not just on the day of the event. Go in prior and make a connection – if at all possible, tell them who you are and maybe even hand them your flier or bookmark (or a stack if you can). Often stores (and libraries) have Information Centers, so see if you can leave some fliers there instead of just at the register.

If your event isn't in a bookstore but attached to a shopping area or mall, go around to the stores (and perhaps you did this when you passed out the bookmarks) and let them know you have an event and ask what can you do to help them promote it. If you can rally the troops to help you market your talk, you could triple the numbers of people at your event – and sell more books at this event. No kidding.

7. Remember the bigger picture

Sometimes events aren't always about selling more books. Sometimes they are about relationships. Get newsletter sign ups, make connections, talk to folks who came by your table or booth, etc. Building these connections can be as important as an immediate book sale.

8. Take names

While you may not always sell more books at events – or hit your book sales goal for each event, you may sell a lot of them post-event. That is, if you have a way to get in touch with people once the book event is over. This is why I always, always recommend that you get names and (email) addresses from the folks who attended. Signing them up for your mailing list is a great way to stay in touch with them. If you have a giveaway or drawing, great! This will help you to collect names.

9. Remember your elevator pitch

What's your book about? I mean, really about? What's your elevator pitch? If you're at a trade show, or big book fair or even a local craft fair, and someone asks you what your book is about, what will you say? Pitches should be short and sweet, 2-3 sentences and really motivate a potential reader to buy your book. Take some time to practice this before event day!

10. Pricing

Make sure your book is easy to buy. If you are doing this outside of a bookstore, this is easy to do and will help your sales. I find that a rounded number like \$10 or \$20 makes for a quick and easy sale. If you can round up or down without adding or losing too much to the price, by all means do it.

11. Book pairing

One way you might be able to sell more books at events is to pair your book with a freebie. When I paired *Red Hot Internet Publicity* with a second, but smaller, marketing book, I took the awkward pricing of \$18.95, bumped it up to \$20 (so 2 books for \$20) and quadrupled my book sales during the event. I called it an *event special* – so new readers felt like they were getting a deal! Now the pairing doesn't have to be a book, it can be a special report or even an eBook that you send to them after the event.

12. Product and placement

As you're doing your talk (especially if it's in a non-bookstore venue), make sure that you have a copy of the

book propped up in front of you so attendees can see it the entire time you are speaking. Hold up the book when appropriate and use it as an example when you can. If you're doing a book fair or trade show, Kathleen Kaiser of SPAWN recommends putting a cover of the book on an 11 x 17 foam core board: "Add reviews to the board, maybe your logline (elevator pitch) and whatever else will entice a new reader to buy."

13. Ease of purchase

While pricing is a great way to incentivize people and sell more books at events, so is the ease of purchase. Nowadays, you've got a lot of options with Square, PayPal, and other remote devices that can allow you to take credit cards. Make sure that you're ready with some change in case folks want to pay with cash, because that happens at book events. Make it easy to buy your book!

14. Dressing up

If your book is about a time period, or a particular character – like a pirate. Why not dress up? A fun and really engaging way to bring in more readers and sell more books at events is to become the character. This creative kind of thing that can really help engage readers and push more book sales.

15. Post event wrap up

So, the event is over, what now? Well, if you got attendees to sign up for your newsletter (you did do that, right?), now it's time to send a thank you note for attending. Be sure to offer them the opportunity (if they missed the chance at the event to buy a copy of your book at the "special event price") to still get the same deal post-event. You could find that you're still making book sales, and selling more books – though now more post-event.

Also, don't forget to thank whoever hosted the event, too. A well-placed thank you goes a long way towards securing future events, not just at that venue, but also others. Saying it in person is fantastic, but remember the power of a handwritten note and sharing the love on social media. People talk and you want them to remember you favorably.

Speaking and book events are great ways to build your platform, sell more books, and build your connections. For many of us, our book is our business card and thus, if we can sell our "business card," we can keep consumers in our funnel. If your book isn't your business card you still want readers, right? So, the marketing, both post and during an event, is crucial to building your readership. While it's easy to say that all events sell books, they often don't. You have to work them to make this happen. One thing I've learned, both from personal experience and from authors we've worked with, is that the more you do, the better you get, and you start selling more books at events and beyond. Seek the opportunities when they are made available to you and then maximize them. You'll be glad you did!



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continued from page 13

words, then 4,000 words daily. He established an on-line presence through social media and soon had many followers. With Jynafer's expertise, he explored every option for promotion. His results have been phenomenal, garnering world-wide sales and movie options.

Jonathan and Jynafer entertained and informed us of the many avenues to take, how to take them, and exploring analytics along the way to make sure your marketing is working. Jonathan's latest work veers from his sci-fi and fantasy books to one about how to actually sit down and write. Jonathan has several series now and manages to write a book a month! We couldn't be more pleased to have Jonathan as a member and our president.

On a final note, our branch will be moving its meeting location in early 2019. For years we have met at the Orange Public Library and History Center, the main library in the city of Orange. Due to scheduling conflicts, we will be moving to the El Modena Branch library in Orange in February, still meeting on the second Saturday. The new location is not too far from the main library so we hope to maintain our regular members and perhaps gain some new ones. Until next year.

~~ Jeanette A. Fratto



Inland Empire

Since the summer, the Inland Empire has had a wide variety of speakers.

In July, our club hosted Christina Hamlett, a former theatre director and actor who gave us a presentation entitled "Stage, Page or Cinema." Her lecture made us think about what we were writing and how it would or could fit into one or more of the three categories. She gave examples of each and had books to sell on these topics, which were quite popular.

In August, we hosted Mark Givens, a local, small publisher, who presented the history of traditional, small, and self-publishing. His instructions were invaluable as it gave us the knowledge we needed to make our own decisions when it came to publishing our works.

Last September, our club offered two events for our members to attend. The first was our annual fall retreat, which was free to members with a nominal fee of \$20 to non-members. We had a great turn-out and our lunch was served by the Taco Man. Our guest speaker was a storyteller by the name of Michael D. McCarty, a phenomenal speaker and one-man show.



Jeff Butcher, IECWC member and Michael D. McCarty, presenter at Fall Retreat



Michael McCarty and Sue Andrews

He presents around the world to schools and is also involved in the state of California's fine arts project with the prison system.

We also held our regular meeting without a speaker but it jumpstarted a writer's boot camp to help budding writers get their work published. This will be an on-going project specifically to help improve quality of submissions to the Literary Review before the next deadline. The boot camp is being led by our past president and current board member, Judy

continued next page



Branch News continues



Fall Retreat

Our October speaker was Kathryn Atkins from our Long Beach CWC branch. She spoke on "The Challenge and Joy of Finishing," pertaining to our works in progress. We were given her interactive workshop with handbooks on the topic.

Our November speaker will be Ms. Marj Charlier. She is not only a novelist, but editor and teacher. She will be presenting on the topic, "How to Self-Publish like a Professional." I'm sure many of our members will be interested in what she has to say as well.

Our club traditionally does not have a meeting in December, but rather a social party at someone's home, and we will be doing just that. Happy Holidays!

~~ Sue Andrews



Sacramento

Sacramento is experimenting with Meet-up, hoping to draw more members from the community. We have an energetic member who is very good at social media. She is now a board member and coordinates our social media to promote our two speaker meetings per month.

As a community with a lot of writer's groups competing for membership loyalty, Sacramento (with CWC in the lead) is attempting to put those issues aside and come together for an informal lunch of "presidents" every 2-3 months. We have been doing this for about 15 months now. Heads of several local writer's clubs come together to share successes and challenges. They also are encouraged to bring an article or any tips from which we may all benefit in our position as writing-leaders. We enjoy getting together, learning about each other's clubs, helping each other, sharing resources, and simply talking over a great meal.

We are thinking of sponsoring a fantasy conference – stay tuned

~~ Kimberly Edwards





Branch News continues

CWC NorCal

FOURTEEN NORTHERN CALIFORNIA CWC BRANCHES

On September 29, 2018, the CWC NorCal Group hosted their biennial Building Better Branches Leadership Conference at National University's newest campus in Pleasant Hill. The theme of this year's Conference was one of collaboration – to share our branch strengths as well as seek solutions for branch weaknesses. From the beginning of the Conference, each delegate of the twelve branches (64 delegates in all) was asked to keep track of the 'best ideas', the 'best practices' and the 'best solutions' he or she heard to carry back to their own branch for implementation.

From the fine keynote address by Deborah Jordan Bernal of Tri-Valley, to the three presenters of our track sessions, (Roger Lubeck of Redwood Writers, Kymberlie Ingalls of Napa Valley and Laurie Sheehan of Central Coast) the theme for sharing ideas was expressed: tackle the hard questions and issues which arise in branches today by giving and receiving alternative solutions and ideas from successful branches. Interaction between members of the twelve branches was highly encouraged, so the conversation could continue throughout the year. The Conference is a continuation of NorCal's goal: to provide education, insight and new ideas for the leaders of today's Northern California branches.

After careful analysis of the Conference Evaluations, we have concluded the Conference was highly successful as the majority of delegates requested the next Conference to be held every year.

**Carole Bumpus –
CWC NorCal Co-Chair &
San Francisco Peninsula**



CWC South

EIGHT SOUTHERN CALIFORNIA CWC BRANCHES

We're hard at work preparing for the Riverside Dickens Festival 2019, February 23-24, 2019. The annual event features plays, music, Queen Victoria, Victorian authors, and vendors including books and traditional food. CWC-South will have a booth there and conduct an essay-writing workshop at the invitation of the festival organizers.

~~ Donna McCrohan Rosenthal



Well Said

It is human nature that drives you to chase after all that is elusive
and to flee from all that chases you. ~~ anon





Branch News continues

San Joaquin

Good Weather for Networking

Here are photos from the Oct 13 bookfest in Manteca; a good day *:~) Harlan and I sold some books and we got 8 email address sign ups for potential new members to whom I'll write an email now.



Rana, student member and her father, Saeid .

Rana, our 14-year-old student member and her father, Saeid, (pictured left) had 1000 bookmarks made for us to pass out then and for a long time to come, which along with my one-page SJVW handout and the state CWC brochure, we gave out to maybe 20 interested folks. Leslie (above right) holds the 2018 Lit Review in which her nonfiction piece about her uncle who served in WWII appears and Harlan and I (below) holding our books.



Harlan holding his novels Butterfly's Child and Sakura, while Leslie holds Lit Review of her WWII veteran uncle's story.



Harlan again, this time with his novel If I Should Die, next to June with her novel House of Eire.



1000 bookmarks

~ June Gillum





Branch News continues

South Bay

October Halloween meeting! Members were invited to come in costume. Five outstanding costumes won \$25 gift cards.

SBW will kickoff 2019 with a Plotting Your Crime Workshop taught by David Corbett. Register early and save. Price includes breakfast & lunch.

Win \$500! Watch for detail of our upcoming Writing Contest. For info, go to: Southbaywriters.com

Photo: President Edie Matthews as Tippie Hedren attacked by The Birds & Speaker Kim Hermanson.

~~ Edie Matthews



Writers of Kern

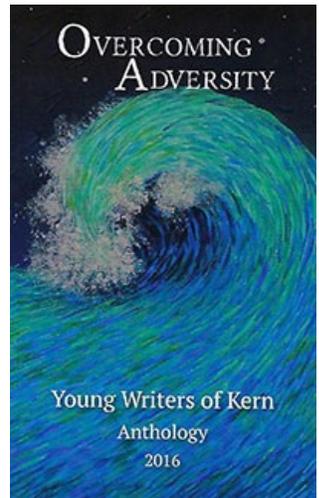
Writers of Kern continues the Young Writers of Kern Essay Competition

The YWOK Essay Competition is Writers of Kern's flagship community service project. The purpose of the competition is to promote critical thinking, writing, and research skills. This year's topic is "What is the role of the public library in the Internet era?"

Dennis I. VanderWerff, Ph.D., serves as YWOK chairman. Involved at every level, he facilitates the program and gave a television interview promoting the essay competition on one of our local channels, KERO.

WOK presents awards of \$150 (middle school) and \$200 (high school) to up to twenty young writers each year. In addition, winning essays are published in an annual anthology focusing on the essay topic.

All submissions were due at the end of October and will be rated by a panel of judges selected by the Writers of Kern Executive Board. At the annual WOK Honors dinner in May 2019, winners will receive their prizes. And they will walk away with copies of this year's anthology—concrete proof of their status as published authors.



End of year tradition

December brings our traditional "Winter Dinner" where members and guests enjoy a delightful evening of fun and friendship. Members who entered the Fall Writing Contest will eagerly anticipate the announcement of the winners. The 1st place winner is awarded \$200, and his or her story will be read aloud at the event. Second and 3rd

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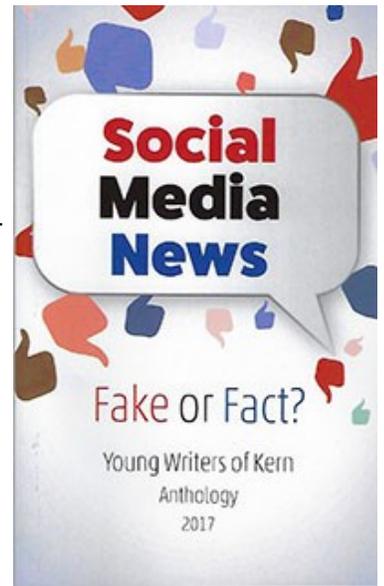
Branch News continues

place receive \$100 and \$50, respectively. Thanks to the ever-popular book exchange, where we all swap gaily wrapped, gently used books, everyone ends the night with a new treasure to read.

Looking forward

The Writers of Kern 2019 Annual Spring Conference will feature two renowned speakers in a workshop setting. First is author, editor, and creative writing teacher, Amy Friedman. She teaches workshops at various Southern California venues and UCLA Extension. Her latest book is *Desperado's Wife: A Memoir*. The afternoon session brings Adam Berg, writer/actor at JK! Studios, a digital, family-safe, comedy network. He has had extraordinary success writing and performing with the original cast of BYUtv's "Studio C" and recently worked with SNL regular Kenan Thompson, who hosted "Studio C Live from NYC!"

Mark your calendars for March 16, 2019, because this year's writing conference promises to be one of the most informative as well as great fun. It'll definitely be worth a springtime trip to Bakersfield.



~~ Annis Cassells



Mt Diablo

National University - New Options for Mt. Diablo Branch

The Mt. Diablo branch is lucky to be in an area with several universities and community colleges. In the past, we haven't always taken advantage of these opportunities, either as venues for events, a possible resource for members, or a channel for community involvement. That's beginning to change, thanks to CWC's new relationship with National University.

The university is offering a 15% discount on tuition for all CWC members. We are happy to let our members know about this, but what we've found most exciting is the free use of a room for events.

Most of you know that the NorCal group utilized space at National University for this year's Leadership Conference. The Mt. Diablo branch will use the same space for the awards ceremony for our Young Writers Contest, which happens in May 2019. This is a big change for us, as we've always held the ceremony as a luncheon banquet at a local restaurant.

We are hoping the new venue gives us the opportunity to improve our program to the benefit of our middle-school winners. And serving catered appetizers will greatly reduce our expense, since we have always covered the cost of the banquet for up to 30 winners, a guest, and their teachers. In addition, we will use rooms at the university for other events beyond our monthly meetings. This might include discussions on craft or the business of writing, book signings and launchings, author fairs, and other community events.

As part of our relationship with National University, we are also excited to set up a scholarship for students who are majoring in a writing field. We hope to continue an active and productive partnership with this campus on a regular basis.

~~ Marlene Dotterer



Branch News continues

San Fernando Valley

Last summer, when our Board members met for the first time, we talked about finding new ways of contacting and supporting writers in our community. As I mentioned in the last issue of *The Bulletin*, we spruced up our social media and several PR skilled members made sure that local papers were informed of our monthly meeting and speakers' presentations. Our October speaker got lots of notice from our Valley community He was British author and editor Jonathan Beckman, fresh off a flight from London.

Beckman wrote an article in 2014 on the tendency of publishers today to force good writers to write salacious cheesy sex scenes to increase book sales. The result is very bad writing that taints the work of several rather good writers. Beckman has become seen as something of an expert of how to pare down florid or awkward prose and improve a writer's sex scenes.

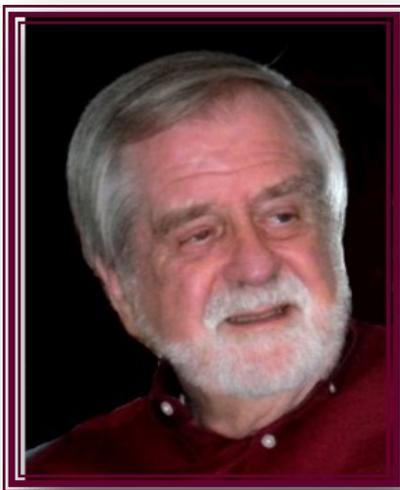
Last month he came to the MPTF (Movie Home) and led a two-hour morning workshop with twenty members, and then lectured to our afternoon meeting. He spoke to us on this tantalizing topic: "When Good Writers Turn Bad in Bed."

His suggestions for writing love or sex scenes could be summed up in this quote: "Don't be embarrassed about it. Don't be evasive. Just look at it directly in the eye and go straight for it." In other words, be honest, keep it real, and don't distract from the action with fancy terms and complicated descriptions. More details of Beckman's visit are thoroughly covered in our November newsletter, *The Valley Scribe*.

Aside from our interesting speakers, we also tried to interest visitors in our six well-functioning critique groups. Our critique group leaders have made an extra effort this fall to interview visitors to see if they're interested in any of our six critique groups. We've been pleasantly surprised to learn that our groups are often the main reason that visitors give us a second look.



***British author and editor
Jonathan Beckman***



David Wetterberg

Finally, I have sad news to share with all CWC members. Our past president, Dave Wetterberg, recently passed away. Many of you in our sister branches have known Dave and worked with him on CWC projects. He was a skilled leader, an excellent writer and a devoted CWC member for twenty years.

We will miss him.

**~~ Kathy Highcove
CWC-SFV Editor**



Branch News continues

Fremont

Five of our members attended the Nor-Cal “Building Better Branches” conference at the end September. They came home excited about a variety of ideas for improving our branch (some small and easy to implement) and its activities (some large and very ambitious). It was an incredibly helpful event for us!

On Saturday, October 13th eight of our published authors spent the day at the Fremont Main Library signing and selling their books. We are looking forward to a signing/sale at the Newpark Mall as we get closer to the holidays.

As “The Centennial Branch” of CWC, FAW will be celebrating our 10th Anniversary in 2019 and are beginning to plan some significant events and projects for the coming year. These include but are not limited to: redesigning and rebranding our printed materials, website and Facebook presence to achieve a consistent “look” for our branch; publishing an anthology of 10 years of our members’ creative work; partnering with local book stores to provide monthly reading/signing opportunities for our author members; developing a skills bank; and of course, an Anniversary Party! The brainstorming has begun!

We’re looking forward to our branch holiday party coming up in December.



As promised in the last issue, here is a photo of our new (and former) Board members. From left to right, Treasurer: Cheryl Jose; Secretary: Joyce Cortez; Vice-President: Knuti VanHoven; and President: Terry Tosh.



~~ Nancy Guarnera

North State

SUPPORTING LITERACY: North State Writers donated signed books for the October 26th *Trivia Bee for Literacy* competition being held in the Sierra Nevada Brewery. The Trivia Bee is a community-based fundraiser that helps provide learning materials, resources, and support for adults and children working to improve their basic reading and writing skills.

(pictured L-R) Gary Carter (Board Member) and Jim Moll (Member)





Branch News continues

Board members of the North State Writers attended a productive and fun NorCal conference.

(pictured L-R) Andrea Wagner, Secretary; Linda Sue Forrister, Newsletter Editor; and Jeanie Holden, Social Chair.

NSW IS ACCEPTING CWC-MEMBER SUBMISSIONS FOR 'CURIOUS THINGS' (SHORT STORY COLLECTION)

See their flyer on next page

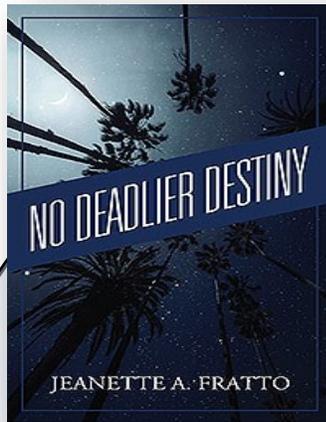


NSW CELEBRATES WRITERS WEEK: North State Writers hosted 'How to Write Scary Stories' for 7-12-year-olds, and 'Batalina's Beastly Book Bash' for 3-7-year-olds at the Chico Branch of the Butte County Library. Community children were invited to read and write scary stories and partake in a witch's brew of goodies. A fun time had by all!



Jeanette A. Fratto

Bio: I hold a B.A. in Psychology and an M.A. in Social Science from California State University, Fullerton. After a 26-year career in the Orange County, California probation department, retiring as a division director, I began writing my probation officer series. "No Deadlier Destiny" is the third book and my intimate knowledge of the system ensures the reader will have an accurate glimpse into this aspect of law enforcement, rarely written about by mystery writers, while following an engrossing story line. In addition to my books, I've had short stories and essays published in magazines and anthologies.



No Deadlier Destiny - set in southern California, a convicted felon escapes and is bent on revenge. Probation Officer Linda Davenport prepared his sentencing report and is in his sights. Forced to go into hiding, her wedding plans are destroyed. When she thinks she's safe another threat comes her way. Telling no one, and taking matters into her own hands, she risks everything she holds dear, including her life. The author's twenty-six-year career in the probation system ensures that the reader will get an accurate glimpse into this aspect of law enforcement, rarely written about by mystery authors, while enjoying a fascinating story line.

www.outskirtspress.com/nodeadlierdestiny

(L-R) Board members: Jeanie Holden, Social Chair; Kathi Hiatt, President



(L-R) Board mem-

continued page 26



Branch News continues



NORTH STATE WRITERS

CURIOUS THINGS

An NSW 2019 Short Story Collection

The North State Writers (NSW) 2019 collection of short stories, *Curious Things*, will be published on Amazon Books and made available for purchase in the fall of 2019. The publication will include a collection of strange events, Halloween memoirs, scary humor, unexplained oddities, ghost sightings, curses, and/or other amazing tales. Submissions will be juried (selected) by professional reviewers.

All current members of the California Writers Club (CWC) are invited to submit up to two short stories, poems, essays, and/or memoirs.

SUBMISSION GUIDELINES

Must be a current member of the California Writers Club

- All submissions must be received by March 31, 2019
- Short story 750-3000 maximum words. Poetry 30 lines or fewer
- Members may submit up to 2 published or unpublished works
- Works may include (fiction or non-fiction) short stories, memoirs, essays, and/or poems

Please have each submission edited!

ENTRY FEES

Entry fee is \$10 for each submission. The \$10 nonrefundable fee covers copy costs and beta (proof) readers who will assess each entry for quality, content, and structure.

FOR A COMPLETE LIST OF SUBMISSION GUIDELINES PLEASE GO TO THE NSW WEBSITE: www.northstatewriters.com





Branch News continues

continued from page 24



bers; Jeanie Holden; Cathy Chase, Vice President with children in library program

~~ Kathi Hiatt, President



Master Novel Structure!



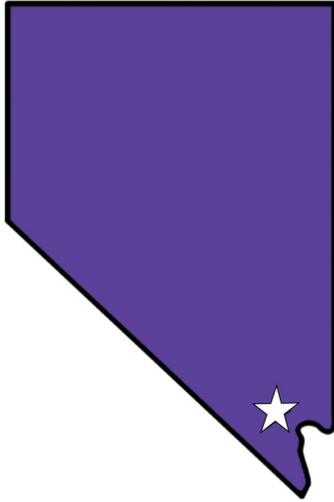
It all starts with the
10 Key Scenes.

Get half off the online video
course that spells it all out!

Join Writing for Life Workshops at

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dive into The 10 Key Scenes That
Frame Up Your Novel.



LAS VEGAS WRITERS CONFERENCE MAY 2-4, 2019

Held each spring at the Tuscany Resort, the Las Vegas Writers Conference is dedicated to helping writers of all genres improve their craft, sharpen their business skills, and network with publishing professionals. Full meals are provided and pitch sessions with literary agents and editors are included in the price of registration.

Presenters at the 2019 conference include:



Russell Busse
ABRAMS



Heather Flaherty
Bent Agency



Steena Holmes
NYT Bestseller



Chloe Moffet
Harper Collins



Mary Robinette Kowal
Hugo Award
Winner



Oksana Marafioti
Author & Memoirist



Chuck Sambuchino
Editor



DongWon Song
Howard-Morhaim Lit

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The 2019 California Writers Club LITERARY REVIEW

Final Deadline for Submissions
November 30

Our contest continues in
this issue!

SUCH A DEAL !!

We believe that placing an advertising display full-color ad with a hot link is such a great deal that we want everyone to know. Have a book to promote? Offering great services provided to writers? Let your guest speakers promote their services, too.

Here's the deal. Any branch who generates the most advertising revenue in the Spring issue of *The Bulletin* (coming out in mid-March) will win a 5"x7" ad (a \$90 value) to use as they wish in *The Bulletin* for 2019.

- Give it away as a gift
- Make it an "Opportunity Drawing"
- Award the space as a writing prize
- Other ideas? Your branch decides

The winning branch must list their branch name with an email and date or call our Advertising & Promotions Director Bob Isbill at (760) 221-6367 to claim the credit for the display ad.

All ads are considered "placed" once payment is received.

This digital full-color news magazine is available to all members for free.

It can be read from a link at www.CalWriters.org anytime.

We now have a new up-graded server that offers faster upload speeds and seamless compatibility with more devices.
Pass the Word.

CWC'S The Bulletin



**Printed
3 times
a year**

**March, August &
November**

**Your ads help pay for
our digital presence
on the Internet**



**Checks or money
orders** for submitted ads must be made payable to **CWC Central Treasury** and mailed to:

**HDCWC
The Bulletin Marketing Department
20258 Hwy 18 STE
430 PMB 281
Apple Valley, CA
92307**



**Four sizes &
rates:**

1. **Business card size** (2x3.5") ad for \$30.
2. **Index card size** (3x5") ad for \$60.
3. **Cover Story size** (5x7") ad for \$90 created from your book's cover, mug shot, short description of book, and short author's bio, placed at the discretion of the Editor-in-Chief.
4. **Full Page** We will make available only one full-page vertical ad (7"x10") for \$200. First come, first served, and for that reason, arrangement for this ad must be made by phone.

REACHING 2,000 STATE-WIDE!!

Advertise in CWC's *The Bulletin*!

Each issue of *The Bulletin* — published three times a year — reaches as many as 2,000 published and aspiring writers in 22 branches throughout California.

Increase your visibility? Promote your service? Sell your book? Create more speaking engagements? Pump up your web traffic? Or start a sales campaign?

Advertising content must be for businesses related to the writing and publishing field. Any CWC member in good standing, and individuals who wish to reach our target market may place an ad. We offer reasonable rates. (See sidebar at left)

- ◆ All display ads, color or black-and-white, must be self-edited, print-ready in jpeg format, to be published as received. We reserve the right to decline material deemed inappropriate at the discretion of the Editor-in-Chief.
- ◆ Email as a JPEG file to **AdvertisingCWC@gmail.com**. No exceptions.
- ◆ A physical copy of your ad and details of your payment must be surface mailed as well. Please include your return address, email address, and telephone contact number, and the size of your ad. When using **PayPal** mark the payment type on the hard copy you mail to help us understand how you paid.

Submit your advertising copy by October 27th

Space is limited, and appropriate ads will be accepted on a first come, first served basis. A copy of *The Bulletin* will be emailed to advertisers upon publication. Remember to include your preferred email address along with your ad submission.

Questions? Call Bob Isbill at [\(760\)221-6367](tel:(760)221-6367).

Checklist. Please follow directions closely:

- ◆ **Design your ad.**
- ◆ **Scan it to a jpeg file**
- ◆ **Send it to AdvertisingCWC@gmail.com .**
- ◆ **Mail hard copy of your ad in an envelope**
- ◆ **Address it to the Marketing Department. It is okay to fold the copy if you need to do so.**
- ◆ **Enclose your check made payable to "CWC Central Treasury" or use **PayPal** online at calwriters.org.**
- ◆ **Mark the payment type & the amount, if you choose **PayPal**, Please state amount on the hard copy placed in your envelope! Either way you pay, we **MUST have the hard copy mailed** to us along with **your email address and phone contact**, and the confirmed **size of your ad.** (Size isn't always indicated on your scanned copy, but it matters!)**

**ANY OTHER
NEWS THAT
YOUR
BRANCH IS
WISHING
TO
SHARE???**

Web Posting & Links Policy?

Events and Contests listed on this page must be:

- sponsored by a branch of California Writers Club
- sponsored by writing organizations in which CWC members are active
- sponsored by legitimate writing organizations that are recognized or sponsored by accredited educational institutions, the CWC, or professional writing organizations, posted at the discretion of the editor.

We will provide reciprocal links to:

- California Writers Club branches
- free, writing-related resources that are of a professional quality.
- writing services offered by CWC members, guest speakers invited by CWC branches
- all links are made by the discretion of the editor unless vetted by Central Board review

The Bulletin does not list Internet contests available to a national readership.

CONFERENCES FOR WRITERS:

A Word From the Editor

So many plans in the works for your branch, right? New programs, new teaching opportunities, special events in your region? Share the pre-news in the next issue of *The Bulletin* for March 2019.

Do you have a Spring Book Fair, an up coming conference scheduled for after March? Is your newest book getting a wide audience of possible buyers?



Take advantage of all our services through your statewide connections within the pages of this issue.

One more thing — not everyone is aware of this free online digital news magazine all about you. So share the news!

~~ Rusty LaGrange, editor

To the PR Chair or Branch Rep: All submissions for *The Bulletin* digital news should be sent to Rusty@RustyLaGrange.com email address in the form of text or an attached MS Word file (sorry, no hard copy submissions can be accepted). Please prepare your work as carefully as you would for a contest or an agent. Use Arial 11 point font; no tabs; no colors; no double spaces between sentences; and, only single-line spacing. Send photos separately as jpg files. Please — No embedded text and cropped photos pasted directly from your branch newsletter or PDF pages. All submissions will be proofed and edited before publication. Editor reserves the right to create or select titles and headlines. In order to share space with other members' submissions, keep your submitted items under 500 words.

~~ Thanx. The Editor.

GENERAL ANNOUNCEMENTS



This simple icon points to an idea that you can share with your branch.



For instructions how to open a digital copy of this issue, please go to the club's website — www.CalWriters.org. You can also find a PDF version of each issue that can be downloaded or viewed directly from our website. As the contents of each issue has grown over the years, it becomes necessary to use digital devices and advances to keep the publications in a format many can enjoy.

CWC's main site archives all issues & makes them available at www.CalWriters.org under our Publications page. This is a club benefit.

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California Writers Club

Mission Statement



1. The California Writers Club (CWC) shall foster professionalism in writing, promote networking of writers with the writing community, mentor new writers, and provide literary support for writers and the writing community as is appropriate through education and leadership.
2. The club supports all genres, writing styles, and related professions such as editing, publishing, photographic journalism, and agents.
3. The branches provide an environment where members can obtain critique of their efforts, attend workshops, and share experiences. Branches are encouraged to mentor writers of all ages by providing educational programs for adults and fostering youth programs.



Get the latest version of our CWC logo that proudly shows the registered R within a circle. This protects the logo and the name from infringements. Download it from the Calwriters.com website. It must be black on a white field.

California Writers Club publication *The Bulletin* is digitally printed and sent out to 22 branches statewide. Issues are representative of the membership and covered as a benefit to paid members in good standing.

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The Final Word

by
Rusty LaGrange
Editor

Meeting Yourself at a Book Fair

It's always fun to hear about the next book fair. You're on the selling side of the table in most cases. Have you ever looked at yourself from the eye of an eager book buyer? Maybe it's time to meet yourself from the perspective of your next consumer.

Take a look through a long lens. When you approach your table is it inviting, clean, too busy, bland and boring next to your neighbors? A local book fair is your best training ground to see what clever strategies other authors are employing to get better sales. Take photos or notes to consider their ideas.

The table drape is your first professional step into sales. Selection of a color that highlights your look and textures of your overall view is really more important than you may think. Military book authors could use colors to attract military minds, like a subtle camo cloth and even some green netting used in the field. No need to go crazy, but choose eye-appealing colors that don't look garish.

Use the 3-D approach to add dimension to the flat table. By adding book stands, the typical equipment, it raises the buyer's eyes up to yours. This is an easier way to engage your customer. Take it to another level and add a covered box as a base and place it to the side. Make sure it's propped well enough to add a book on a stand on top or several titles wedged between bookends.

Hide your distractions like water bottles, coffee mugs, candy wrappers, and all the stuff that makes your display look amateurish. That display box, I mentioned, can be used to hide your stuff if you just tip it on its side. Great little stash spot. It's embarrassing when a buyer wants the price of your personal in-use mug. Stash under the table, too. Make sure the hem touches the floor.

Shiny objects will attract a fish, a baby, and an eager prospect who loves going home with some bling. Most authors use bookmarks, postcard stock full-color cards and business cards, and printed pens. It's the interesting shiny objects that will slow down your prospective buyer. Let them select from wrapped candy, small tokens related to your book --- things that will remind them of what you offered. Colorful metallic bookmarks and a myriad of other items are sometimes cost effective, but that's up to you and your budget. Placing a fishbowl out for other authors to toss in their biz cards is a great way to network and offer a free gift at the end of the fair. Magnets are another easy item to offer, even magnetic biz cards will live longer on someone's fridge door.

Outdoor venues cause a whole other strategy with winds, and blowing sand, or a sudden gust that takes shade canopies for a wild ride. Pre-wrapping your display books with cellophane helps, and keeping painted river rocks as paperweights brings added attention while working to keep everything in place. It's your preference for indoor or outdoor locations, in some cases.

Bonus: Here's my trade secret. Signs tend to fly away but you've got a perfect billboard on your front table drape. By using rare earth magnets, you can attach small signs through the fabric to hold your signs without damage to the cloth. Just like your name tags, the magnet is durable and holds on tight. Tape or glue a metal strip to your sign back. *Magic!* Some shoppers stare at my signs trying to figure out they're attached. Hey, any attraction works.

