

The Writer's Life

"Effective teamwork is about making a well-balanced salad, not whipping individuals into a single batch of V8." Sandra Richardson



www.sdwritersguild.org

January 2013



Building a Website and Using it to Market Your Work

Jeniffer Thompson, our January Speaker, is a dynamic speaker and educator who is passionate about helping others understand and leverage the power of the internet. With more than 20 years experience in publishing and marketing, she brings a unique perspective to her role as internet marketing strategist and consultant for Monkey C Media, a full-service design house specializing in websites, book packaging, branding development, and more.

Mrs. Thompson enjoys teaching people how to develop the best strategy to position themselves and their books in the marketplace, as well as offering simple tips and tricks that most Internet marketing companies don't want you to know. You can learn more about Mrs. Thompson on her website <http://JenifferThompson.com> where she shares marketing and website advice that every author must know. Learn more about her web and design services at <http://monkeyCmedia.com>. She serves on the boards of Publishers and Writers of San Diego and Read Local San Diego.

San Diego Book Awards Deadlines

Books by authors who live in San Diego County, published in 2012, must be submitted by February 13, 2013. The deadline for unpublished categories is January 15, 2012. Cash prizes will be awarded in June. See www.sdbookawards.com for details.

Write to Win Workshop

Author of novels and short stories of mystery and suspense, Carolyn Wheat will discuss the writing process, structure in writing, and the writer-reader relationship. This San Diego Book Awards workshop will be on January 19th, 2013, 10 AM-12:30 PM at Community Association of Bernardo Heights, 16150 Bernardo Heights Parkway, San Diego, CA 92128. Go to www.sdbookawards.org for more information.

Indie Excellence Awards

Books in English, published from 2009-2013, with an ISBN number, falling within any of ~150 categories are eligible. Entry fee \$69.00. Deadline April 2, 2013. E-books are not eligible in 2013. See also <http://www.indieexcellence.com>

The next meeting is January 28th, 2013

Networking 6:30. . . Business meeting 6:45. . . Program 7-8:30 PM

The Prez Says

2012 ended on the high note of unveiling *The Gilded Pen* at a wonderful holiday party. Thanks goes to Barb and Fred Crothers and the rest of the helpers for setting up a beautiful table for all the delicious food, to Ellen Shaw Tufts for creating the decorative name tags, to Tom Leech for sharing his timely, humorous poem, and to all the generous authors who donated a book for the raffle. For those unable to attend, extra copies of the crossword puzzle for writers will be available at the next meeting. *The Gilded Pen* will be available at monthly meetings as well as from www.Lulu.com.

We're off to a good start for the new year with a schedule of diverse programs arranged by your Board of Directors for 2013. New members have commented to me how helpful it has been to get ideas from more experienced members and it is interesting for all of us to hear about the creative projects and publications of SDW/EG members.

It has been my pleasure to serve as your president and newsletter editor during the past year. I am looking forward to another banner year and am always interested in ideas, feedback, and contributions to the Guild. Let me hear from you.

Ruth Leyse-Wallace

A Tip of the Hat To...

The Board Members for putting on a fantastic holiday party. We had good food, good conversations, and a good raffle.

The Guild Members for contributing to the anthology and enthusiastically embracing the finished product, *The Guilded Pen*.

If you, or someone you know, has published a book, scheduled a book signing, or some other accomplishment to share, please contact Linda Loegel at noironst@cox.net to be included in our next newsletter. Let your light shine!

What You Missed in December



Anthology unveiled: Ruth Leyse-Wallace & Linda Loegel



The Rev. Will Newsom photographer of cover photo for *The Guilded Pen*



Raffle winners (L to R): Ty Piz, Linda Seeley Will Newsom, guest, Jerry Stratton, Ruth Leyse-Wallace, Barb Crothers, Amy Zajac, Joe Naiman, Harry Huntsman, Anne Casey, Fred Crothers



Catherine Barr, & Tom Leech

Delicious buffet and lots of conversation



Jean Douglas, Harry and Wanda Huntsman, Amy Zajac



Marcia Buompensiero and Rob J. Black



Larry Edwards, Ron Horwitz, Lawrence Carleton, Harry Huntsman



Marcia Buompensiero ready for anthology sales

Coming Soon to SDW/EG



February 25, 2013 Patricia Buckley from San Diego University will speak on writing books for children.

March 25, 2013 Dave Feldman, SDWEG member, will speak on journalism in San Diego and as a foreign correspondent.

Beginners Read and Critique Group

Caroline McCullagh and Lola Sparrowhawk lead a read and critique for beginning writers on Tuesdays from 9:15AM -12:00 noon on Coronado.

Local Writers Conferences

Writer's Symposium by the Sea Pt. Loma Nazarene University – February 25-27, 2013

<http://www.pointloma.edu/LJML/Writers.htm>

SDSU Writers Conference – January, 2013 has been **cancelled** <http://www.ces.sdsu.edu/writers/>

Southern California Writers Conference-San Diego – February 15-18, 2013 <http://writersconference.com/sd>

Holiday Party Crossword Puzzle Answers:

- 1 Down – Proof - A copy for checking your work
- 2 Down – Genre - A category of literature
- 3 Across- Library - A site for collecting and circulating literary works
- 4 Down – Tale -He spun a ____ of adventure
- 5 Across – Agent - Represents a writer
- 6 Across – Author - A writer with a published work
- 6 Down – Anthology - Collection of writings
- 7 Across - End - -30-
- 8 Across – Hook - A well-designed sentence meant to draw a reader into a story
- 9 Down – Copyright - Protection for creative work
- 10 Down – Poet -May write in rhymes
- 11 Across – Actor - a person who performs a screenplay
- 12 Down – Critique - Read-and-____ group
- 13 Down – Market - Spreading the word about an author's work
- 14 Across – Journalist - Writes for a newspaper
- 15 Across – Query -Is an editor or agent interested?
- 16 Down – Editor - Polishes your prose
- 17 Down – MSS -Abbreviation for Manuscript
- 18 Across – SDWEG - An organization for writers and editors in San Diego
- 19 Across- e-book - A book published on the internet
- 20 Down – UK - World rights may include the __ _ (England, Australia, Canada and New Zealand)

American Trivia

by Richard Lederer and Caroline McCullagh

SDW/EG members Richard Lederer and Caroline McCullagh are the proud co-authors of *American Trivia: What We All Should Know About U.S. History, Culture & Geography* (Gibbs Smith Publisher, 2012). Over a span of three years, Rich and Caroline will share with you their journey through American history.

When George Washington became President in 1789, other national leaders included the king of France, the czarina of Russia, the emperor of China, and the shogun of Japan. Today, no king rules France, no czar rules Russia, no emperor rules China, and no shogun rules Japan. But the office of President of the United States endures.

“When I was a boy I was told that anybody could become President; I’m beginning to believe it,” quipped Clarence Darrow. Very few nations have a governmental system that allows anyone to become the leader of the country, in this case, the most powerful in the world.

Our presidents have been highly educated and barely schooled: Woodrow Wilson earned a Ph.D. in Political Science from Johns Hopkins University, while Andrew Johnson never attended school but was trained as a garment maker and wore only suits that he himself had custom tailored.

Our presidents have been filthy rich and dirt poor, generals and civilians, professional politicians and utter amateurs, sober as a judge and drunk as a skunk, eloquent and barely articulate, handsome and plug-ugly. In the past century alone, the White House has been occupied by the son of a Presbyterian minister, a schoolteacher, a peanut farmer, a failed haberdasher, a former actor, and the son of a failed California lemon rancher.

Virginia, Ohio, New York, and Massachusetts have furnished most of our chief executives, but such widely scattered states as Vermont, Georgia, Tennessee, Missouri, Michigan, and California have also sent native sons to the White House.

The framers of the Constitution could not have envisioned the power that the president now holds to influence world and domestic affairs. Our forefathers and foremothers could not have dreamt that presidents would be the subjects and objects of so much intense interest in their philosophies, opinions, policies, and personal lives.

Historian Henry Adams, the grandson and great-grandson of presidents, wrote that the president “resembles the commander of a ship at sea. He must have a helm to grasp, a course to steer, a port to seek.” The voyages that our American presidents have steered on the ship of state are some of the brightest adventures that any nation has experienced since the dawn of civilization.

What Is Your Platform?

What IS a writer’s “platform?” A platform is your *visibility as an author*, who you are, the personal and professional connections you have, and media outlets that you can utilize to sell books. Commonly included in a platform are a website and/or blog, a social media presence (Facebook, Twitter), an e-newsletter, mailing list, contributions of articles, columns or guest blogs in your specialty, and public speaking appearances to groups, on radio or TV.

How do you start and build a platform? Start by creating a website with your name as the URL. Start an email list of everyone you know who might be interested in you, your topic and your events. Plan and practice a talk you can give about your work. Find a site (church, library, restaurant, hotel, organization conference room, etc), invite your supporters and a person with a video camera (or possibly a digital camera), publicize your event, complete your talk/book signing. Post photos on your blog and/or web site. Start a record of your events, activities including the name, date, time, sponsor if any, etc. Attend book fairs, accept invitations to speak . . . You will be well on your way to having a platform
(The January speaker will assist with building a platform)

Workshop: Combine Writing and Acting

A six-session workshop will teach writing a script for a one-person play as well as performing your work. For more information contact Samantha Howell (858-761-1719) or go to www.moolelo.net.

Which is Worse, Writing or Not Writing?

“If deep down you have always wanted to write, not writing a book can be more difficult than writing it,” writes E.J. Zelinski.

“Writing a book is largely dependent on commitment and perseverance . . . even if I break my agreement (with myself) to write three hours a day, and instead write for only 15 minutes, I am still closer to completing a book than people who talk for ten hours about writing one but never get around to it . . . It takes an eternity to complete something you aren’t working on.” From *The Joy of Not Working* by Ernie J. Zelinski.

In the U.S., liquor stores outnumber bookstores 3:1.
The average household spends \$100 annually on reading material and \$2,504 on other forms of entertainment
5.7 million Americans belong to book clubs
10.6 million Americans belong to a fantasy sports league. (The Statistical Abstract of the United States, 2013 ed.)

San Diego Writers/Editors Guild
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<p>The Writers Life is published by The San Diego Writers/Editors Guild P. O. Box 881931 San Diego, CA 92168 Telephone: (619) 445-6656 General Meetings: The Fourth Monday of each month 6:30 P.M. - Sign-in and Networking 6:45 P.M. - Business Meeting 7:00 - 8:30 P.M. - Speaker/Program Location: 3851 Rosecrans San Diego County Health Services Complex Visit our web site for a map www.SDWritersGuild.org Membership: \$36.00 per year Guests: \$5.00 per meeting</p>	Board Of Directors		Term Expires December 31st
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	Vice President	Bob Doublebower	2014
	Secretary	Barbara Crothers	2013
	Treasurer	Marcia Buompenserio	2014
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	<p>The San Diego Writers/Editors Guild shall promote, support and encourage the writing arts for adults and youth.</p>		