

# The Writer's Life

What do you think, would not one tiny crime be wiped out by thousands of good deeds?  
Fyodor Dostoevsky, *Crime and Punishment*

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

July, 2013

San Diego  
Writers Editors  
Guild  
Since 1979



## Caitlin Rother to Speak at July Meeting

Caitlin Rother, San Diego's bestselling author of true crime, has written or co-authored nine books. Her next book, *I'll Take Care of You*, which deals with an exciting murder case set in Newport Beach, will be released in January 2014.

Caitlin will discuss her latest book "Lost Girls." and relate some of her personal experiences during marketing, in light of the controversy surrounding its release. She has extensive experience with book signings, public speaking, and television interviews, and plans to tell us some of the details of anxious moments while dealing with crowds who are not just fans but critics and unstable parties. The media termed it a "confrontation" at a book launch when she faced family members and friends who were less than pleased with her story.

Plan to be on board July 22 at 6:30 PM for an exciting visit with Caitlin Rother.

## Landays: Folk Poetry of Afghanistan

Couplets known as landays are the oral and often anonymous bits of a song sung in Afghanistan. Traditionally each has twenty-two syllables; nine in the first line, thirteen in the second and ends with the sound "ma" or "na". Historically, landays have been used by women in private to comment on life. The vocabulary and topics evolve with the times, although the internet is now used to share landays.

The June 2013 issue of *Poetry* was devoted to landays accompanied by photographs of Afghanistan. Samples of landays from this issue include:

*You sold me to an old man, father.  
May God destroy your home, I was your daughter.*

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*Separation, you set fire  
in the heart and home of every lover.*

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*In battle there should be two brothers  
One to be martyred;  
One to wind the shroud of the other*

Source: Eliza Griswold. *Poetry*.  
The Poetry Foundation. June, 2013.

### The next meeting is July 22, 2013

*Networking 6:30–Business meeting 6:45–Program 7-8:30*

"The few who do are the envy of the many who only watch." Jim Rohn –*The Treasury of Quotes*

## The Prez Says . . .

An organization thrives with participation and activity by the members. Would you like to be a little more involved? Here are some ideas:

- ⇒ Volunteer to serve on the Board of Directors, or projects planned by the Board.
- ⇒ Submit an entry for the 2013 anthology.
- ⇒ Write an article for the newsletter.
- ⇒ Submit an idea for a speaker for a future meeting.
- ⇒ Display your work on the Members Resource Table at meetings.
- ⇒ Let other members know about a class, event, resource, or conference you heard about.

With many activities, you often get more out of participating than you put in. It has been great fun to get acquainted with more members by serving as president of SDW/EG. I thank you for this opportunity.

*Ruth Leyse-Wallace*

### Coming Soon to SDW/EG

**August 26, 2013** – **Elise Capron**, from the Sandra Dijkstra Literary Agency, will discuss criteria used for memoir manuscripts

**September 23, 2013** – **Larry Edwards** will present "Taking the Mystery Out of e-book Publishing"

**October 28<sup>th</sup>, 2013** – **Field trip** -Tour of new downtown San Diego library; Meet at library: [330 Park Blvd](#), SD, 92101. Tour is from 7:00-8:00 PM.

## A Tip of the Hat To . . .

**Gary Winters**, whose *glitter & be gay* piece won a place in the Tenth Annual International Ultra-Short Competition sponsored by *The Binnacle* at The University of Maine at Machias.

**Richard Lederer**, whose book, *Amazing Words*, won First Place at the 2013 San Diego Book Awards, in the General Nonfiction category.

**Amy Zajac**, whose story, *The Choice*, will be published in *Chicken Soup For the Soul: From Lemons to Lemonade*.

**Linda Loegel** who self-published *Waterbeds and Wedding Vows*, the second volume of The Cranky Seniors Series. on Kindle.

*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 [noirons@cox.net](mailto:noirons@cox.net) to be included in our next newsletter. Let your light shine!*

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## What You Missed . . by Ellen Shaw Tufts

### Tips for Memoirists:

#### Creative Flexibility and Self-discovery

Guest speaker Jill Williams delivered tips on memoir writing at the June meeting while sharing her recently published autobiographical odyssey, "Confessions of a Love Addict—a Memoir." Williams' career has been colorful; she has waltzed and cavorted around the block, with six published books and a Broadway production ("Rainbow Jones") to her credit.

Williams worked the house with the delivery of a stand-up entertainer, sharing candid, often humorous takes on the current publishing world including writers' workshops, authors' agents, book editors, and professional book reviewers; in an ironic take, she noted, "We have more writers than readers these days."

Urging "creative flexibility," she fielded questions, gave technical advice and guidelines for writing memoirs, a craft she believes should "inspire, inform and provoke," along with self-promotion tips.

She believes memoir writing can be therapeutic. Her path as an unhealthy "boomerang" love addict, unable to end a "nowhere" relationship, eventually led to self-discovery and forgiveness.

This summer Jill will be teaching a course on writing memoirs at the La Jolla Community Center.

## Acquiring an International Standard Book Number (ISBN)

An ISBN number is a 13-digit number, uniquely identifying a book. R.R. Bowker LLC ("Bowker") is the exclusive ISBN Registration Agency for the United States, U.S. Virgin Islands, Guam and Puerto Rico.

Writers planning to self-publish need to purchase an ISBN number, which are often sold in sets of ten numbers. The process of acquiring an ISBN number can be found at <http://www.dummies.com/how-to/content/obtaining-an-isbn-for-your-self-published-book.html>.

Single ISBN numbers can be purchased through [https://www.selfpublishing.com/isbn/?utm\\_campaign=website&utm\\_source=sendgrid.com&utm\\_medium=email](https://www.selfpublishing.com/isbn/?utm_campaign=website&utm_source=sendgrid.com&utm_medium=email) A single ISBN number costs \$125 and a barcode costs \$25.00. A reduced rate of \$99.00 for both is available if the applicant plans to publish through [www.SelfPublishing.com](http://www.SelfPublishing.com).

As always, read the fine print.

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## *The Book That Changed My Life . . .*

Seventy-one writers contributed to the book named above, testifying to the transformative power of reading. You might recognize writers such as Anne Lamott, Sen. John McCain, Carol Higgins Clark and Bernie Siegel, MD. Billy Collins commented that every book changes your life in some way. Some books rearrange us, some create understanding and perspective, some surprise us, and move us. It can happen at any age.

Join me in sharing the title and author of an especially meaningful book that changed your life. Add one sentence describing the change that the author's words evoked in you. I will collect and share these reflections of members in a future newsletter. Let's see what influence other writers have had in our lives! Email your title and experience to [RthLys@cox.net](mailto:RthLys@cox.net) with the subject line "Books that changed my life".

From Jeff Bezos, CEO of Amazon.com: "I can't imagine that ten years from now [customers] are going to say 'I really love Amazon, but I wish their prices were a little higher'."

## 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.

### The Home of the Brave (Part IV)

A hero is a person admired for his or her courage, nobility, exploits, or achievements and regarded as an ideal or model. Heroes often risk their lives and sometimes die for us. We couldn't do without them.

**Eddie Rickenbacker** (1890-1973) was the leading United States air ace in World War I. Before that, he had been an internationally known race car driver, but in 1917 he joined the army. A pilot must shoot down five enemy aircraft to be counted as an ace. He shot down 22 planes and four balloons. In World War II, he served again, this time as a civilian inspector of air bases in the United States and overseas. In 1942, he was in a plane that was forced down in the Pacific. Along with six compatriots, Rickenbacker survived 24 days in a rubber raft before being rescued.

**Charles Lindbergh** (1902-1974) made the first nonstop solo flight from New York to Paris on May 20-21, 1927, and won a \$25,000 prize offered by a New York City hotel owner. Lindbergh, also known as "Lucky Lindy" and "The Lone Eagle," took off in the *Spirit of St. Louis* from Roosevelt Field in Garden City, Long Island. He flew 3,500 miles in 33-and-one-half hours, supplied with only four sandwiches and two gallons of water. Sometimes he flew only 10 feet above the water. When he reached Le Bourget Field in Paris, ten thousand Parisians welcomed him. He was an instant hero worldwide. In the United States, he was so popular that a dance craze was called the Lindy Hop.

In 1962, **John Glenn** (1921- ), a World War II fighter pilot, became the fifth man to travel in space and the first American to orbit the earth. In 1998, after serving twenty-four years in the Senate, Glenn, at age 77, lifted off for a second space flight 36 years after his first mission. His nine-day journey by the oldest-ever astronaut was designed to study the effects of space flight on the elderly.

## Revising Tips . . . by Laurie Richards

### Running Straight

John Gardner, a Pulitzer prize winning author and acclaimed writing instructor, criticized writing that fails to "run straight" at an image: Example: *When I turned the corner, I noticed a cop leaning against a wall.* In *The Art of Fiction*, Gardner called that construction a "needless filtering of the image through some observing consciousness."

Curing the problem would result in: *"I turned the corner. Across the street, a cop leaned against a brick wall."*

A similar problem results when a narrator "wonders about" an idea before expressing the idea:

Example: *My cat toyed with the mouse. I wondered why he didn't just kill it.* A variation of this: *I thought, why didn't he just kill it?* Is the narrator wondering advancing the story? Will the reader care if the narrator wondered? If not, strike it. Isn't "I thought" redundant?

A cure for the problem: *My cat toyed with the mouse. Why did my normally sweet pet choose torture instead of the quick kill?*

**Tip:** Globally search for terms like "wonder" and "thought" and analyze to make sure each use advances the story. If not, rewrite to "run straight" at the image or thought.

### Ten Lethal Marketing Mistakes

Referring to authors who have spent years in this industry as well as beginners, Penny Sansevieri writes, "many keep making these same mistakes over and over."

1. Waiting to see what happens
2. Feeling like you have to do everything
3. Not putting out enough content
4. These rules don't apply to me
5. Not staying on top of trends in your industry
6. Lack of engagement
7. Waiting till the book is done to launch the website
8. Being in a rush
9. Not asking for what you want
10. Wanting to make a fast buck

For details about these mistakes, see THE BOOK MARKETING EXPERT NEWSLETTER, June 20, 2013, Issue #301. Penny C. Sansevieri, Editor . [penny@amarketingexpert.com](mailto:penny@amarketingexpert.com)

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<p><b>The Writer's Life</b> 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 the 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, SD,CA 92110      San Diego County      Health Services Complex  Visit our web site for a map      <a href="http://www.SDWritersGuild.org">www.SDWritersGuild.org</a></p> <p>Membership: \$36.00 per year  Guests: \$5.00 per meeting</p>	Board Of Directors		Term Expires December 31st
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