

The Writer's Life

www.sdwritersguild.org

April, 2014

If Shakespeare had had to go on an author tour to promote Romeo and Juliet,
he never would have written Macbeth . . . Dr. Joyce Brothers



Richard Lederer Will Celebrate Shakespeare with SDW/EG

Shakespeare was born 450 years ago (April, 1564) – the same year as Galileo. He died about 400 years ago (in April 1616, four years before the Pilgrim fathers anchored in Plymouth harbor). During his 52 years, he added hundreds - if not thousands - of words to the English language; coined expressions that anyone who speaks English probably uses every day: *dead as a doornail, a laughing stock, fair play, neither here nor there, in stitches, eaten out of house and home, fair play, I will wear my heart upon my sleeve, in a pickle, in the twinkling of an eye, and mum's the word.*

A new national celebration, the first Shakespeare Week will be celebrated in 2014, the 450th anniversary of Shakespeare's birth. It will be celebrated in Stratford-on-Avon on April 26 & 27th.

However, Richard Lederer has been celebrating Shakespeare for years. In addition to his own performances, he acted as emcee at one of the five open-air stages at the San Diego Student Shakespeare Festival in 2013. To view Richard's "San Diego Creates a Living Will (Shakespeare)" see <http://verbivore.com/wordpress/san-diego-creates-a-living-will-shakespeare/>.

Richard promises to be in full Elizabethan costume for the meeting April 28th. Feel free to wear your own period costume, should you have one, and join the celebration of this "verbivore's" birthday.

2014 Anthology: Open for Submissions by Marcia Buompensiero

We are now accepting submissions for the SDW/EG 2014 anthology, *The Guilded Pen*. This is the third year that we will publish the short stories, poems, and imaginative essays of general interest by our members. Maximum length for total submissions is still 1500 words per author. However, no more than two items per author will be included. The deadline is September 1, 2014.

Please go to our website: www.sdwritersguild.org to view the submission guidelines and to download the application form. Submissions are limited to current SDW/EG members. The copyright of published materials remains with the author.

The anthology is produced as a fund-raising project for SDW/EG, a 501(c)(3) non-profit organization. The price per copy is kept moderate, and all royalties from the sale of the anthologies support the mission of the SDW/EG which is to promote, support, and encourage the writing art for adults and youth. All questions should be directed to Marcia Buompensiero, Editor, at lonzahn2@cox.net.

View Speakers Bureau Web Page

See the Guild website www.sdwritersguild.org to view the new Speakers Bureau web page. If you know of any organizations that might be looking for a speaker now or in the future, pass along the information and give Bob Doublebower, Publicity Chairman, the name and contact information and he will send information about this new outreach. Thank you to Charlotte Thompson for helping with our list of contacts.

It is not too late if you, as a member, want to add your name and information to the new web page. Contact Ruth Leye-Wallace at rthlys@cox.net.

Coming Soon to SDW/EG

May 19th, 2014 (Third Monday- the 4th Monday is a Holiday.) "Open Mic" night! Sign up for your 3-minute reading time with Ruth Leye-Wallace: rthlys@cox.net.
June 23rd, 2014 Margaret Harmon will lead members through writing games to loosen up your imagination and writing skills. Join the fun!

"Writers aren't exactly people . . . They're a whole lot of people trying to be one person." F. Scott Fitzgerald

A Tip of the Hat To . . .

Lisa Hunt, a new member, whose new children's book *Lizard in Grandma's Pants* was published in January 2014 and *One Salute too Many* which came out in March 2013.

Ruth Leyse-Wallace for arranging a PowerPoint presentation of material from her book *Nutrition and Mental Health* at the Alpine Library April 24, at 6:00 PM. You are invited.

Linda Loegel, past editor of *The Guilded Pen*, for recently publishing her new book, *Willard Manor*, with CreateSpace and making it available on Kindle.

What You Missed by Ellen Shaw Tufts Puzzle or Thrill Ride –Which Will You Write?

Our distinguished March speaker, writer, editor, and former defense attorney Carolyn Wheat, kept the Guild audience on the edge of our seats for a sparkling evening seasoned with wit and nonpareil takes on two main mystery writing genres—suspense and mystery. According to Wheat, many writers often think they're crafting mystery plots when actually they're into suspense—and during the evening she presented a few earmarks of both genres.

SUSPENSE (The Thrill Ride): Writers keep readers ahead of the game (solution) with typical plot ploys including early revelation/identity of the killer, chilling surprises, bloody violence, betrayals and sudden plot twists. Outstanding suspense writers include Mary Higgins Clark, Alfred Hitchcock and Tom Clancy.

MYSTERY (The Fun House): This more intellectual genre, often presented in a series, features a puzzle to be solved, with a small circle of suspects, red herrings, and clues for the cerebral reader. Famed fictional mystery authors include Dame Agatha Christie, Sir Arthur Conan Doyle and Sue Grafton.

Wheat touched on crafting "story arcs," and also cited other distinct sub-genres such as "cozies," police procedurals, and the hard-boiled detective series by authors such as Dashiell Hammett. Wheat currently teaches Novel Writing at UC San Diego Extension. Her popular "*How to Write Fiction: The Fun House vs. The Roller Coaster*," one of her many published books, is considered a classic textbook.

The next meeting will be Monday, April 28th, 2014:
6:30 PM sign in and networking,
6:45 PM business meeting,
7:00-8:30 program: Richard Lederer

He Walks the Walk

Two independent bookstores in San Diego recently received grants from author James Patterson. Known for his Alex Cross detective series and other books, Patterson not only suggested a federal bailout for independent booksellers, but also established a personal grant program for their support. The Yellow Book Road at Liberty Station and Mysterious Galaxy in Kearny Mesa were the two recipients. Recommendations are accepted at JamesPatterson.com. SD-UT 1/22/14

Get Ready for Open Mic Night

Open Mic night is your opportunity to read a three-minute segment of your work to members and receive feedback from friends and colleagues.

The Open Mic protocol calls for signing up (with your title), rehearsing, and timing yourself so you won't be cut off in the middle of a sentence by the timekeeper. Don't use any of your three minutes talking about why/when/how you wrote the piece. Just read your title and start reading.

In the one-minute interval between readers, the audience will write their comments on cards which will be given to readers afterwards.

Time slots signups will be on a first-come, first-served basis. The meeting time accommodates up to 18 readers between 7:00 and 8:30 PM. This popular program fills up fast and is lots of fun, giving us a glimpse of what other members are writing.

Sicilian Festival Seeking Authors

The Sicilian Festival, May 18, 2014 draws an average of 80,000 attendees. Books should have some relevance to Italian/Sicilian/American culture or be of local interest (fishing industry, local history/ecology, cookbooks, fiction/non-fiction, etc. If they are set in San Diego they qualify. The event spans five blocks; "Author's Row" is located in the **Cultural Pavilion** on Date St., between India and Columbia. Booth, table and chairs are included in the \$100 entry fee. Half-booth rentals are available. The entry fee covers equipment rental (tent, table(s) chairs). Book sales are author's sole responsibility. For an application form: email Marcia Buompensiero at lonzahn2@cox.net or call (619) 298-9073. Deadline to apply: May 1, 2014. For event details: www.sicilianfestival.org

Networking: Why and How

A Guide to Networking for Introverts by Carol Mon* was the basis of a webinar this month sponsored by APSS* and CAPA*. Joining Carol in the webinar was Brian Jud. Networking is basically building relationships, sharing information. It is a mutually beneficial process – giving and getting support from others. There is no real difference between personal and business networking. Mon comments: publishers ≠ marketers. You are your own best advocate for your publications.

If you are somewhat shy about what to say when starting at networking, Mon recommends pre-thinking and creating an opening statement of 30-60 seconds to have on the tip of your tongue before attending a networking opportunity. For example “Hi, I’m _____; I’m a writer and my new book ‘_____’ just came out”. Other hints for networking included 1) approach others who are standing or sitting alone and probably wanting someone to talk to, 2) Pre-think some topics likely to be of interest to most anyone, 3) look people in the eye, ask questions, but make it a conversation, not an inquisition, 4) listen (don’t just be thinking of the next thing you want to say), 5) refrain from just trying to make a sale, 6) get their name, exchange business cards [Have a picture of your book cover on your business card] , and 7) introduce people to others you know.

The monthly meetings of SDW/EG are a perfect place to practice your networking skills. Between the time you sign in and the start of the meeting is officially designated for networking. There are some really interesting people there, just waiting to network with YOU.

*www.carolmon.com,

*APSS: Association of Publishers for Special Sales,

*CAPA: Connecticut Authors and Publishers Association.

Book Descriptions – Every Book Needs One

After your book cover and title, the book description is the hook and bridge for the gap between a potential reader and your work. Richard Ridley * advises to keep the description under 150 words and include only the main plot – no subplots. Summarize your book in one sentence and build from there.

No matter what tense or point of view is used in your book, use first person in the description. Imagine yourself telling a person in front of you what your book is about. Use power words, emotional words; six to ten in a 125-word description are enough, Ridley estimates.

Write your description from your head, not your heart. You are writing marketing material, from the publisher’s point of view. A good book description can also go to your social media network, becoming part of your bio information for personal appearances and other print material. It isn’t just for you; it’s for your fans.

*Ref: Ridley, Richard. *How to Write an Effective Book Description*. Written for CreateSpace. 2012.

For additional information see

<https://forums.createspace.com/en/community/docs/>

OASIS Class Helpful . . . by Ken Yaros

New to writing? Not sure how to begin? Need help in polishing your work? On a budget? Have you checked into OASIS? I did, and found a new world of helpful folks to move my writing skills to a higher level. Whatever your writing interest, you can learn or relearn to improve your skills. Practice makes perfect and improvement is good for the soul. Why not give OASIS a call for a catalogue? 619-881-
2222

Say It Like Shakespeare . . .

“I was constantly amazed at how the Bard’s words applied so well to the business world. Tom’s 2nd edition highlights many of these in a vivid and valuable manner,” said Alex Sandie, President-Founder of the San Diego Shakespeare Society after reading the book by SDW/EG member Tom Leech.

His book includes the Bard’s memorable communicators, such as **Henry V** to his Band of Brothers, **Marc Antony** to his “Friends and Romans,” **Cleopatra** when shooting the messenger, **Othello** advising his team to put brain in gear before mouth, and even **Falstaff** to shape up his band of scoundrels. Pithy examples from current-day executives, politicians, and personalities sharply demonstrate ways to tune up (or mess up) communication prowess.

The new edition of *Say It Like Shakespeare: the Bard’s Timeless Tips for Communication Success* is a timely read for April, 2014.

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| <p>The Writer's Life is published by The San Diego Writers/Editors Guild P. O. Box 881931 San Diego, CA 92168 Telephone: (858) 571-0201 General Meetings: The Fourth Monday of the month (May 19th 2014: THIRD Monday) 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 www.SDWritersGuild.org Membership: \$36.00 per year Guests: \$5.00 per meeting</p> | Board Of Directors | | 2-year Term Expires December 31st |
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| <p><u>Mission Statement</u> The San Diego Writers/Editors Guild shall promote, support, and encourage the writing arts for adults and youth.</p> | | | |