

The Writer's Life

www.sdwritersguild.org

December, 2015

San Diego
Writers/Editors
Since 1979
Guild

Seasons Greetings



December 21st – SDW/EG Holiday Party



Celebrate with other SDW/EG members and invited guests at the annual Holiday Party on the third Monday of December at our usual meeting place. The party will again feature Oscar Arias as musician; all those tasty hors d'oeuvres and treats brought by members (what will you bring?) and a drawing of



books written and donated by our very own members (please bring your donation in a gift bag or gift-wrapped). Beverages, plates and utensils will be provided. If you want to help set up, come at 6:30 PM; if not, come at 7:00 PM.

5-Minute Play Festival

Submissions are open for The Third Annual 5-Minute Play Festival, sponsored by the San Diego Center for Jewish Culture. Submission guidelines include: must be an original work, speak to Jewish identity, heritage, cultural experiences or values, have 2-3 characters, be ~750 words in length; may be a comedy, drama, political or historical (no musicals).

The deadline for submission is January 5, 2016. There is no charge for submitting a play. Performance of the winners will be April 11, >>

2015 All-Member Survey

Have you completed and returned your Member Survey? You have until Jan 1, 2016 to fill the survey on paper and mail it or complete a digital copy and return by email. Information from the survey is helpful to your Board of Directors in planning for the Guild. Take a few minutes and get it from your "To-Do" list and to your "Done" list.

>> 2016. More details may be found at <http://www.sdcjc.org/pas/index.aspx>



2015 Anthology contributors: **Back row standing** : Left to Right Joe Naiman, Simone Arias, Martie Eberhardt, Margaret Harmon, Carolyn Jaynes, Mardie Schroeder, Lawrence Carleton, James Horstmann, Barbara Crothers, Fred Crothers, Marcia Buomensiero, John Davis. **Second row from back**: Rick Lakin, William Barrons, Amy Zajac, Muriel Sandy, Charlotte Thompson, Ken Yaros, Bob Doublebower, **Third row from back**: Dave Feldman, Frank Primiano, Sandra Yeaman, Tom Leech, Gered Beeby; **Front row**: Ruth Leyse-Wallace, Val Zolfagharai.
Contributors missing from photo: RJ Black, Joe Bonpensiero, Anne Casey, Al Converse, Margaret Coughlin, Roland Day, Chloe Edge, Richard Lederer, Donald Mayfield, Carl Nelson, Rick Peterson, Ty Piz, Norma Posy, Alan Russell, Wayne Williams, Gary Winters.

Tip of the Hat to . . .

Mardie Schroeder for publication of her debut novel *Go West for Luck Go West for Love*. See her new website at www.mardieschroeder.com

What You Missed . . .

. . . by Mardie Schroeder

Martin Kruming has been a journalist, a reporter, an attorney, and a teacher. I would also say he is a goodwill ambassador on many levels. He is not only a man about our town but a man about many towns, especially those obscure ones in the Middle East, Africa, Europe. Think Azerbaijan as an example. He has linked countries all over the world with various youth groups and neighborhoods, bringing cultural exchanges and creating goodwill. He and his family have enjoyed VIP treatment in the many countries he has visited.

Martin is a man skilled at connecting the dots - use your imagination for finding dots to connect. Two caveats: Keep it simple; we're all connected. Some helpful hints: Set yourself apart from others, seize opportunities, find where you can connect with someone. "Everything comes down to relationships."

He loves to help people with marketing. He is a man who thinks BIG in terms of marketing. He suggested we look at "Newt Gingrich Productions" website, which is a marketing machine.

Martin cautioned us to pay attention to copyright issues, particularly with China. We must think globally. Other countries are either very lax or don't have copyright laws. Also we need to be careful about digital books to be sure we get appropriate royalties. In other words, know what your rights are.

Martin thinks writing is the finest profession and is a gift of great value.

Does anyone know where the Bassam Café is? Lucky Val Zolfaghari, newly elected board member, won the drawing for a one-on-one marketing session with Martin.

Conference Comments . . .

. . . by Sandra Yeaman

After attending her first ever writer's conference (the La Jolla Writer's Conference) Sandra Yeaman reports she drove away Sunday afternoon "with more enthusiasm than I know what to do with." She took away many PR and marketing tips, one of which was "Good public relations and marketing are choreographed to drive people to your website where it must be easy to find a link to buy your book." A session on character development covered making the supporting characters well-rounded, even if they appear only once and making sure the villain isn't just a flat character who is 100% evil. She learned a writer should provide only enough information about a new place to ensure the reader can relate to what is familiar, at the same time being intrigued by what is unfamiliar. One session covered the full range of editing stages - macro editing, copy editing, line editing, and proofreading. Other sessions covered metadata and subject codes which are the heart of making sure books appear among results for the right audience. She felt it was helpful to hear comparisons of 1) the plotter approach to writing (outlining and planning in advance) and 2) the pantsier approach (writing from the seat of one's pants) and how to use both to advantage. It was so worthwhile, she plans to attend again next year.

No Marketing Support Group meeting
in December

»» Happy New Year ««

Share Your Achievement

A copy of *The Guilded Pen* might be just the right gift to a friend or family  member this year. It can show off your own talent or that of the interesting group of friends and writers you know.

Copies will be available at the holiday party, on Amazon as a soft cover or an ebook .
SDW/EG now has the ability to accept credit card payment , through PayPal, for books or dues.

The Tucson Festival of Books

The Tucson Festival of Books will be held March 12-13, 2016 on or near the campus of The University of Arizona. It features authors' tables, publishers and bookstore booths, displays of a variety of products of interest to writers, as well as an agenda of authors and workshops presentations which historically draw quite a crowd. Go to www.TucsonFestivalofBooks.org for more information.

Marketing With email

The purpose of email marketing is to establish or maintain relationships with potential customers. The first step is to build an email list of people who are genuinely interested in hearing about your product or service. One way to attract subscribers and add their names to your email list is to offer value – content that potential subscribers want to download because it solves a problem or makes life easier.

Examples of content that subscribers might want to download are pdf checklists, tip sheets on topics relevant to readers you want to keep as subscribers, a short ebook (less than 25 pages), coupons, discounts on a product, a newsletter, a webinar or video. Sending content in emails once a week or once a month keeps you in the customers' minds without being excessive. Ask yourself, "What would my ideal customer want or need?" Make your content consistent with your own personal style – if it sounds like someone else, even friends and family might wonder who sent the email.

In addition to your "Freemiums," "Opt-ins" or Lead Magnets," every contact should promote the product or service you provide (your sales pitch) on the Home Page and About Me pages of your website as well as other pages.

It is valuable to track your email marketing: Do subscribers open your emails? How many unsubscribe? For an email list of up to 2,000 subscribers, Mail Chimp is one no-cost option for a beginning Content Management System. Other choices include AWeber, Constant Contact, Infusion Soft, and Ontraport, which are more

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Upcoming Writing Conferences

The SDSU Writers Conference will be held January 22-24, 2016 at the Marriott Mission Valley San Diego. For more information see <http://www.ces.sdsu.edu/writers/>

The San Francisco Writers Conference will be held February 11-14, 2016 at the Mark Hopkins Hotel in San Francisco.

The UCLA Extension Writers Program will be held February 11-14, 2016 (four days, 10 workshops, small classes) and will be at 1010 Westwood Blvd, Los Angeles. Go to www.uclaextension.edu/writersstudio for more information.

Writers Symposium By the Sea at Point Loma Nazarene University will be held February 18-19, 2016.

The Digital Author and Indie Publishing Conference will be held February 26-28 at Los Angeles Valley College. See www.wcwriters.com

The 2016 Las Vegas Writer's Conference, sponsored by Henderson's Writers Group, is scheduled for April 28-30, 2016 in Las Vegas. Go to: www.lasvegaswritersconference.com for more information.

Mark Your Calendar

December 21st (3rd Monday) – Holiday party for members and invited guests; 7:00 -9:00 PM at the usual meeting place. Bring an hors d'oeuvre or dessert to share.

January 25th, 2016 – Gered Beeby will speak on "Writing Creative Non-fiction."

February 22, 2016 – Marni Freeman, writing coach, will speak about the five biggest mistakes writers make.

> continued,> technical and have a fee based on the number on your subscriber list.

The quality of subscribers (those truly interested in your topic) and content (relevant content) is more important than a huge number of subscribers and high frequency of contacts.

Source: "The Importance of Email Marketing"
Webinar by Amy Soward, MS, RD

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

The Writer's Life is published by
The San Diego Writers/Editors Guild
P. O. Box 881931
San Diego, CA 92168
Telephone: (760) 814-2761

Meetings: The Fourth Monday each month
General Meeting:
6:30 PM- Sign-in/Network
6:45 PM - Business Meeting
7:00 PM - Speaker/Program

December meeting: 3rd Mon – Dec. 21st

Marketing Support Group: 5:30-6:30 PM

Location: San Diego County
Health Services Complex
3851 Rosecrans, SD, CA 92110

For a map see: www.SDWritersGuild.org

Membership: \$36.00 per year
Guests: \$5.00 per meeting

Mission Statement

The San Diego Writers/Editors Guild shall promote, support, and encourage the writing arts for adults and youth.

Board of Directors		2-Year Term Expires 12/31
Acting President	Bob Doublebower doublebower@sbcglobal.net	2016
Vice-President		
Secretary	Simone Arias sarias2@earthlink.net	2017
Treasurer	Marcia Buompensiero lonzahn2@cox.net	2016
Membership Chairman	Rick Peterson richard.g.peterson@navy.mil	2016
Directors-at-Large	Gered Beeby geredbeeby@aol.com Dave Feldman feldy88@cox.net Anne Janda ajanda55@aol.com Mardie Schroeder mardiewho@yahoo.com Val Zolfaghari valzolfaghari@yahoo.ca	2016 2017 2017 2017 2017
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