

# The Writer's Life

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

May, 2016

San Diego  
Writers Editors  
Guild  
Since 1979

Content is fire, social media is the gasoline . . . Ryan Kohn

## Using Social Media for Promoting Your Book –

### The Why, Where, When and How

Larry Edwards is an award-winning author, editor, and publisher, and an accomplished marketer of several books, including *Dare I Call It Murder: A Memoir of Violent Loss*. Published in 2013, the memoir has been an Amazon best-seller in two categories – memoir and true-crime. Through his marketing efforts, his book has received 177 Amazon reader reviewers (106 being 5-star ratings) and has sold nearly 10,000 copies.



In his presentation, Larry will discuss the most effective social media platforms as marketing tools for developing a following of readers, how often an author should post, what is effective material to post, and how to develop a mailing list (and whether a mailing list is even necessary). He will also share the do's and don'ts of using social media.

Larry serves as a freelance manuscript editor through Polishing Your Prose, and has edited a number of award-winning books. As a publishing consultant, he guides authors through the publishing process for paperback and hardcover books, as well as e-books. Under his publishing arm, Wigeon Publishing, he edited and produced *Murder Survivor's Handbook: Real-Life Stories, Tips & Resources* by Connie Saindon, which received a prestigious Gold Award in the 2015 Benjamin Franklin book awards competition sponsored by the Independent Book Publishers Association.

Remember, this year May has five Mondays; we meet on the 4th Monday – don't miss Larry's sure-to-be-informative presentation.

## Read Local

If you are an author, you can sign up to be part of the Read Local Directory. Read Local's mission is to encourage reading by connecting readers with authors from their communities and to encourage more people to read more books. Read Local makes it easier for bookstores and libraries to find and feature local authors and also coordinates affordable activities such as street fairs.

A basic listing in the Read Local Directory is free and includes author name, book title, genre, and location. An Extended Listing costs \$25 per year. With an Extended Listing you can upload the cover of your book and your author photo, include an author bio, book description, and a link to your website.

Go to [www.Sandiego.readlocal.org](http://www.Sandiego.readlocal.org) to join, list your book, or find more information.

## News from the Board

### Would You Be Interested?

Should the opportunity arise, would you be interested in displaying and selling your books at a local book fair, street fair, or similar event? Reservations and fees for a table or space are often required in advance for these events and the Board would like to know if there is interest in SDW/EG arranging a group table. The Guild would pay the entry fee for the display space and members could sign up for a time slot and be responsible for handling their own book sales. If you would be interested in participating in such an event, please notify any Board member. (See page 4 for contact information)

“Learn as much by writing as by reading.”

Lord Acton

Write about anything, everything, what you see, what you are, what you think, what you learn, write often . . . WRITE. Virginia DeBolt

## Tip of the Hat to . . . .

**Gary Winters** for having his multicultural novel, *The Deer Dancer*, chosen by Jim Moreno as an example of poetical prose for his poetry workshop at the San Diego Juvenile Detention Facility because, “It’s beautiful.”

**Simone Arias, Marcia Buompensiero and Ruth Leyse-Wallace** for participating in the Standley Middle School Career Fair on March 13<sup>th</sup> . . . there are many young writers out there!

## What You Missed . . .

by **Mardie Schroeder**

Our speaker needed no introduction. His enthusiasm for the English language, and for how much William Shakespeare contributed to it (1,700 words) made for a fun, delightful evening. The world is celebrating the 400<sup>th</sup> year of Shakespeare’s death--from The Royal Shakespeare Company’s traveling troupe presenting Hamlet to far corners, to the annual student Shakespeare Festival presentations on the Prado in Balboa Park the weekend of April 30<sup>th</sup>.

Richard Lederer attributes the following coinage to Shakespeare: “One for all, and all for one,” “There’s the rub,” “A dog will have his day,” “Frailty thy name is woman,” “The lady doth protest too much,” and “To the manner born.” We learned that there has never been a love story more about blood and guts than Romeo and Juliet. And that Romeo’s last wish was to be laid by Juliet. (Did he really say that?!)

We learned that Shakespeare used more words in the entire English vocabulary (40%) than any other writer; that he virtually invented modern English; that Hamlet has the most lines; that Iago the second most; that the iambic pentameter has the same rhythm as the heartbeat. And what does “oxymoron” mean? Sharp dullness. William Shakespeare was a master at oxymorons.

And so it is thanks to our life member, Richard Lederer, who once again gave us a Shakespearience to remember.

## Minute Poems

A form of poem known as “Minute Poems” has 60 syllables and is named after the 60 seconds in every minute. There are 20 syllables in each of three stanzas. Each stanza has 4 lines; 8 syllables in the first line and 4 syllables in each of 3 lines, making up a stanza. Lines one and two rhyme, lines three and four rhyme. Try one, see if you can do it. *Writers Digest, February, 2016*

## Publishing an Audio Book

A past member of SDW/EG, Linda Loegel (now in North Carolina), shared her newest authoring experience: having her book, *Willard Manor*, produced as an audio book. The paperback is 219 pages in a 6 X 9” format. Narrating the 48,000 words resulted in an audio book of four hours and forty minutes. It is divided into separate narrations for each chapter.

The work was done by ACX, the audio division of Amazon. Linda had many options to choose from—age and gender of narrator, accent of narrator, style of narration, i.e., serious, breezy, story teller, factual, etc. She was then given the choice of several narrators that fit that category. After she chose one, the narrator sent her a three-minute sample for her approval, then a fifteen-minute sample. When that was approved, she eventually received the completed book to listen to and approve before the final audio edit by ACX.

She was offered two choices of royalty arrangement: 1) paying a small up-front fee and 100% of the royalties, or 2) no up-front fee and receipt of one-half the royalties. The audio books are available through Amazon.

ACX is also looking for people to narrate their books. Go to [www.acx.com](http://www.acx.com) for more information.

## Google Books Wins in Court

In 2004 Google started scanning books with no recompense to authors. The digitized copies can be searched for quotes or keywords and will display paragraphs or pages of content. The Authors Guild took them to court. The Supreme Court recently declined to hear the case, which had reached settlement in Google’s favor in 2011.

( A similar program by my publisher [Taylor & Francis] includes my latest book. Ruth L-W)

## You Are Invited

SDW/EG members are invited to join the San Diego Professional Editors Network (SD/PEN) at its Thursday, May 19<sup>th</sup> meeting from 6:30 – 8:30 PM for a presentation titled “Editing Non-Native English Speakers”.

Kim Lagwali, program coordinator of the TEFL (Teaching English as a Foreign Language) Certificate Program at UCSD Extension, will examine the use of the middle voice in English (as compared to active and passive voice) and explain why it can be a significant source of confusion for many non-native English speakers. Her presentation will help editors recognize this problem and find the best solutions for correcting it. SD/PEN meets at the same location as SDW/EG.

## One Book–One San Diego

One Book–One San Diego is a partnership among KPBS, the San Diego Public Library, the San Diego County Library, and many other community partners. The purpose of the program is to bring together the community and encourage residents to join in the shared experience of reading and discussing the same book as well as participation in related events.

Nominations from the community are encouraged, but are closed for 2016. The advisory committee is in the process of reviewing nominations. The One Book--One San Diego choice for 2016 will be announced in August. More information can be found at <http://www.kpbs.org/one-book/>

## Mark Your Calendar

- | **June 27<sup>th</sup>, 2016 – Wendy Patrick**, Deputy District Attorney, Special Operations Division, will speak on the dark and safe sides of social media and “catfishing” on the web.
- | **July, 2016 – Open Mic Night** – sign up to read three minutes of your work aloud and receive feedback.
- | **August, 2016 – Antoinette Kuritz**, owner of Strategies, specializes in literary development.

## Did You Know?

All members of SDW/EG are welcome to bring their books to display and sell before and after any regular meetings. Additional tables can be set up along the side wall as needed. No pre-planning is necessary.

## San Diego Book Awards

Submission guidelines for the San Diego Book Awards will be available in June, 2016. For updates go to <http://www.sdbookawards.com/submission-guidelines/>

San Diego Book Awards is a non-profit organization of 22 years that is dedicated to recognizing and celebrating local unpublished, published, and self-published writers of all genres including poetry, through an annual juried competition that includes an awards ceremony honoring their achievements.

SDBA competition is currently on hiatus for reorganization. Books written and printed in 2016 will be included in the 2017 competition for judging and awards.

## BookShots for New Audiences

How do you sell books to someone who doesn't normally read? James Patterson has a plan: BookShots. He is starting a new line of books that are shorter (fewer than 150 pages), cheaper (less than \$5.00), more plot-driven, and that can be read in one sitting. “It is like reading movies,” he says.

He aims to release two to four books per month, written either by himself or others handpicked by Patterson, and published through Little, Brown and Company. They will be initially sold through bookstores, but marketing plans include drugstores, and grocery stores in the magazine section near checkout lanes.

Watch for BookShots beginning in June.

Source; San Diego Union Tribune, 3/22/16

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

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The San Diego Writers/Editors Guild  
P. O. Box 881931  
San Diego, CA 92168  
Telephone: 858-342-2891  
email:  
sandiegowriterseditorsguild@gmail.com

Meetings: The Fourth Monday each month  
Marketing Support Group:  
5:30-6:30 PM  
General Meeting:  
6:30 PM - Sign-in/Network  
6:45 PM - Business Meeting  
7:00 PM - Speaker/Program

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

For a map see: [www.SDWritersGuild.org](http://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.

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