
THE WRITER'S LIFE

San Diego Writers/Editors Guild | www.sdwritersguild.org

Literary Birthdays To Celebrate This Month

1) Joseph Heller 2) Benjamin Spock 3) Niccolo Machiavelli 4) Thomas Kinsella 5) Karl Marx, Nellie Bly 6) Ariel Dorfman 7) Robert Browning, Rabindranath Tagore, Archibald MacLeish, Ruth Praver Jhabvala 8) Thomas Pynchon, Peter Benchley 9) Sir James Matthew Barrie 10) Jayne Cortez 11) Irving Berlin, Sheila Burnford 12) Edward Lear, Farley Mowat 13) Daphne Du Maurier, Francine Pascal 14) Hal Borland 15) L. Frank Baum, Katherine Anne Porter, Mikhail Bulgakov 16) Studs Terkel, Adrienne Rich 17) Gary Paulsen, Dian Curtis Regan, Eloise Greenfield 18) Bertrand Russell 19) Nora Ephron, Jim Lehrer 20) Honoré de Balzac 21) Dante Alighieri, Alexander Pope 22) Arthur Conan Doyle 23) Scott O'Dell 24) Joseph Brodsky 25) Ralph Waldo Emerson, Raymond Carver, Jamaica Kincaid 26) Maxwell Bodenheim 27) Louis-Ferdinand Céline, Herman Wouk, Rachel Carson 28) Ian Fleming 29) GK Chesterton 30) Countee Cullen 31) Walt Whitman
[Info via LibraryBooklists.org]

May Speaker: Jeniffer Thompson



On May 22, join us to hear **Jeniffer Thompson**, founder and President of Monkey C Media, a San Diego design firm that provides author websites and book services. Jeniffer is a 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 roles as Internet Marketing Strategist, Creative Director and Publishing Consultant for Monkey C Media. Find out more about Monkey C Media at monkeycmedia.com.

Tip of the Hat to...

Gary Winters, for placing *The Deer Dancer*, his four-time award-winning multicultural novel about a Yaqui boy in Mexico, into seven San Diego county Indian libraries.

Upcoming Speakers

June 26: Jonathan Maberry, award-winning author of middle grade, young adult, and adult novels in horror and thriller genres

July 24: Open Mic Night

August 28: Fauzia Burke on online publicity, social media, and website development

September 25: Gregory A. Fournier, author of *Terror in Ypsilanti*, who will speak on "My Journey: The Process and Perils of Self-Publishing."

Save the Date

Submissions to this year's (6th) edition of *The Guilded Pen* are due July 1!

Notable Quotable

"We do not write because we want to; we write because we have to."
-W. Somerset Maugham

What You Missed

by *Mardie Schroeder*

Penn Wallace's presentation—Pyramid Marketing—was geared to those who want to quit their job and become a professional writer. It takes five times of exposure before someone will see your work. You need to commit to two hours every day for marketing: Facebook, emails, tweets, going to meetings, readings, book shows, etc.

Build Your Brand: Find your target audience. Ask your readers what they want. Make a loyal fan list and get feedback from beta readers. Tailor your books to what your readers want. Become one of them. Penn was surprised to learn that 60% of his readers are female.

Start Marketing Early: Use your social media outlets to build a buzz about your book. Keep your readers involved with how your book is coming along.

Build An Author Brand: Have a collection of personality traits, attitudes, and values that your brand showcases on a regular basis to help connect with a certain audience segment. Visualize this as someone you know.

Action Items: Join the writer's community—critique groups, online communities, publish a blog (this is where you sell your books), and connect it to your website. Keep your readers coming back with updates on your writing and with personal anecdotes. Start an email list with 100 loyal followers and build it to 1,000.

Spend Where Necessary: Hire specialists to proofread, and to create an interesting cover that draws the reader in and that is relevant to the story.

Cross-Promotions: Ask for author interviews, promote others' books on your blog, put the first chapter of similar authors' books in the back of your book, put a paragraph in the back of each book asking for reviews and sign-ups for readers' lists.

Wrap Up: Write a good book. The best way to market your book is to publish another book. Don't publish the first book until the third book is done, then write like hell to finish the fourth book! Get five books on Amazon. Track your sales. Never give up. You have to blow your own horn. For a complete PowerPoint presentation of *Marketing 101*, go to pennwallace.com.

Submissions Wanted

First Call for Open Mic Night: The July 24th meeting of SDW/EG will continue the traditional “Open Mic Night.” Open to the first 18 members who sign up, the evening is pure entertainment—giving members a chance to hear what other members write, a chance to read their work out loud (that first time is sometimes scary), and to give/receive brief written feedback from other members.

Each reader is allotted three (yes, three!) minutes to read a selection from his/her own writing, so it behooves readers to time themselves before the event. To read at Open Mic night, members may sign up at the regular meeting with your name, title and email address, or by emailing Ruth Leyse-Wallace (rthlys@cox.net) with “Open Mic” in the subject line.

Rick Lakin is looking for beta readers for his first novel, a YA sci-fi tale. He is about 8,000 words in, and would like to send out weekly rushes. In exchange for notes and criticism, he will provide a signed copy and include the reader’s name in the Acknowledgements section of his book. Contact Rick at icrewdigital@gmail.com to volunteer.

Warwick’s “Weekends with Locals” program is currently accepting submissions for author signings to be held at their La Jolla bookstore. To apply, authors must currently reside within San Diego County, and this should be the author’s first event in San Diego. Titles must have been published within the past year. CreateSpace titles will *not* be considered, and books must be available from distributors Ingram or Baker & Taylor. Does your book qualify? If so, email authors@warwicks.com for consideration, or see <http://www.warwicks.com/local-author-submission-guidelines> for more information.

The annual **Steve Kowitz Poetry Prize** opens to submissions on June 15. For more information, see <http://www.sdeag.org>.

Upcoming Events

May 10: Ladies Lunch and Literacy with Benjamin Ludwig, 7 PM at The Great Room in Redondo Beach. For more information, see: <http://www.mystgalaxy.com/event/ladies-lunch-and-literacy-benjamin-ludwig>.

May 13: Mysterious Galaxy celebrates their 24th birthday with an all-day Birthday Bash. Cory Doctorow signs, along with local authors, at this all-day event. For more info, see: <http://www.mystgalaxy.com/event/mysterious-galaxy-birthday-bash>.

May 16: *New York Times* bestselling poet and YA author Kwame Alexander will speak at the Central Library at 9:30 AM. For more information, see: <http://sdpl.bwcs-hosting.com/cal/event/showEventMore.rdo>.

May 18: SD/PEN presents “Choosing the Right Legal Entity for Your Freelance Editing Business.” Attorney Alex Bennett will explore the basics of legal entities from 6:30 to 8:30 PM in the San Diego County Health Services complex. For more information, see http://sdpen.com/event/legal-entity-alex-bennett/?instance_id=261.

May 20: Border Voices Poetry Fair will be held at SDSU. For more information, see <https://bordervoices.com/border-voices-poetry-fair/>.

May 21: Warwick’s hosts Weekends with Locals, featuring Jan Phillips and Ruth Westreich, authors of *Creativity Unzipped: Why Your Thoughts Matter*, starting at noon. For more info, see: <http://www.warwicks.com/event/jan-phillips-ruth-westreich-2017>.

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Publication Info & 2017 Board of Directors

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Meetings: The fourth Monday each month

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

General Meeting

6:30 PM - Sign-in/Networking

6:45 PM - Business Meeting

7:00 PM - Speaker/Program

Location: San Diego County Health Services Complex
3851 Rosecrans, San Diego, CA 92110
For a map see: www.SDWritersGuild.org

Membership: \$36 per year

Guests: \$5 per meeting

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