
THE WRITER'S LIFE

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

A Warm Welcome to All Our New Guild Members!

Christina Alexandra
Angela Amstutz
Kelly Bargabos
Stefanie Burnham
Erin Eskens
Steve Frank
Janet Gastil
Lydia Hilton
Todd Friedman
Kael Heath
Diane Hinds
Benner Holden
Doc Holloway
Trudy Kritzeck-Hill
Joan Lacy
Roderick Lacy
Zenia Brisjon Latif
Helen Pendleton
Stacey Phillips
Mark Reichenthal
Teri Rider
John Robinson
Adolpho Sanchez
Rebecca Sleeth
Jeniffer Thompson
Emmet Thornton
Stephanie Trottier
Penn Wallace
Wanjiru Warama

June Speaker: Jonathan Maberry



On June 26, join us to hear **Jonathan Maberry**, *New York Times* best-selling and multiple Bram Stoker Award-winning suspense author, editor, comic book writer, magazine feature writer, playwright, content creator and writing teacher/lecturer. He has been named one of Today's Top Ten Horror Writers, and his books have been sold to more than two-dozen countries. In San Diego, he hosts the Writers Coffeehouse event on the first Sunday of each month at Mysterious Galaxy, where he dispenses writing and publishing wisdom to attendees over coffee.

Marketing Support Group: This month's discussion topic is Social Media

Tip of the Hat to...

Marcia Buompensiero, for being named as a finalist in the San Diego Book Awards mystery category for her book, *Sumerland*.

Larry Edwards, for being named as a finalist in the San Diego Book Awards unpublished short stories category for his story, "By the Light of the Moon."

Gary Winters, for his poem "bemused" winning publication in *The Muse is In Newsletter* and a copy of Jill Badonsky's *The Awe-manac: A Daily Dose of Wonder*.

Upcoming Speakers

July 24: Open Mic Night—sign up now for your 3-minute slot!

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"

October 23: Margaret Harmon will lead a writing workshop

November 27: *The Guilded Pen* anthology launch

December (TBA): Holiday party

What You Missed

by *Mardie Schroeder*

Jeniffer Thompson spoke on creating your personal branding. A brand helps you stand out. You need a logo and a style guide. Use the same typeface. Color is important. Everything should be consistent and recognizable. A brand will give you self confidence. Consider having more than one domain name.

Begin with a strong platform and build on it. Connect the dots with everything you put out on social media so they work together. Drive all traffic to your website. Get people invested in *you*.

Make a five-year goal of what you want to do: write, teach, speak, conduct workshops, etc. At times you may have to redirect your course.

Write lots of content and share it with as many people as you can. Every time you speak or contribute an article include a bio with a link back to your website.

Jeniffer suggests updating your bios with different word lengths: 10, 25, 80, 180, and long form. You need a good head shot updated every few years (3 to 4 max).

Find out who your audience is, ask them what they want and need. Share personal stories. Get them interested in you.

Other authors are *not* your competition. They are influencers! Follow them, network with them, and subscribe to them. They will become part of your tribe.

Be consistent and passionate with everything you do. Budget your time and money, as well as your emotional resources. Remember that you don't have to do anything that doesn't bring you joy.

Connect with Jeniffer Thompson with your questions about branding! She is on Twitter @jeniffergrace; on Facebook at [facebook.com/jenifferthompsonconsulting](https://www.facebook.com/jenifferthompsonconsulting); and on Instagram @jeniffer_grace.

EDITOR'S NOTE: *As per Jeniffer's suggestion, the Board of Directors is currently compiling an SDWEG style guide to make use of our new logo (see next page) and help direct our own branding strategy moving forward.*

New Logo Unveiled!

As introduced at our May 22nd meeting, here is the Guild's new logo from 99designs:



Important Notices

Social Media Manager Sandra Yeaman has issued this statement: Member email addresses included on the Guild's website posed a potential risk to members' privacy because of the use of email harvesting bots often used by scammers and spammers to build email lists. As a result, any personal email addresses on pages such as Members' Works and Speakers Bureau have been disguised by substituting @ with (at). Humans can read these disguised email addresses, but harvesting bots will only see them as strings of text.

On a lighter note, Sandra also urges members not to overlook the **SDWEG Facebook page** (<https://www.facebook.com/SanDiegoWritersEditorsGuild/>), where she posts links to articles with tips for writers. In addition, all the Guild's website posts are linked there, too. Following the Facebook page ensures you will see everything related to the Guild's activities.

Free Writing Classes

The **Balboa Branch Library** (4255 Mt. Abernathy), hosts the "Adult Writing Group" on

Thursdays from 2 to 3 PM. Attendees share their writing with one another and participate in directed writing exercises. No sign-up is required. For more information, call 858-573-1390.

The **Allied Gardens/Benjamin Branch Library** (5188 Zion Ave.) hosts "Life in Stories," a memoir-writing group, on Wednesdays from 11:30 AM to 12:30 PM. Attendees discuss a weekly topic, share their writing and offer critiques. No previous experience is required. For more information, call 619-533-3970.

The **La Jolla/Riford Branch Library** (7555 Draper Ave.) hosts the "Pen to Paper" writing group on Thursdays from 1 to 2 PM, and "Writer's Block" on the first and third Saturdays of every month from noon to 1 PM. For more information, call 858-552-1657.

Upcoming Events

June 15: SD/PEN hosts their annual networking event from 7 to 8:30 PM, at the San Diego County Health Services Complex (the same location as our SDWEG meetings). Attendance is free for SDWEG and SD/PEN members. There will be snacks, drawings and games for prizes. To help them plan the amount of food and beverages to provide, please RSVP to info@sdpen.com by Monday, June 12.

June 20: SD Memoir Showcase is accepting monologue submissions, to be performed by North Coast Rep in October, through today. For more information, see <http://www.sandiegowriters.org/2017-0615-submissions-for-the-memoir-showcase-2017/>.

July 1: Deadline for submissions to this year's edition of *The Guilded Pen*. For more information, see <https://sdwritersguild.org/anthology-2/>.

San Diego Writers/Editors Guild
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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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