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# THE WRITER'S LIFE

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San Diego Writers & Editors Guild | [www.sdwritersguild.org](http://www.sdwritersguild.org)

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## July Event: Open Mic Night!

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Join our members as they read their own words at our **July 24** meeting. Five more slots are still available for members to sign up to read up to three minutes from works, published or still in progress. Audience members may provide feedback to readers.

To sign up for a slot, please contact Ruth Leyse-Wallace at [rthlys@cox.net](mailto:rthlys@cox.net) by July 15 with your name and the title of your piece.

Please note that there will be NO official speaker for the July meeting. The Marketing Support Group, however, will still meet at 5:30.

## August Speaker: Fauzia Burke



On **August 28**, join us to hear **Fauzia Burke** speak about online publicity, social media, and website development. Fauzia is the Founder and President of FSB Associates, an online publicity and marketing firm specializing in creating awareness for books and authors. She's also the author of *Online Marketing for Busy Authors* (Berrett-Koehler), a nationally recognized speaker, online marketing consultant and coach. Fauzia has been featured on the cover of *Book Business Magazine* and on the websites of Fast Company, Forbes, Inc, HuffPo and more. She has spoken at Book Expo, Writer's Digest, the San Francisco Writers Conference, The Muse and The Marketplace, and more. Her consulting services have helped many an author through the maze of publishing and marketing options open to them today.

## Tip of the Hat To...

**Marcia Buompensiero**, for winning a San Diego Book Award in the Published Mysteries category for her book, *Sumerland*.

**Larry Edwards**, for winning a San Diego Book Award in the Unpublished Short Stories category for his piece, "By the Light of the Moon."

**Tom Leech**, for his recent appearance on Empire Radio, speaking about his coaching-speaking business and authoring multiple books.

**Phil Pryde**, for giving the keynote address at the annual meeting of the California Geographical Society on the subject matter of his new 5th edition of *San Diego: An Introduction to the Region*, followed by a book signing event.

## Upcoming Speakers

**September 25:** Gregory A. Fournier, author of *Terror in Ypsilanti*; "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*

On June 26, Jonathan Maberry spoke to the Guild about crossing genres. In his opinion, a writer should be able to write about anything. He said that although there may not always be a big market for your genre, there is always a market for every subject.

Well-known authors Richard Matheson and Stephen King are just two examples of successful writers who have written everything from sci-fi, horror, fantasy, adult fiction, suspense, thrillers and more.

You can have more than one genre in a book. Go with the mix you love to write about.

Different genres bring in different income streams. If you have two books in the same genre at the same time they compete with each other.

Jonathan writes eight hours a day. He makes a bullet outline and writes the ending, although he may change it. He does take breaks to write something entirely different. While writing a book he will do research for a new book.

Jonathan suggests bringing characters from your other books into new ones. He's all for taking creative risks (experimentation) but respecting your audience.

If you write about what makes you excited to write, your passion will show through. Write a story that you would go out of your way to read.

If you write with the same passion you have for reading, you will write a good book.

### *Resources for Short Stories*

- Ralan.com
- Duotrope.com
- JonathanMaberry.com

### 3 Twitter Tips to Get You Started

What makes Twitter great for book promotion? Its ability for potential readers to find you and your book is the key. But you need to make yourself discoverable. Three tips that will help:

1. Make sure your Twitter profile reflects your goals. What is your book about, and why are you the expert? Include unique details that relate.
2. Treat Twitter like a cocktail party conversation—be fun and interesting, share useful or entertaining information, and never *ever* write “buy my book!”
3. Spend most of your time interacting with people who follow and retweet (RT) you, or who favorite (heart) your tweets.

### Upcoming Events

**July 11:** The Society for Technical Communication, San Diego Chapter, hosts a Social Networking Event at Rough Draft Brewing Company from 6 to 8:30 PM. The event is open to anyone interested in networking in the field of technical communication and related fields, and all skill levels are welcome. For more information, or to register for the event, see [www.stc-sd.org](http://www.stc-sd.org).

**July 17:** Deadline for submissions to this year’s edition of *The Guilded Pen* have been extended! For more information, see [sdwritersguild.org/anthology-2/](http://sdwritersguild.org/anthology-2/).

**July 20:** SD/PEN presents “To Attend or Not to Attend: Choosing the Right Writers Conference for You,” with Antoinette Kuritz, founder of the La Jolla Writers Conference. For more information, see [bit.ly/2t9ptwT](http://bit.ly/2t9ptwT).

**August 26:** The first ever San Diego Festival of Books will be held at Liberty Station, hosted by the San Diego Union-Tribune and KPBS. The free

event will run from 10 AM to 6 PM, and is expected to draw thousands of book lovers. This year’s “One Book San Diego” selection will be announced at the festival. Author signings, discussions and appearances, along with food, music and children’s activities will be featured at the event. Those interested in booking an exhibitor booth may contact [events@sduniontribune.com](mailto:events@sduniontribune.com) for more information.

**September 23:** The Northwest Independent Editors Guild hosts Red Pencil 6: Tracking Changes in Editing conference in Kenmore, WA. Keynote speaker is Karen Yin of the Conscious Style Guide and AP vs. Chicago websites. SDWEG members receive a \$20 affiliate discount with the code RPCALI17, as well as an additional \$30 off when registering through the early-bird deadline of July 31. For more information, see [bit.ly/EdsGuild2017](http://bit.ly/EdsGuild2017).

### UCSD Clarion Reading Series

UCSD Clarion science-fiction and fantasy writing instructors will be reading at Mysterious Galaxy and Comickaze bookstores throughout July. Here are three upcoming events:

**Andrea Hairston:** Wednesday, July 12, 7 PM (Mysterious Galaxy)

**Cory Doctorow:** Tuesday, July 18, 7 PM (Comickaze, Liberty Station)

**C.C. Finlay and Rae Carson:** Wednesday, July 26, 7 PM (Mysterious Galaxy)

Additional 2017 writers in residence include Lynda Barry, Dan Chaon and Nalo Hopkinson. Clarion hosts an annual six-week Science Fiction and Fantasy Writers Workshop in June, as well as a yearly write-a-thon.

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

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## Publication Info & 2017 Board of Directors

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The Writer's Life is published by the San Diego Writers/Editors Guild  
P.O. Box 881931  
San Diego, CA 92168  
Phone: 858-342-2891  
Email: [sandiegowriterseditorsguild@gmail.com](mailto:sandiegowriterseditorsguild@gmail.com)

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](http://www.SDWritersGuild.org)

Membership: \$36 per year

Guests: \$5 per meeting

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