

## What You Missed in January

by Mardie Schroeder

According to Paula Margulies, author of *The Tao of Book Publicity: Book Promotion Strategies that Work!*, there is not one way to publicize your book — there are many options and strategies.

Her first point was: “Don’t rush finishing your book. Make it a good book. Spend your money on a professional editor. You cannot edit your own book, so be open to what the editor suggests.” And be sure to include the back cover of the book for the editor to check.

Use Beta readers and writing groups to provide feedback before you publish.

You need an author platform. Your platform is all about you — what you bring to the table and what your expertise is that you bring to the book. To promote your platform, you should interact on Facebook, Twitter and Good Reads with people who have the same interests as you. And be sure to make a personal page on Facebook.

Book Covers — Your book cover should reflect what the book is about. The colors should *pop*; your name should be visible. Use the back cover to sell the book, using a one paragraph plot summary as well as a testimonial blurb (preferably from a celebrity), a brief bio, and a thumbnail author photo. To find a prospective celebrity to praise your book, check the website: [contactanycelebrity.com](http://contactanycelebrity.com).

Timing — The best time to promote a book is the 6-8 months after its release. *(continued on Page 2)*

### Schedule of Upcoming Speakers at SDWEG Member Meetings

Mark Your Calendar...

March 26 - **Jean Forsythe**

## Lee Wind ~

### Guest Speaker on February 26

How do you get your book noticed in a sea of books? How do you leverage your book?

If you do it right, you’re not merely “selling” readers, you’re engaging them about your shared interests and passion... which gets your book discovered!

Please join Lee Wind in this hands-on exploration of your goals for your book, and the tools to achieve them.

The outcome? You’ll walk away with some insight, inspiration, and a to-do list for effectively marketing your book.



**Lee Wind**  
speaker on Feb. 26

Lee Wind is the Director of Marketing for the Independent Book Publishers Association (IBPA). A Children’s/YA author, Lee is passionate about empowering others to have their voices heard, and he’s looking forward to meeting SDWEG’s members.

## Manuscript Reviewers Needed

One of the benefits of membership in SDWEG is Manuscript Review, for a fee of just \$20. SDWEG is now seeking a few members who will serve as manuscript reviewers. Manuscript Reviewers are asked to review a 3-page preview submission, and then a larger 30-page submission for scoring against a pre-established evaluation form. The reviewer’s identity as well as the identity of the submitter are never known to each other. The only pre-requisite is a love of good writing. Anyone interested please contact Bob Doublebower at [doublebower@sbcglobal.net](mailto:doublebower@sbcglobal.net), or 760-505-6440.

## What You Missed... (continued from Page 1)

January is the best time to launch a book – never November/December because of the holidays. Book signings are best in spring, summer and early fall. Be sure to pitch the media three weeks prior to any event date.

Distribution – You must be in Barnes & Noble’s system if you want to do a book signing there. Submit a marketing plan. It’s best to have a soft cover for your book and price it around \$16.95. Most booksellers have consignment terms for self-published authors at 60/40. And be sure you bring enough copies to your signing event.

Creating a Press Release – Keep it to one or two pages. For press release writing advice, check out:

[blog.hubspot.com/marketing/press-release-template-ht](http://blog.hubspot.com/marketing/press-release-template-ht).

Drafting a Q&A – To help you get featured in newspapers, it’s a good idea to create a Q&A sheet for reporters. This sheet should include the front cover image of your book in the left-hand corner, along with the book title, author’s name, ISBN, price and publisher information. Aim for 5-6 questions and answer in a conversational tone. Always send things in Word files.

Pricing and Book Sales – Standard ebook pricing is \$.99 - \$2.99; paperback is \$7.99 - \$15.99. Remember you can always lower the price.

If you wish to contact Paula, her website is: [www.paulamargulies.com](http://www.paulamargulies.com)

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## Useful Websites for Writers ~ You are not alone!

When Herman Melville was holed-up in his New England barn while writing *Moby Dick*, you could say he was working alone. But today, writers are anything but alone, considering the gazillions of websites offering countless pointers about effective writing, publishing and marketing.

To help you plunge into this boundless ocean of writer support, here are snippets from *The Write Life’s* article (by Marisol Dahl) titled “The 100 Best Websites for Writers in 2017.”

### Blogging:

**[copyblogger.com](http://copyblogger.com)**’s library of free ebooks, blog posts, forums and more makes it a leading resource for professional bloggers.

### Writing Creativity & Craft:

**[bang2write.com](http://bang2write.com)** offers screenwriters tons of advice on how to develop and pitch their scripts.

**[inkygirl.com](http://inkygirl.com)** is the place for children’s book writers and illustrators.

**[journalistsresource.org](http://journalistsresource.org)** offers write-ups on a plethora of current scholarly studies, reports and data. A great resource for freelance story ideas.

**[thewritepractice.com](http://thewritepractice.com)** helps you develop your writing rhythm, voice and identity as a writer.

**[tweetspeakpoetry.com](http://tweetspeakpoetry.com)** is the go-to site for outstanding poetry and poetic things. The site also offers resources for teaching poetry.

**[writershelpingwriters.net](http://writershelpingwriters.net)** focuses on helping writers become better storytellers. The site is also teeming with tools for planning, researching and writing your book.

**[writerunboxed.com](http://writerunboxed.com)** has become a thriving community where writers of all levels can contribute their thoughts on the craft of writing.

### Editing:

**[facebook.com/grammargirl](http://facebook.com/grammargirl)** touts itself as the “go-to guide for all things grammar, punctuation, and usage in the English language.”

**[scribendi.com](http://scribendi.com)** is a for-profit editing and proofreading service. If you need professional editing assistance, you can get help quickly here.

### Freelancing:

**[freelancewriting.com](http://freelancewriting.com)** has an extensive archive of articles, tutorials, job listings and other resources to help you build a career as a freelance writer.

**[freelancerfaqs.com](http://freelancerfaqs.com)** addresses the freelance life, including marketing, getting started, recommended resources and money management.

## Welcome to New Members

SDWEG offers a heartfelt welcome to these writers who have joined since November 1st:

*Kathryn Adkins*  
*Kim Baker*  
*Breia Diaz*  
*Caitlan Ferrel*  
*John Hodgkinson*  
*Rebecca Johnson*  
*Karen Logan*  
*Jason Martin*  
*Carrie Reichert*  
*Helen Shalfi*  
*Reginald Taylor*  
*Dynell Weinthal*

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## Upcoming Writer Events

**Feb. 16-18 — Southern California Writers' Conference, Crown Plaza Hanalei, San Diego.**

The SCWC is aimed at empowering writers by providing authoritative guidance through workshops and one-on-one evaluations. For details and registration, go to [writersconference.com/sd/](http://writersconference.com/sd/).

**Feb. 19-23 — Writer's Symposium by the Sea at Pt. Loma Nazarene University.**

A stellar line-up of guest speakers is a special feature of the conference, including Jane Smiley, Kareem Abdul-Jabbar and Deepak Chopra. For details, go to [pointloma.edu/events/](http://pointloma.edu/events/).

**Apr. 21-22 — 23rd annual Los Angeles Times Festival of Books, USC campus, Los Angeles**

The Los Angeles Times Festival of Books began in 1996 with a simple goal: to bring together the people who create books with the people who love to read them. The festival has evolved to include live bands, poetry readings, chef demos, cultural entertainment and artists creating their work on-site. For details, go to: [events/latimes.com/festivalofbooks](http://events.latimes.com/festivalofbooks).

## Board Books

*A note from Ruth Leyse-Wallace*

With the growth of children's books, you may have heard the term "Board Book" and asked "What's that?"

A Board Book is a publication format (rather than a writing genre) for very young children picture books, usually having 800 words or less. Such books are printed on "white board" or "white art board" — which essentially is either pressed cardboard, with a white laminated surface and white fibers all the way through, or gray board, which contains gray fibers in the center layer.

The weight and "pt" (point) indicate thickness. Typical weights are usually 300 to 400 grams, with an 18 to 25 pt. thickness.

Board Books tend to fall into three groups: (a) spinoffs from TV shows, movies, or other well-known properties; (b) simple concept books created by publishers with no outside help or by authors who write to specifications; or (c) books originally published as hardcover picture books.

Authors submit a proposal as a children's book; the publisher makes the decision about whether or not to publish it as a Board Book. [Source, and for more information, go to : <http://www.underdown.org/board-books.htm>]

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## News Nugget

### Word of the Year...

... "fake news" -- selected in the annual word-of-the-year vote by the American Dialect Society for the expression that most reflected the zeitgeist of 2017.

The meaning of fake news shifted and expanded due to its repeated use by Donald Trump. "When Trump latched onto fake news early in 2017, he often used it as a rhetorical bludgeon to disparage any news report that he happened to disagree with," said Ben Zimmer, chair of the American Dialect Society's New Words Committee.

Fake news was nominated by the sixth-grade class of Academy I Middle School in Jersey City, NJ. [See: [americandialect.org/category/words-of-the-year/](http://americandialect.org/category/words-of-the-year/)]

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**General meetings** are held on the 4th Monday of the month, 6:30 p.m.

A **Marketing Support Group** for writers precedes the general meeting, from 5:30 to 6:30 p.m.

**Meeting Location:** the San Diego County Health Services Complex Bldg., 1st floor, 3851 Rosecrans Blvd., San Diego

**Visit our website for a map.**

Membership dues: \$36 / year

Guests: \$5 / meeting

**Board of Directors** (Term expires)

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***Mission Statement: The San Diego Writers and Editors Guild shall promote, support and encourage the writing arts for adults and youth.***

**Benefits of Membership.** SDWEG supports members and promotes the writing arts through: educational meetings with guest speakers on timely topics for writers; networking with writing/editing professionals; manuscript review services and the opportunity to submit your work for publication in the annual anthology; information about communitywide writing/editing classes, conferences and other events; links to writing and editing resources on the website; publicity for members' creative works on the "Members' Works" web page; and the opportunity to be included in the Speakers Bureau.

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