



Writers News

Volume 11, Number 12....December 2012

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Free Advertising

Your SCWA Newsletter wants to help promote your writing career. Many features are available to advertise your publishing accomplishments, future events, and services. Send your info to editor@ocwriter.com for inclusion in the Newsletter.

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SCWA President's Message

Larry Porricelli, SCWA President

On behalf of the SCWA Board of Directors, I'd like to wish everyone in the SCWA family a wonderful year-end holiday. I'm looking forward to an amazing 2013 as part of this fabulous group of writers.

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SCWA Planned Speaker Schedule

DATE	SPEAKER	SUBJECT or SPECIALTY
December 15, 2012	Brian Felsen	The E-Book Revolution / Evolution 101
January 19, 2013	Gene Del Vecchio	Creating Blockbusters
February 16, 2013	Jeri Westerson	Crossing Genres from History to Mystery
March 16, 2013	Patricia Fry	Book Marketing for the Reluctant Author
April 20, 2013	TBD	TBD
May 18, 2013	Peggy Lang	Editing and Memoirs
June 15, 2013	TBD	TBD
July 20, 2013	TBD	TBD
August 17, 2013	TBD	TBD
September 21, 2013	TBD	TBD
October 19, 2013	TBD	TBD
November 16, 2013	TBD	TBD

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Credit Card Processing

The SCWA is now accepting credit and debit cards at the monthly meetings. We hope you find this added convenience a true benefit.

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SCWA Monthly Meeting - December 15th Speaker

“The E-Book Revolution / Evolution 101”

Brian Felsen



The E-book has become the new paradigm for many authors to build a platform and sell their books. However, there are multiple platforms and ways to convert your manuscripts into electronic literary gold. Felsen will explain different types of eBooks, how to deal with and overcome formatting issues, and even how to include multimedia. Learn how to do it yourself, or what you should spend with a reliable company to do it for you.

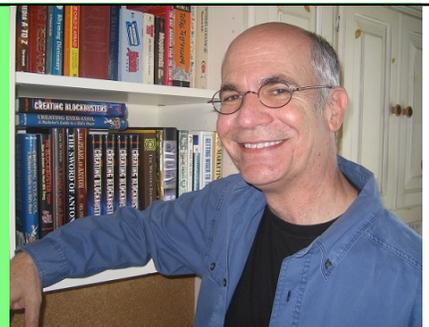
Felsen is President of BookBaby, CD Baby, and HostBaby. BookBaby digitally distributes the works of independent authors, poets, memoirists, and publishers, making their eBooks available to digital retailers worldwide (including Apple iBookstore, Barnes & Noble.com, Sony's Reader Store, and Amazon.com). CD Baby is the world's largest online distributor of independent music. Previous activities include composing several classical music works, creating poetry and plays, and producing an award-winning documentary film about Turkish military coups d'etat.

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SCWA Monthly Meeting - January Speaker Preview

“Guidelines for Creating Blockbusters”

Gene Del Vecchio



This talk outlines the essential principles needed to help you craft highly successful stories from engaging concept all the way through relatable characters and enticing action and humor. Based upon the insightful new book, *Creating Blockbusters!*, it includes new research that outlines what audiences expect from storytelling. It's as close as you'll get to the DNA of effective narrative to help you maximize broad audience appeal through marketable artistry. The book and talk offer a practical, 11-step program for developing screenplays, writing novels, and inventing other story-based franchises.

This talk will help you create narratives that...

- Effectively satisfy your audiences' core emotional needs
- Are aligned with trends and pop culture
- Have relatable and aspiring characters
- Entice a broad audience
- Are void of common development mistakes
- Are capable of extending into a full franchise that will last forever
- Are the foundation of a successful marketing program

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SCWA Monthly Meeting - November Meeting Highlights

“The Independent Author”

Brett Battles



Our speaker for November was author Brett Battles, who has written many novels in the mystery and action-adventure genres, and won many awards in the field of mystery, which is the largest selling genre in North America.

Certainly I could share with you his words about his style, or how he gets ideas, or even what time of day he writes.

But none of the usual issues writers speak to us about was as important as his story, and how he took his career in his own hands and became a success on his terms.

Talk about a writer’s dream, Mr. Battles was successful, sold many books, and was being published by one of the companies that every writer dreams about. But, something didn’t add up, and it wasn’t a big mystery, it was the fact that if he went out on his own, he would make more money even with less sales.

Mr. Battles took a chance, and decided to do one book of his as an e-book on his own. And he was modestly successful at first. But soon e-word had spread his talent and he was selling books all over the world, in markets where he had never been.

He realized his chance, and he realized that the market for books is much larger than anyone suspects. When he shared that realization, it was exciting, and I could see each person in the room with a light bulb over their collective heads.

The evidence was directly in front of us, and all of us were excited, for we realized here was a successful author, who had what many of us desire as writers, and he left that dream behind and forged ahead on his own, and became very successful.

He shared what money he made, and though it wasn’t millions of dollars, it was a darn good living. Best of all, Mr. Battles said, is that if someone reads anything of his, they probably will go and buy another of his older works.

He expanded his repertoire by writing big characters, with sequels and series, his formula is adults with big issues, just as for younger audiences, the Hardy Boys and Nancy Drew series excited and reached millions.

Mr. Battles took a chance and believed in himself. As writers, before we put the first word on the screen, we need to believe in ourselves, and to know that we can and will make it if we put our all behind it, as Mr. Battles did.

His story didn’t involve starving or bad circumstances, but it was so inspiring, because he is a writer who believes, and who showed that if we believe and if we work at it our dreams, we will make them come true.

The time has come where publishing is in our hands, and this issue ties in with the December speaker, Brian Felson, who is an expert on e-books and will share that with us “The E-Book Revolution/Evolution.

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SCWA Board of Directors

President Larry Porricelli
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Membership Information

Laura Long, membership@ocwriter.com

Meeting Reservations

Dava White, meeting@ocwriter.com

714-204-6500



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SCWA Sponsors

The SCWA gratefully acknowledges our sponsors:



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Events and Announcements

[The SCWA Information Disclaimer.](#)

Conferences

The 27th Annual Southern California Writers' Conference (and Retreat) in San Diego, Feb. 15-18, 2013. SCWA members will receive a **\$75.00 discount** if you register for the Los Angeles Writer Conference before Nov. 1, 2012! Receive yours by using the discount code **SCWA**.

Hotel: [Crowne Plaza Hanalei San Diego](#) 2270 Hotel Circle North, San Diego, CA 92108. Phone: (619) 297-1101. Discounted lodging rates are available to SCWC*SD conferees. Further details can be found on: www.writersconference.com.

SCWA Outreach

Suspense Magazine allows paid SCWA members to sign up for a lifetime membership.

The La Jolla Writer's Conference allows paid SCWA members to receive a registration discount year-round.

The Southern California Writers' Conference, held thrice annually in San Diego, Palm Springs, and Orange County, offers discounts to SCWA members who register early.

SPAWN allows paid SCWA members to sign up for a \$10 discount.

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SCWA Membership Opportunity

Now is the time to join the SCWA for 2013. If you join in 2012, you get the rest of 2012 and all of 2013 for the price of one year, a 25% savings. Contact Laura Long at membership@ocwriter.com, sign up on the website at www.ocwriter.com, or sign up at our monthly meeting.

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SCWA Members Directory

The SCWA offers a complimentary listing with all paid memberships. If you would like your contact information listed in the newsletter, please forward this information to the editor at editor@ocwriter.com.

Name	Primary Genre	Email	Web	Phone
Abbott, Pauline				
Baum, Lynnette		therightwriter@cox.net	the-right-writer.com	949-654-3891
Bayless, Jackie				
Bent, Pauline Chavez				
Berg, William				
Bergman, Leah				
Blake, Bill				
Bradbury, Mary		MDBradb@aol.com		714-960-9179
Brunelle, Gayle				
Christoff, Kathleen				
Crayne, Victory	Thriller/Mys/SciFi	victory@crayne.com	crayne.com	949-206-0922
Dmytryk, Luba				
Drucke, Carl				
Dunn, Polly		pollydunn@sbcglobal.net		714-306-8934
Farmer, Patty		Pmtfarmer@gmail.com		714-335-0040
Garcia, Jose Andres				
Glenn, Peggy				
Goldinger, Sharon		pplspeak@att.net	detailsplease.com/peoplespeak	949-581-6190
Harvey, Brennan		SCWA: webmaster@ocwriter.com		
Hess, Judd				
Hofmann, Lois Joy		loisjoyhofmann@yahoo.com	sailorstales.wordpress.com	858-483-3942
Izzo, Dan				
Jackson, Steven G	Thrillers	SCWA: editor@ocwriter.com	stevengjackson.com	
Jackson-Colando, Pat				
Jacobson, Don				
Jordan-Dardashiti, Irene				
Keck, Jim				
Kimbrough, Andrew				
King, Roy	Mainstream Fic	rsking3@verizon.net	authorrking.com	760-987-7870
Lehrer, Janine				
Lloyd, Rita Lee		rl_loyd@yahoo.com	ritaleelloyd.com	949-493-1625
Long, Laura		laura.a.long@cox.net	wordswortheditorial.com	949-246-3211
Long-Coyne, Linda				
Marsh, Sonia		sonia@soniamarsh.com	soniamarsh.com	949-309-0030
Marshall, Evelyn	Literary Fic	Evelyn@EvelynMarshall.com	EvelynMarshall.com	714-220-1882
Nguyen, Lyly				
Ocampo, Deanna				
Porricelli, Larry		SCWA: president@ocwriter.com		
Porter, Kathy		Kathy@grayguardians.com	grayguardians.com	562-431-0366
Quinn, Darlene	Mainstream Fic	Darlene@darlenequinn.net	darlenequinn.net	562-432-1280
Rynn, Glenda		grynn@cox.net		
Salava, Luke				
Sayers, Dirk				
Spence, Charla	Non-Fiction	SCWA: treasurer@ocwriter.com	CharlaSpence.com	
Spence, Leslie				
Thomas, Janis				
Thomas, Shirl		shirlth@verizon.net	http://shirlthomas.com	
Turner, Rita				
Westenhaver, Don	Hist Fic / Thrillers	donwestenhaver@roadrunner.com	donwestenhaver.com	714-994-1943
White, Dava		SCWA: meeting@ocwriter.com		714-204-6500
Williams, Mariana		mariana@marianawilliams.net	marianawilliams.net	
Young, Neil		celtic1100@yahoo.com		

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SCWA Members Marketplace

SCWA Members sell stuff. Here's where you can find what's published.

Author	Title	Year	Publisher	Format*	Purchasing Information**
Bennett, Veronica	<i>Happy New Year, Darling</i>	2003	Infinity Pub.	P,e	\$11.66 - A; \$1.99 - Kindle
Bennett, Veronica	<i>Stars or Stripes Fourth of July</i>	2011	Infinity Pub.	P,e	\$13.95 - A; \$3.43 - Kindle
King, Roy	<i>Symfonie Fantastique</i>	2011	Epiphany	P,e	\$14.94 - A; \$9.95 - Kindle
Lloyd, Rita Lee	<i>How to Survive in the 21st Century as a SSOFF</i>	2011	DSP	H, e	\$7.99 - K; \$11.66 - A
Marsh, Sonia	<i>Freeways to Flip-Flops</i>	2012	Gutsy Pub	P,e	\$11.09 - A; B&N; \$4.99 - Kindle
Marshall, Evelyn	<i>The Provider</i>	2012	Piper Press	P,e	\$15.95 - A; B&N; \$9.95 - Kindle, iPad
Porter, Kathy	<i>Gray/Guardians</i>	2006		P	
Porter, Kathy	<i>Earth's Ultimate Conflict</i>	2010	W N' W	P	\$3.50 - A
Quinn, Darlene	<i>Webs of Power</i>	2008	Emerald	H,P,e	\$24.95/\$11.66- A, B&N; \$4.99 - K
Quinn, Darlene	<i>Twisted Webs</i>	2010	Emerald	H,P,e	\$25.95/\$16.95 - A, B&N; \$7.69 - K
Quinn, Darlene	<i>Webs of Fate</i>	2011	Greenleaf	H,P,e,a	\$24.95/\$11.66 - A, B&N; \$7.99 - K
Spence, Charla	<i>Personal Healthcare Record (Adult)</i>	2011	Spence	P	\$19.95 - http://shop.charlaspence.com
Spence, Charla	<i>Personal Healthcare Record (Child)</i>	2011	Spence	P	\$19.95 - http://shop.charlaspence.com
Thomas, Janis	<i>Something New</i>	2012	Berkeley	P,e	A - \$10.99, \$9.99 - K
Westenhaver, Don	<i>The Whiplash Hypothesis</i>	2008	Amazon	e	A - www.donwestenhaver.com
Westenhaver, Don	<i>The Red Turtle Project</i>	2008	Xlibris	P,e	A - www.donwestenhaver.com
Westenhaver, Don	<i>Nero's Convert</i>	2008	Xlibris	P,e	A - www.donwestenhaver.com
Westenhaver, Don	<i>Alexander's Lighthouse</i>	2012	Amazon	P,e	A,K - www.donwestenhaver.com

* - H = hardcover; P = paperback; e = eBook; a = audio.

** - A = Amazon.com; B&N = Barnes&Noble.com

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SCWA Members Projects

SCWA Members write stuff. Here's what some of us are up to.

Victory Crayne writes novels in three genres: espionage thriller, mystery, and science fiction. Usually in all 3 at the same time. She's currently in the rewriting phase of *Reluctant Spy*, which she hopes to self-published in 2012 as an ebook, and later in print format.

Steven G. Jackson has three thriller novels in various stages of development: *The Megalomania Gambit* (in marketing), *The Zeus Payload* (in marketing), and *The Lamia Transmutation* (in early-stage writing).

Evelyn Marshall, fresh off completing *The Provider*, will have another novel, *The Way They See*, out in a few months.

Darlene Quinn will be releasing *Unpredictable Webs* in May.

Don Westenhaver specializes in historical fiction novels which commingle actual historical figures and events with fictional characters. He just completed his fourth novel, *Alexander's Lighthouse*, which takes place in Alexandria Egypt during the first century AD, and an agent is reading it.

Mariana Williams is Producer of Long Beach Searches for the Greatest Storyteller. In its second season, this event is held at the Long Beach Playhouse. Facebook Fan Page: LB Searches, www.marianawilliams.net/wince-worthy-tales.

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SCWA Members Services

SCWA Members know how to do stuff. Here's where you can find the services they offer.

<u>SCWA Member</u>	<u>Services Offered</u>	<u>Contact Information</u>
Jackson, Steven G Thomas, Shirl	Business Writing, Reviews, Ghostwriting Editing	see directory see directory

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How to Choose a Ghostwriter

by Lynette Baum

Many people need help when writing books, speeches, ads, and autobiographies or other professional written works. Using a ghostwriter is a timesaving way to get the job done, while supervising script development. Here are a few keys to choosing a ghostwriter that is a positive fit.

Love the Project – Writers always write better about topics they really care about. Pre-screen prospective ghostwriters. Make sure you're on the same page with topic fascination.

Experience Counts – Make sure your ghostwriter is a true professional. Review their writing history and references. Then, sit down and talk details. Your expectations must line up with their expertise.

Stick to your Budget – Ghostwriters are available with a broad pallet of skills and expertise. And, you really do get what you pay for! Make sure you know exactly what you can afford and stay under that financial bar.

In the last few minutes of the movie "*Field of Dreams*," Kevin Costner, frustrated and unfulfilled, said, "I've done everything you wanted and I never asked, 'What's in it for me?' Well, 'What's in it for me?'" Most ghostwriters come from the same place.

They want money. Plain and simple.

The average ghosted book is assigned as *Work-for-Hire* for between \$15,000 and \$40,000, by average industry standards.

The good news is that, once your ghostwriter is finished, you own the results. And, believe me, it is your work. No ghostwriter came up with the concept. No ghostwriter spent hours hammering out storyline details. No ghostwriter paid for the labor. This is your baby and you deserve the credit.

So, get a good ghostwriter, make sure that your minds are in harmony, and provide the leadership to see your project through.

With an excellent ghostwriter, you can achieve your dreams!

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SCWA Monthly Meeting - November Meeting Highlights (cont.)

I urge everyone to visit Mr. Battles website, www.brettbattles.com, and read his bio, and see how he answers some questions.

But more than a visit to his site, commit yourself to hear the speaker on e-books for December, and make a commitment to yourself to believe in you, and to go for it.

We are all in this, and each of us are unique writers with different dreams and stories, and we see among us quite a good number who have been published and are selling books. That is so exciting, and as a group, this is our purpose - to inspire each of us to do our best, to go forth, and to cheer each other on and help each other realize our dreams.

I was at a book signing this past week in Laguna Beach by one of our members, and it is just damn exhilarating to see someone you know with their book on display. I have read all of you that have brought your work to my awareness, and I have loved every work, and they are surely varied, from women in fashion, to murder and mystery, to great science fiction, to finding about being a single woman, and even to obtain a logical and orderly way to keep family medical records!

Writers, we are successful, we are diverse, we are doing what writers need to do and are able to do in this day and age – be successful on our terms.

Writers, I have attached some information from Brett Battles, but more so, as we go to the holiday season, put the next meeting on your schedule, hear about the in and out of e-books, and let us charge into the new year with belief that it is our time!

Goonies never die!

PS – Don't forget that at our December meeting we will have a fantastic meal, and also exciting gifts, surprises, and fun for everyone! And of course, a great speaker! Thank you to Victory Crayne, for the year has been a great one with speakers she has found for us, and we have all grown and been touched by every one of them!

Below is some great Q & A from his website.

Q. What is your process for writing a novel? Where do you get your inspiration?

Let's tackle the inspiration question first. Simple answer: I get it anywhere and everywhere.

I could be walking down the street and see a couple arguing. I might wonder what the argument is about, but instead of eavesdropping, I'll make something up. Maybe then other questions pop into my mind. Before I know it, I might have the idea for a book. As for my process, I'll take that idea, wherever it came from, and let it roll around in my mind for a while. Then, when I feel I'm ready, I'll sit down and start writing. Often I'll jot a few notes down first, maybe even create a bullet list of story points, but I'm not an outliner. Outlining kills the process for me. I enjoy the surprises I come across as I write.

Once I'm done with a draft, though, the most important part of writing a story begins for me. That's rewriting. I love the rewrite. It's when you make things come alive. When you cut unnecessary weight, and add in those sentences here and there that tie everything together. To me that's the magic time.

Q. How do you create the characters in your stories?

They kind of crop up when they're needed. Sometimes they'll only give me a peek into their personality when I first think them up, while other times they'll come to me whole. What is most important to me is that no character, no matter how small, is just a cardboard cutout. The reader might not see much about the character, but I know there is more there to each of them.

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SCWA Monthly Meeting - November Meeting Highlights (cont.)

Q. Tell us about your influences, and how you came to be a writer?

I'm not sure exactly when the idea came to me that I wanted to be a writer, but I do remember that as early as fifth grade I would tell people that's what I was going to do. (Little did I know how much work it would take and how long it would be before I fulfilled that dream.)

But I guess the inspiration to be a writer came from my love of reading. I can thank my parents for that. They are both huge readers. I can remember that every night after my dad came home from work, he would read for an hour or so, while the chaos of our household unfolded around him.

He was a huge sci-fi fan, so, naturally, I also became one. I read as much as I could by masters of the genre like Robert Heinlein, Arthur C. Clarke, and Isaac Asimov, and works by lesser known, but equally talented writers, like James White.

As I grew older, my tastes expanded. I didn't completely quit reading sci-fi, but I did branch out. I think I read almost everything by Alistair MacLean, and Jack Higgins. And I also read a little book called BLACK SUNDAY by Thomas Harris several times. While science fiction stories were often thrillers, MacLean, Higgins, and Harris exposed me to a different kind of thriller—those set in our world, in our time.

Those weren't the only authors who influenced me, but they were some of the most important. Still, it would be a mistake to leave out two other authors who have had a huge effect on me. The first is Stephen King. THE STAND is a book I've read over half a dozen times. And THE DARK TOWER series is simply brilliant.

The second is the late Graham Greene. There is a sadness to Greene's work that grips me and pulls me in. And he does it all with a simple, sparse style that I admire. If you haven't read Graham Greene before, you should give him a shot. Try THE QUIET AMERICAN, or THE HEART OF THE MATTER, or OUR MAN IN HAVANA.

Larry Porricelli, President

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SCWA Information Disclaimer

The SCWA receives information on various services, writing contests and events. As a courtesy, we will forward the information to our members. Unless otherwise indicated, the SCWA does not discourage, encourage or recommend any of the services, contests or events. Many of these services, contests and events cost money; therefore, we recommend that you evaluate the opportunities based on your individual situation and interest. Because of our membership email protection policy, please do not forward information to the general membership directly. We request that all members forward any information to the SCWA President for approval and forwarding to the membership.

SCWA members wishing to share appropriate writing-related information and resources are welcome to do so via the SCWA Facebook page or the SCWA discuss@ocwriter.com discussion board. The SCWA Newsletter Editor will determine the information to be contained in the SCWA on-line newsletter which is primarily used for official SCWA information.

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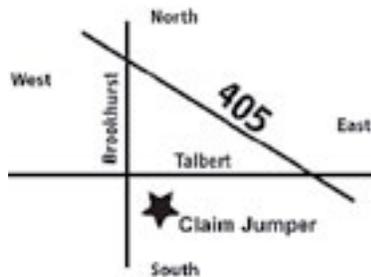
SCWA Monthly Meeting Information and Map

Meeting Location:

Claim Jumper Restaurant

Banquet Room entrance, rear of building
18050 Brookhurst St., Fountain Valley, CA
Restaurant telephone: (714) 963-6711

Registration & Networking: 9:30 a.m.
Meeting: 10:00 a.m.
Lunch: 11:30 a.m.
Afternoon Program: 12:30 p.m.



Meeting Fees (cash or check only)

Reservation Type	SCWA Member	Student	Others
RSVP by Early Bird Date	\$25	\$15	\$30
RSVP after Early Bird Date or Walk-In	\$30	\$15	\$35

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