



Writers News

Volume 11, Number 7.....July 2012

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New SCWA Newsletter Features

We've added three new sections to the SCWA Newsletter (Members Marketplace, Projects, and Services) to add more value to SCWA Membership. We've also added "genre" to the directory. See each section for the information we're looking for. Send your contributions to editor@ocwriter.com.

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SCWA President's Message

Larry Porricelli, SCWA President

Greetings fellow writers. We've made a policy change that might impact a few of you. SCWA will no longer accept any 'Standing RSVPs' for meetings. Each member must RSVP for any meeting they wish to attend using the following methods:

- Regular mail
- Email to Meeting@OCWriter.com
- [OCWriter.com](#) Contact Us page
- SCWA Facebook group
- SCWA Meetup group

The Early Bird discount rate of \$25 only applies to members who RSVP by the specified date each month. This will help make make the SCWA more efficient in dealing with our host venue.

Don't forget our Sizzling Summer Savings promotion going on. Check it out: [Sizzling Summer Savings](#).

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SCWA Planned Speaker Schedule

DATE	SPEAKER	SUBJECT or SPECIALTY
July 21, 2012	Mariana Williams	How to Use Storytelling & Memoir in Fiction
August 18, 2012	Penny Sansevieri	Internet Marketing
September 15, 2012	Dennis Palumbo	The Three Cosmic Rules of Writing
October 20, 2012	Paul Williams	His Songs
November 17, 2012	Brett Battles	Mystery Writing
December 15, 2012	Panel of SCWA Members	TBD
January 19, 2013	TBD	TBD
February 16, 2013	Jeri Westerson	Medieval Historical Mysteries
March 16, 2013	Patricia Fry	Marketing and Platform for the Novelist
April 21, 2013	TBD	TBD
May 18, 2013	Peggy Lang	Editing and Memoirs
June 15, 2013	TBD	TBD

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SCWA Monthly Meeting - July 21st Speaker

“SCWA Storytelling / Memoir”

Mariana Williams



In 2003, Mariana Williams traded piano keys for alphabet keys and put her life experiences to paper, beginning the Veronica Bennett series with *Happy New Year, Darling!* (her pen name, Veronica Bennett) and followed up with the sequel, *Stars or Stripes 4th of July*, which won a 2011 National Indie Excellence Award for Chick Lit. Her life experiences as a musician and comedy promoter prepared her for writing three novels in the series (*Easter Week at Camp Obnoxious* comes out in 2012). Falling into accidental crime, always on the verge of a scheme, and ready for love, Veronica keeps the reader on the edge of her seat.

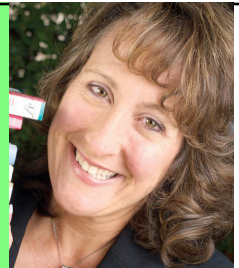
Never preachy, always witty, Mariana’s observations keep the reader turning pages; each novel ends with a surprising dénouement. In March of 2010, Mariana was a Moth Grand Slam finalist in the acclaimed story-telling competition held in Los Angeles. Her life experiences have led her to pen *Wince-worthy Tales—True Stuff That Happened To Me*, which is recorded live and available on CD. She lives in Southern California with husband Paul (yes, *that* Paul), and fills the empty nest with two cats. Mariana says, “I draw inspiration from my husband’s lyrics and humility from my two kids’ antics. Mainly, I’m honored to be a part of all three of their lives.”

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SCWA Monthly Meeting - August Speaker Preview

“Book Marketing”

Penny Sansevieri



Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc. (AME), is a best-selling author and internationally recognized book social media marketing, book marketing, and media relations expert. Her company is one of the leaders in the publishing industry and has developed some of the most leading-edge book marketing campaigns. Her company researched, developed and implemented the first comprehensive Internet publicity campaign called The Virtual Author Tour™. In 2008 AME had ten books hit the bestseller list (New York Times, Wall Street Journal, and USA Today).

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SCWA Monthly Meeting - June Meeting Highlights

“Ghostwriting”

Claudia Suzanne



How would you like to write five to seven books a year and earn \$40,000 - \$75,000 each? Great, right? What if you couldn't tell anyone your titles because you're invisible and *must* remain so? Claudia Suzanne materialized at SCWA in June and presented “Ghostwriting, Editing.” Her *Secrets of a Ghostwriter* is the only textbook on ghostwriting.

Why does this field exist? Ms. Suzanne says, “Eighty-one percent of the American public thinks they have a book in them.” However, Ms. Suzanne quoted a psychiatrist as saying, “Most people are not capable of talking enough to sustain psychoanalysis.” In Ms. Suzanne's experience, 25% of her clients have a story, life, or idea they wish to expound and may have a portion of it on audio file. The other 75% bring a manuscript.

Most clients come from positions of wealth, authority, or fame. Our presenter declares that ghostwriting is recession proof because “buyers have that kind of money.” She finds potential clients at gatherings of “groups with disposable income” [Read: rich]. Her portfolio includes information on who she is, her endorsements, a listing of the kinds of books she's written and their outcomes—such as films or awards, and their current status. Some clients allow the ghost to be listed in the acknowledgements.

A ghostwriter needs “a hell of an ego” because this affluent clientele *expects deference* and “they may have unrealistic ideas of how [their book] should go.” The writer has “to take charge and lead authors by the hand.” He must also know the book industry, the advantages and disadvantages of self-publishing, and be skilled in his craft. Lastly, the ghostwriter must not spin too many of his ideas into the story; it *is* the client's book, after all.

Ms. Suzanne charges \$500 to read a client's material and prepare her analysis and recommendation (A & R). The point of this phase is finding the **gold** —the most valuable aspect--and ignoring the problems. And, yes, “there is gold in every manuscript.” After isolating this unique factor, Ms. Suzanne re-structures the other material to best reflect it. She reduces the author's manuscript to a one-page chart or plot map. The make-or-break moment: If the client does not agree with this A & R, Ms. Suzanne says thanks, but no thanks. See ya.

If the client does agree, he must pay Ms. Suzanne one-half of her total fee at this point. The final one-half is to be paid upon delivery. However, she will take a payment plan, even a credit card.

Ms. Suzanne, formerly a professional drummer, sets about capturing her client's voice and rhythm manifest in his “tells,” vocabulary, pacing, “colors,” intent, and perspective. *Tells* are phrasings that are unique or characteristic. For example, since all CIA agents have been pilots, they never use the words *plane* or *vehicle* but only *airplane* or *aircraft*. Even if a term becomes repetitive, the author's voice must be consistent. With one client, Ms. Suzanne frequently used “in terms of” because it was the clarification he favored. When another client described a key situation with this line, “It looked as if I'd just walked onto a set of a Clint Eastwood film,” she had to use it without elaboration. A ghost must also be prepared to include some aspects of sex or love, a factor in books that sell well.

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SCWA Board of Directors

President..... Larry Porricelli
VP, Programming Victory Crayne
VP, Meetings Dava White
VP, Membership Laura Long
Treasurer Charla Spence
Webmaster..... Brennan Harvey
Newsletter Editor Steven Jackson

Non-Voting

Ambassador Linda Coyne
Newsletter Speaker Reporter Glenda Rynn
Mailing List Manager Victory Crayne

Membership Information

Laura Long, membership@ocwriter.com

Meeting Reservations

Dava White, meeting@ocwriter.com

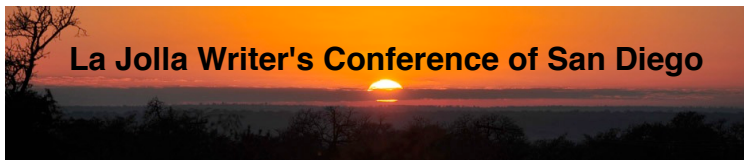
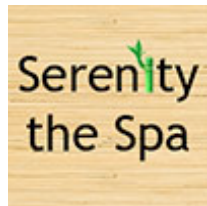
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SCWA Sponsors

The SCWA gratefully acknowledges our sponsors:



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Events and Announcements

[The SCWA Information Disclaimer.](#)

Good Stuff

Evelyn Marshall's *The Provider* received a finalist award in the category of Literary Fiction by the 2012 International Book Award contest.

Conferences

Michael Steven Gregory has extended the discounts for Southern California Writer Conference! SCWA members will receive a \$75.00 discount until July 1, 2012, and if you miss that deadline you will still receive a \$50.00 discount if you register before August 1, 2012. Use the promo code SCWA.

The Hyatt Regency Newport Beach hotel is the site of the conference. Special discount rates are available to SCWC conferees.

SCWA's own Darlene Quinn is on staff!

"So whether you're a writer just starting out, a writer looking to get professional feedback on your work, a writer at the ready, or a writer simply wanting to hang with other writers, join us for the Tenth Annual Southern California Writers' Conference *LA (in Newport Beach), Sept. 21-23, 2012". Go to <http://www.writersconference.com/la/registration> to register.

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.

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

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SCWA Lottery Winners

For the Summer, we've decided to do a different type of lottery called 'Dollar Days'. Anyone wishing to play simply places one dollar with their name written on it into the pot. One lucky person wins the entire pot.

Congratulations to Laura Long who won the June 'Dollar Days' Jackpot.

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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
Baum, Lynnette		therightwriter@cox.net	www.the-right-writer.com	949-654-3891
Crayne, Victory	Thriller/Mys/SciFi	victory@crayne.com	www.crayne.com	949-206-0922
Dunn, Polly		pollydunn@sbcglobal.net		714-306-8934
Farmer, Patty		Pmtfarmer@gmail.com		714-335-0040
Goldinger, Sharon		pplspeak@att.net	www.detailsplease.com/peoplespeak	949-581-6190
Harvey, Brennan		SCWA: webmaster@ocwriter.com		
Hofmann, Lois Joy		loisjoyhofmann@yahoo.com	sailorstales.wordpress.com	858-483-3942
Jackson, Steven	Thrillers	SCWA: editor@ocwriter.com	web.me.com/stevejackson4/Writer	
King, Roy	Mainstream Fic	rsking3@verizon.net	www.authorrhking.com	760-987-7870
Lloyd, Rita Lee		rl_loyd@yahoo.com	www.ritaleelloyd.com	949-493-1625
Long, Laura		laura.a.long@cox.net	www.wordswortheditorial.com	949-246-3211
Marsh, Sonia		sonia@soniamarsh.com	soniamarsh.com	949-309-0030
Marshall, Evelyn	Literary Fic	Evelyn@EvelynMarshall.com	www.EvelynMarshall.com	714-220-1882
Porricelli, Larry		SCWA: president@ocwriter.com		
Porter, Kathy		Kathy@grayguardians.com	www.grayguardians.com	562-431-0366
Quinn, Darlene	Mainstream Fic	Darlene@darlenequinn.net	www.darlenequinn.net	562-432-1280
Rynn, Glenda		grynn@cox.net		
Spence, Charla	Non-Fiction	SCWA: treasurer@ocwriter.com	www.CharlaSpence.com	
Stoklosa, Tony		tonystoklosa@hotmail.com		
Young, Neil		celtic1100@yahoo.com		
Westenhaver, Don	Hist Fic / Thrillers	donwestenhaver@roadrunner.com	www.donwestenhaver.com	714-994-1943
White, Dava		SCWA: meeting@ocwriter.com		714-204-6500
Williams, Mariana		mariana@marianawilliams.net	www.marianawilliams.net	

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SCWA Members Services

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

SCWA Member	Services Offered	Contact Information
Crayne, Victory	Editing of Fiction and Memoirs	see directory
Jackson, Steven	Business Writing, Reviews, Ghostwriting	see directory

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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
Marshall, Evelyn	<i>The Provider</i>	2012	Piper Press	P	\$15.95 - PiperPress.com ; A; B&N
Quinn, Darlene	<i>Webs of Power</i>	2008		e	\$9.95 - soon on Kindle, iPad
Quinn, Darlene	<i>Twisted Webs</i>	2010		H,P,e	A, B&N, Indie stores
Quinn, Darlene	<i>Webs of Fate</i>	2011		H,P,e	A, B&N, Indie stores
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
Westenhaver, Don	<i>The Whiplash Hypothesis</i>	2008	Amazon	e	A - www.donwestenhaver.com
Westenhaver, Don	<i>The Red Turtle Project</i>	2008	Amazon	P,e	Xlibris, A - www.donwestenhaver.com
Westenhaver, Don	<i>Nero's Convert</i>	2008	Amazon	P,e	Xlibris, A - 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 hope to self-published in 2012 as an ebook, and later in print format.

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

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 Monthly Meeting - June Meeting Highlights (cont.)

Like any writer, Ms. Suzanne has to revise static phrasing or “death.” A simple example is rewording “He took a walk to the store” to “He walked to the store.” She said that Jane Austin’s and William Faulkner’s work are too slow and wordy to get published today.

One advantage of ghostwriting, besides the money, is that you are invisible if your author is negatively viewed or arrested for fraud (one client was). One person turned her book into a Ph.D. dissertation. Also, you “can work faster because you don’t have a financial investment” in the book.

The disadvantages are that you cannot tell anyone, much less publicly celebrate, when your writing wins awards, and ego clashes between you and the author can be expensive—because he has a lawyer. “The guy with the money’s always going to win.”

Other rules not mentioned earlier are make a client happy (a publisher may have referred him to you), get paid, read the manuscript before you quote a price, and don’t take a project that’s been “initiated by an outside party” on a celebrity.

Ms. Suzanne delineated four levels of editing: 1) Content: for “slinky flow and good progression,” elimination of “stoppers,” and “page turners” for chapter endings; 2) Line editing: for clear and vigorous communication, “nothing blah or ambiguous”; 3) Copy editing: for syntax, grammar, punctuation, vocabulary (are they real words?), spacing, use of appropriate style guide, usually Chicago Manual of Style, not Modern Language Association (MLA); 4) Proofreading: for catching little mistakes, by someone unfamiliar with the author’s voice. Ms. Suzanne says she has in-house persons for these improvements.

The speaker teaches ghostwriting by means of Skype or Google Talk and the telephone. Our Victory Crayne, her student, says it’s graduate school level. Included is instruction on how to code a manuscript so that it may translate into other styles or formats. See <http://claudiasuzanne.com>.

Glenda Brown Rynn, reporter

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The SCWA Bookshelf

Books on the Craft of Writing, Recommended by Our Speakers

Our wonderful speakers often recommend books on the craft or business of writing. Here is a sampling of recent suggestions.

From **Deborah Pratt**:

<i>Worlds of Wonder - How to Write Science Fiction and Fantasy</i>	(David Gerrold)
<i>Stein on Writing</i>	(Sol Stein)
<i>The Writer's Journey (2nd Edition)</i>	(Christopher Vogler)
<i>Getting the Words Right</i>	(Theodore A Rees Cheney)
<i>The Art of Fiction</i>	(John Gardner)
<i>The Comic's Tool Box</i>	(John Vothaurus)
<i>The 8 Characters of Comedy</i>	(Scott Sedita)
<i>Creating Unforgettable Characters</i>	(Linda Seger)
<i>Making a Good Script Great</i>	(Linda Seger)
<i>From Script to Screen – the Collaborative Art of Film Making</i>	(Linda Seger w/ Edward Jay Whetmore)
<i>Save the Cat (1 & 2)</i>	(Blake Snyder)
<i>The Playwright's Handbook</i>	(Frank Pike & Thomas Dunn)
<i>Adventure in the Screen Trade</i>	(William Goldman)
<i>An Empire of Their Own</i>	(Neal Gabler)
<i>The Big Picture</i>	(Edward Joy Epstein)

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SCWA Book Exchange

The SCWA is offering its members the opportunity to bring and drop off books (any subject) at meetings. Any attendee may take any number of books home for free. Leftover books will be donated.

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Sizzling Summer Savings

Buy one, get one half off.

As a Member of SCWA, you can bring a friend to any meeting in June, July, or August for half price. Simply RSVP with the promotion code by the early bird deadline.

The code for July is: SANDCASTLE

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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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