



Southern California Writers Association

Writers News

Volume 11, Number 9.....September 2012

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SCWA President's Message

Larry Porricelli, SCWA President

Do you remember the movies, *Support Your Local Sheriff*, and the sequel, *Support Your Local Gunfighter*? I have another sequel idea along the same lines: **Support your local writer.**

For us, that includes each member of the SCWA.

When you see an opportunity to support a fellow member at a book launch or signing, with a review, or with a kind word or post on a social media site, I encourage you to do what you can to help your fellow SCWA member reach their writing goals.

Another way to support them is to "like" our fellow writers on their Facebook Fan Page. Several of our speakers have suggested we create these to feature our writing on Facebook, as opposed to using our profile pages for our profession. Many of our members have them, and perhaps more shall soon. The number of "likes" these pages have help show agents, editors, publishers, and other writing professionals that we have a following, which can be important as we navigate the tricky waters of publishing today.

At last month's meeting, Darlene Quinn, Kathy Porter, Charla Spence, Janis Thomas, and Steven G. Jackson all acknowledged having Facebook Fan Pages. Sonia Marsh also has one. Let's all do three things in support of each other.

If you have a Facebook Fan Page, send our editor (editor@ocwriter.com) a note so we can feature that info with our SCWA members.

If you don't have one yet, let us know when you create one.

Go visit every SCWA member Fan Page and "like" it. If you have your own fan page you can "like" it from there. If not, you can use your profile page to "like" it.

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SCWA Planned Speaker Schedule

DATE	SPEAKER	SUBJECT or SPECIALTY
September 15, 2012	Dennis Palumbo	The Three Cosmic Rules of Writing
October 20, 2012	Paul Williams	Songs, etc.
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	Book Marketing for the Reluctant Author
April 21, 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

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SCWA Monthly Meeting - September 15th Speaker

“The Three Cosmic Rules of Writing”

Dennis Palumbo



Everyone knows there are no real rules for writing...except, at the risk of seeming immodest, these Three Cosmic Rules: 1) You are enough; 2) Work with what you're given; and 3) Writing begets writing.

Using examples from my own years as a writer in a number of genres, as well as anecdotes from my 25 years treating writers in my private practice, my talk will use these underlying rules to address such issues as writers block, procrastination, fear of rejection and a host of other creative struggles. Moreover, there'll be plenty of time after my presentation for Q and A.

I hope attendees will check out my book on the psychological issues with which all writers struggle, called *Writing From the Inside Out*. It will be available for sale at the event.

For the whodunnit fans among you, *Mirror Image* and *Fever Dream*, the first two novels in my series of mystery thrillers, will also be available for sale.

My website is www.dennispalumbo.com.

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SCWA Monthly Meeting - October Speaker Preview

“Songs, etc.”

Paul Williams



This month we will take a break from our usual fare of book writing and the business of writing to listen to one of America's great song writers.

Paul Williams (Music and Lyrics) is an Oscar, Grammy and Golden Globe winning Hall of Fame songwriter. “We’ve Only Just Begun,” “Rainy Days and Mondays,” “You and Me Against the World,” “An Old Fashioned Love Song,” “I Won’t Last a Day Without You,” and “Let Me Be The One” are among his timeless standards.

His songs have been recorded by such diverse musical icons as Elvis Presley, Frank Sinatra, Willie Nelson, Ella Fitzgerald, David Bowie, Ray Charles, R.E.M., Tony Bennett, Sarah Vaughn, Johnny Mathis, Luther Vandross, and Kermit the Frog.

Paul is the president of ASCAP, the American Society of Composers, Authors and Publishers at <http://ascap.org>.

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SCWA Monthly Meeting - August Meeting Highlights

“Internet Marketing”

Penny Sansevieri



Can the necessary beast of social media be kept from eating all your time as you shepherd your book through its forests? Yes, says Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc. (AME), who generously explained how to utilize and control innovative social media marketing, assisted by a slideshow and handouts.

Once you’ve done all the research on which social media are best for you, defined your message, and set up a tight marketing plan, you don’t have to spend a lot of time on media. Ms. Sansevieri says she spends only fifteen minutes a day on this task.

Writers tend to forget that getting others to read your work is a business. (“Do your research before opening up your yogurt store.”) You should start publicizing your book six to eight months prior to publication. Without this groundwork, you’ll sell about 100-150 books and then be forgotten.

First of all, just as “Jobs created the computer he wanted,” you need to “write the book you want to read.” Make it “so unbelievably good (and edited) that people can’t put it down.” Later, don’t say or even think, “I want you to buy my book.” The point is what can this book **do** for them? What emotions or needs would drive others to buy it? Think now of unique words/terms that can personify or pinpoint your book’s appeal. These defining terms will bring people’s searches to your site. [Emily Brightwell always uses the word *Victorian* in the subtitle of her cozy mysteries.]

Ms. Sansevieri’s research says authors tend “to market for 90 days and then give up.” She cautions that marketing efforts take 6-12 months before you see results. “If you don’t get feedback on your message and brand right away, don’t change [them].” In time, a publisher may pick up your self-published book. Consistency will keep you on course. If you drop out, that’s like not showing up at your own party. “If you abandon social media, why should followers hang in?”

Set up a homepage for your book of 250 words at most because more is confusing. Of course, you also need your own website where you can blog, post photos or quotations at least once a week. Immediately test to establish that all your electronic systems work well. Read *Blogging for Business* by Holtz and Demopoulos [see also bloggingforbusinessbook.com]. Ms. Sansevieri suggests writing several blogs in advance to stay ahead. Limit all blog entries to 300 words. The best traffic hours are Wednesdays, 8 PM—7AM.

Identify three to five other authors in your market with similar books. Get full names, book titles, dates of release, URLs, contacts for email, and a list of blogs and other sites where these authors have been featured. Avoid well-known ones because those household names probably won’t network with you. Begin to establish a relationship by following their blogs, etc., and posting one to five responses a week. People who like your comments will be able to find your site or address because your email address gets embedded. “Approve the comments that go onto your blog.”

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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

Newsletter Speaker Reporter Glenda Rynn
Mailing List Manager Victory Crayne

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.](#)

Good Stuff

Sonia Marsh's *Freeways to Flip-Flops* is now available at her website, Amazon, and Barnes & Noble in paperback or as an e-book.

Conferences

The Southern California Writer Conference is Sept. 21-23, 2012. 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 Elections

Elections for 2013 SCWA Board of Director positions will be held during the October meeting. All positions will be elected, and, at a minimum, the current VP of Programming isn't running. If you are interested in serving and running for any of the Board positions, please contact Larry at:

president@ocwriter.com.

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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	the-right-writer.com	949-654-3891
Crayne, Victory	Thriller/Mys/SciFi	victory@crayne.com	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	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 G	Thrillers	SCWA: editor@ocwriter.com	stevengjackson.com	
King, Roy	Mainstream Fic	rsking3@verizon.net	authorrhking.com	760-987-7870
Lloyd, Rita Lee		rl_loyd@yahoo.com	ritaleelloyd.com	949-493-1625
Long, Laura		laura.a.long@cox.net	wordswortheditorial.com	949-246-3211
Marsh, Sonia		sonia@soniamarsh.com	soniamarsh.com	949-309-0030
Marshall, Evelyn	Literary Fic	Evelyn@EvelynMarshall.com	EvelynMarshall.com	714-220-1882
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		
Spence, Charla	Non-Fiction	SCWA: treasurer@ocwriter.com	CharlaSpence.com	
Stoklosa, Tony		tonystoklosa@hotmail.com		
Young, Neil		celtic1100@yahoo.com		
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	

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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 G	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
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
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 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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My Experience with Marketing

by Evelyn Marshall

I had mentioned my marketing plan to Larry and he told me to write it up for the members. I did so on the FB page. Since then, members are expressing their interest in learning how my marketing plan works out. For those of you who are unfamiliar with the plan, here it is again.

I scratched the idea of mailing flyers. Even the most gorgeous are tossed out, unread.

I scratched the idea of dumping thousands of dollars into a PR person for unknown results. (I know one member spent \$18,000 over a two-year period to no avail, and another member went through several PR people before finding an effective one. Even so, spending \$\$\$\$).

I scratched the idea of being a conference vendor and never earning enough profit to cover the registration, booth, and hotel expenses. (USC Festival of books: I sold \$800 worth of books, but expenses were \$1500).

Instead, I found a niche and sent out complimentary copies to regional officers in key organizations within that niche; they have book clubs. I expressed the hope in a cover letter for their review of the book and then send that review via newsletters, meetings, and word-of-mouth to their book clubs.

It's all about the trickle down principle through their networks. I sent out over 90 books. That's only about \$1000.

My second book, in the formatter's computer now, does not cater to a niche. But I have saved the addresses and will repeat the process, sending out complimentary books again to these organizations for all their book clubs.

So far, word is coming back to me about liking the book, crossing paths with other promoters of it, and sending it on. The trickle down process will take about six months.

Note: the Brooklyn/Long Island Region alone has 68 book clubs.

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SCWA Board Meeting

The SCWA Board of Directors met on August 26, 2012. Here are the approved decisions:

1. The SCWA will investigate getting a business license.
2. Our primary goal for the remainder of 2012 is to end the year with a 25% increase in paid members for 2013. As a reminder, members who join in October, 2012, receive 15 months for the price of 12. Considering the low cost (\$30) to join, and the value it brings, we look forward to growing the SCWA this year.
3. The Newsletter will now be sent to a wider audience, including our Facebook and Meetup groups.
4. Our Meet-up group will be allowed to attend the October meeting at the member discount rate.

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Successful Book Promotion Starts Before Your Book

By Patricia Fry

Don't put the cart before the horse. By this I mean, don't produce a book and then start trying to figure out how to promote it. Sure, this works for someone who is savvy, flexible and willing to work hard in order to sell copies of their book. Where it doesn't work is when the author is clueless about what it takes to promote a book and basically reluctant to go out of his way to do the work.

If you can write, you can write a book. Some authors can even write a worthwhile book. Certainly, anyone can publish a book. There are many companies that make it super easy—just give them money and they will hand you a few copies of your bound book. Whether the book is professionally edited, has a decent cover and a look of quality might be questionable. Authors should know what they are doing when they begin to consider publishing their books. This is the area where many of them make their second batch of mistakes.

Among those authors who make it through the writing, editing and publishing of a book—no matter the quality book they now hold in their hands—there are way too many who are ill-prepared for the next crucial step on their journey: Marketing the book.

I hear from newly published authors every week who are confused, overwhelmed and/or even disheartened when they realize that they are responsible for promoting their books. They are astounded to discover that their work, up until now, was easy compared to the challenges they currently face. They don't know where to start and where they will get the time to pursue this activity. Some have a strong distaste for blatant self-promotion. And for many, their books never get a chance in the marketplace because the author just can't or won't do the work that is necessary.

Although the task of book promotion comes after the writing, editing and publishing of a book, it should be one of the first things an author thinks about, explores, studies, researches and even begins to pursue. You should have a very good idea about what successful book promotion for your particular book entails way before bringing it out. And you should start setting the scene for your book promotion efforts before you ever publish a book.

You've heard of platform, haven't you? Your platform is made up of the things you need in order to successfully promote your book. This would include marketing ideas, connections, skills and abilities related to the successful promotion of your particular book. You need an audience. You need to know who and where this audience is. You need to become known to your audience. You must understand how to reach this audience and what will entice them to buy your book. It sounds easy, but book selling in this fiercely competitive climate is intense work that takes creativity, time and energy.

The more understanding you have about book promotion before you ever begin to write, the better chance you will have of a successful outcome.

Patricia Fry is the author of 35 books, including her latest two, *Publish Your Book* and *Promote Your Book* (Allworth Press, 2011 and 2012). She is the executive director of SPAWN (Small Publishers, Artists and Writers Network) www.spawn.org. Download Patricia's FREE ebook, 50 Ways to Promote Your eBook at www.patriciafry.com.

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SCWA Monthly Meeting - August Meeting Highlights (cont.)

Establish specific goals for yourself, such as “Grow mailing list by 50 per month, promote website traffic.” Also establish a relationship with an interviewer long before ever sending a copy of your book. “It’s not about being everywhere;” Ms. Sansevieri says, “it’s about being everywhere that matters.”

This excellent speaker also discussed the benefits and mechanics of using Facebook, Twitter, and Pinterest, her favorite. She even conducts webinars on Pinterest. Other references/information:

- Google picks up when you are quoted by news organizations and monthly ranks the importance of your website.
- You can put out a book on Google Plus (Google+).
- Google Analytics will show where your blog traffic originates.
- Google Alerts will feature current interviews you want to follow.
- Bloggers are media, like a Rolodex.
- Backtype.com can inform you about any blog that mentions your novel.
- Publishers, especially those from New York, look at your social media numbers.
- Give reviews on Amazon to get reviews.
- Create profiles on LibraryThing.com and Goodreads.com.

When you write a book, you enter two worlds: authorship **and** business. AME has had ten books on the bestseller lists of the *N.Y. Times*, *Wall Street Journal*, and *USA Today*. Penny Sansevieri’s own two books are *Red Hot Internet Publicity* and *The Cliff Hanger*, the latter being #1 for three months. See www.AMEauthors.com

Glenda Brown Rynn, Reporter
grynn@cox.net

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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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SCWA Lottery Winners

Congratulations to Peggy Glenn, who won the August ‘Dollar Days’ Jackpot.

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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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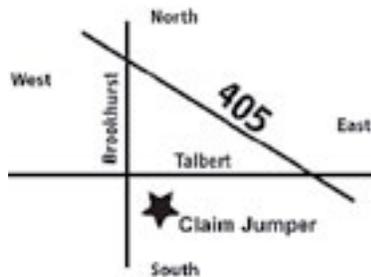
SCWA Monthly Meeting Information and Map

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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