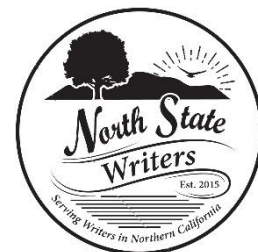




Throughline



Newsletter of the *California Writers Club-North State Branch* (NSW) Volume 2, Issue 7, July 2016

NSW promotes the art and craft of writing across genres, connecting writers, editors, illustrators, publishers, reviewers, agents, and others interested in the continual renewal of creative thought and the written word.

HOW TO MANAGE THE BUSINESS OF WRITING
SUSAN SPANN
MYSTERY AUTHOR & PUBLISHING LAW EXPERT

JULY 18, 2016 6 PM
BUTTE COUNTY LIBRARY
1108 SHERMAN AVE, CHICO

Writers of fiction & nonfiction can never hear enough about the legalities of managing a writing career ... from copyright to taxes, publishing contracts, scams, business plans and using quotes from other people's work. If these issues concern you (and they should!), you'll want to hear Sacramento publishing attorney & author Susan Spann discuss "How to Manage the Business of Writing."

YOU CAN FIND SUSAN ONLINE AT HER WEBSITE (HTTP://WWW.SUSANSPANN.COM)

JUNE 18, 2016 MEETING is at the Butte County Library, 1108 Sherman Avenue, Chico, CA 6:00 pm social time, 6:30 meeting.

Susan Spann, author of *Claws of the Cat* and *Blade of the Samurai*

Learn more about Susan Spann on her website at www.susanspan.com

August 15, 2016: Editing panel discussing the different types of editing, costs and what to expect from the process.

September 19, 2016: To be announced

Notice of Still Photography, Video/Audio Recording: North State Writers is providing this notice to inform members and guests at our events that Still Photography will be taking place and Video and/or Audio Recording may be taking place. By entering the venue, members and guests are granting permission that their likeness may be used for publicity purposes.

PRESIDENT'S MESSAGE



Guardians of Our
Craft, Not the
Gatekeepers to Our
Trade

I'd like to start by thanking the North State Writers for placing their confidence in me as the new club President. Tom Watson put a lot of effort into our organization and set a high standard by which the rest of us will be judged. He was more than our founding president, he was a great mentor and an accomplished writer. I'll do my best to live up to those measures.

I think it's only fair to let you all know my vision for the North State Writers. If there is one mission that really defines us it is the imperative to create a nurturing, supportive environment for the craftsmen of our trade. Writers, editors, and artists all share a bond in our final product: Books. The NSW gives us all a place to communicate and enhance our skills.

We also hold in common the pride we take in our work. Hours are spent making sure our product is done as close to perfect as possible. Even after publishing, we are always trying to improve our work. I think because of this it sometimes pains us to see less than stellar products put out to market.

Today's technology incredibly allows anyone to publish their work, whether edited a dozen times or none. The result has been a sea of published material, sometimes shoddily done, that leaves readers unsure of where to get good material. With books as cheap as 99 cents, time becomes the commodity readers must guard, and so they stick with the preferred names of authors they know and trust. Safe for the reader, but frustrating for new writers wanting to be discovered.

The seasoned writer might be tempted to discourage those who wish to enter the trade. But I would offer you another perspective. Think of yourselves as Guardians of the writing craft. Guardians protect standards by encouraging better effort. They teach rather than criticize. They offer help rather than disdain. Guardians know that bringing more writers to the trade

also entices new readers, creating a rising tide that lifts all boats. By providing the tools necessary for writers to enhance their craftsmanship, we will improve the products of the writing world and restore the faith of our readers.

The role of gatekeepers is greatly different. Gatekeepers seek to close their world off to newcomers, thereby gaining power and prestige for themselves. Gatekeepers would use high standards to hold others back, not realizing that new and fresh ideas are exactly what our craft needs. New writers often create new readers, benefitting us all. Gatekeepers would hamper that effect.

I encourage all of you to become the guardians of our craft. Let's continue to build the North State Writers into an organization that fosters and supports new

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writers and ideas. We can do this by recruiting more members, by reaching out to those with great experience, and by gently raising the standards of our trade. Writing is a noble profession. Let's make sure that reputation is maintained on our watch.

Steven J. Thompson
President, North State Writers
Branch 21-California Writers Club



EDITOR'S CORNER



Deciding on a topic for this month's newsletter ended up not being the difficult task I thought it might be. I realized that I have already completed a full year of newsletters. It was a year spent learning and developing a signature style (of sorts). Improving skills as a writer involves time and effort in both the technical end of using whatever software program you utilize and the continual evolution of your writing ability and style. Now that I am more or less satisfied with the basic layout of the newsletter (suggestions are always welcome and it is still a work in progress), I can concentrate on finding volunteers to write articles in addition to writing more of my own.

The voting in of our new board members promises an exciting year as we continue growing our group in both numbers and professionalism. As Newsletter Editor I have the honor and privilege of being able to attend the monthly board meetings. This provides me with advance notice of upcoming speakers and the ability to assist in plans for the future of our branch. Serving the branch in any capacity not only brings to life our new president's idea of being Guardians of our Craft it allows each of us the satisfaction of being involved in moving our group toward the excellence we all strive for.

Please consider volunteering to serve your fellow writers, it can be something simple such as taking charge of the refreshment list each month to remind those who sign up to bring something, setting up the meeting room or assistance with greeting members and guests when they arrive. We could also use someone to research local and state events to include in the newsletter. Tasks that seem daunting quickly turn trivial when broken down into small tasks handled by many hands.

Linda Sue Forrister
NSW Newsletter Editor

Have a great month Writing!

ITEMS OF INTEREST

AUTHOR PHOTOS – We are currently working out details for an opportunity to have individual member photos taken by a professional photographer at a reasonable cost. These photos would be available for members to use on book covers, websites, posters and other publicity media. More details will be provided as they develop.

NAME BADGES - North State Writers' members may purchase a high quality, elegant name badge, with both the California Writers Club and North State Writers seals as well as their name. The cost of a badge is \$11 for one with a swivel-clip or pin and \$13 for one with a magnetic backing. Please speak with David Bruhn at our next meeting; he will be coordinating the ordering process.

[Camp NaNoWriMo](#) is set for the Month of July. This would be a good time stay out of the hot weather outside and challenge yourself to Write More Now! If you don't participate in Camp NaNo it would be good to use the next few months preparing for the November NaNoWriMo event. Check out their website for more details.

COMMITTEES

Publicity Be sure to like us on Facebook and share with your Facebook followers. Remember, if you have an upcoming book signing or author event please advise the newsletter editor and our Publicity representative, Kathi Hiatt so that something can be posted in the newsletter and on the NSW Facebook page. You may also share your events on the NSW Facebook page.

Events – We are in the planning stages for the first major North State Writers author event. It would involve authors, publishers, editors, illustrators and others involved in the process of book production. Your input and assistance is needed and will be greatly appreciated. Please contact President Steve Thompson to find out how you can help.

Website – – The newly re-designed NSW website is now live, check it out at northstatewriters.com. Some members have not provided the links to their author websites or amazon pages. We would like to include these links with your name on the NSW website. This is an important member benefit and can help to boost both your credibility as an author as well as increase sales. Please go to www.northstatewriters.com and check to be sure we have the link you would like associated with your name. If your link needs to be corrected or added please email our Digital Content Manager, Gail Stone with the information at trueblueinnovations@gmail.com.

Hospitality – We have a list of volunteers to arrange for refreshments at several upcoming meetings but would like some members to handle reminders for the refreshments, assist with room set up and greeting members and guests at the meetings. Please contact President Steve Thompson for more information.

NSW BOARD NEWS

Elections for the 2016-2017 were held during the business portion of the June meeting. Newly elected officers are:

President: Steve Thompson

Vice President: Lynn Tosello

Secretary: Marsha Dowd

Treasurer: Lynn Tosello (Interim)

Director of Membership: Ken Young



Please be sure to thank each of these board members for their service, our club would not exist without the benefit of their service.



Memberships expired on June 30, 2016. Dues for the 2016-2017 year are \$45.00 for renewal, \$65 for a new member. The dual member fee is \$25.00 (if you are already registered with another branch, please specify which one). If you haven't already paid your dues please send your payment to North State Writers, P.O. Box 6734., Chico, CA 95927-6734 or to Ken Young at the next NSW meeting.

Next NSW Board meeting is August 3, 2016 – Check with any board member for more details, all members are welcome to attend.

CHALLENGE OF THE MONTH

While deciding on this month's challenge I decided to do a google search for writing challenges. I had no idea there were so many places to find challenges so this month you should google writing challenges or if you are stuck on something in the project you are working on google that problem. Amazing what is posted out there, here are a few places you can start with:

[5 Writing Challenges That Will Help You Dominate 2016](#)

<http://writingchallenge.org/>

[25 Valuable Lessons from Seriously Successful Writers](#)

GREAT QUOTES

"I was standing in the schoolyard waiting for a child when another mother came up to me. Have you found work yet? she asked. Or are you still just writing?" Anne Tyler

MEMBER MILESTONES



North State Writer authors host a book signing in support of the June 11th Patrick Ranch County Faire in Durham. L-R: Kathi Hiatt (Odd Otis), Cathy Chase (Jump), & Gail Stone (Tina the Ballerina).

Congratulations Kari Mais, Douglas Keister, and William Douglas!!

Three of our members had their work accepted by the CWC and will be included in the upcoming issue of the Literary Review.



Kari Mais

Kari Mais had a long, well-received career as an artist. Her creativity was stymied with her husband's cancer diagnosis at age fifty. Mais' therapy at this arduous time was to write for an audience of one. Now, at the ripe age of sixty, she's found her voice. Kari shares the imagery on her path; written with a smirk and an optimistic eye. When not creating, the author spends time collecting images for her next painting or story. Be it at home in Chico or traveling the world, Mais finds unlimited inspiration for her insightful works.



William Douglas

William Douglas - Bill lives in Magalia, CA with his wife Alice and has been a member of the North State Writers for a year. He just published his first novel, "Fear Beyond Reason", a murder mystery. He has also had three short comedies performed at the Blue Room Theater in Chico.



Douglas Keister

Photographer-writer Douglas Keister, has authored and co-authored forty-two critically acclaimed books. He also writes and illustrates magazine articles and contributes photographs and essays to dozens of magazines, newspapers, books, calendars, posters and greeting cards worldwide.

His wealth of books on architecture has earned him the title, "America's most noted photographer of historic architecture". His cemetery guide books (Southern states, Los Angeles, New York and Paris) and a book on cemetery symbolism, (Stories in Stone) garnered him an appearance on CBS SUNDAY MORNING.

A revised and updated edition of his book Storybook Style: America's Whimsical Homes of the 1920s will be released in Spring 2017.

He lives in Chico, California

TOOLS FOR WRITERS

Marketing

Pitching Your Book

By [Louise Hathaway](#)

Okay, you've just written the great American novel and can't wait to release it to the world; then watch those royalties come streaming in. You've asked a friend to proof-read it and give you constructive criticism. He thinks your book is really good. You may have even forked over \$100.00 to a professional who designed a mind-blowing cover. Who wouldn't want to buy a book with a cover like that? you ask yourself.



Stop. Take a deep breath. There's one more make-or-break job you have to do: write a book description. That's not as easy as it sounds, especially with publishers like Smashwords who limit the short description to only 400 characters. You may have a great long description, but you are going have to start deleting parts of it to fit into the short one. It can be very frustrating. I've seen some short descriptions where part of the last sentence is cut off. Obviously, the writer didn't double-check it before publication.

Here are some suggestions to consider:

1. Don't use subplots: Keep to the main point and don't confuse your readers: they probably don't want to take the time to read a long description anyway. Ask yourself, "What is the primary action that drives my book?"
2. Make it concise. A creative writing teacher once told me that a poem is more difficult to write than a short story or novel because with a poem, every single word must be packed with meaning.
3. Keep it under 150 words.
4. Write in the third person, present tense. Imagine sitting face-to-face with your reader and they've asked you what your book is about.
5. Write it as if you are the publisher—not the writer. Remember—the book description is a marketing tool—it's not literature; so it's okay to hyperbolize a little. Just don't overdo it.
6. Read book descriptions by other authors in your genre.

Last, but not least: Use Emotional Power Words. Make your readers wake up and take notice. How?

1. Use words that will raise their spirits and make them feel better. Examples: miracle, triumph, jawdropping.
2. Sex sells. Take advantage of this by using words such as: sensual, thrilling, naughty, steamy, brazen.
3. Make it forbidden by using these words: Pandora's Box, confidential, cover-up, bootleg, Black Market.
4. Fear is a powerful motivator, especially if you write murder mysteries. Use words like: looming, revenge, frantic, searing.
5. Fan the Flames. Make them feel outraged at injustice. Use words such as sick and tired, back-stabbing, ruthless.
6. Feed Their Greed: most people either want to make or save money. Use these power words to take advantage of this: bargain, profit, discount, quadruple.
7. Make them feel safe. Use these words: no risk, privacy, official, tested, guaranteed

Try using only six to ten of these emotional power words in your description. And last, but not least, here's the most important factor to keep in mind when you are writing your description: make sure that your book lives up to your promises. You don't want your reader to feel cheated. Make sure you deliver what you advertise, or your reader may want his money back; and even worse, may feel compelled to write a bad review or give a one-star rating. And that's the last thing we writers want. Happy editing and good luck with your amazing new novel.

Reprinted with permission from Louise Hathaway from a posting on Create Space

STATE & BRANCH NEWS & EVENTS

CWC STATE NEWS

[State Newsletter "The Bulletin" spring 2016 edition](#) is available on the CWC website. The Bulletin contains news and information about what's happening at the state level as well as updates from each branch.

EXCITING CWC MEMBER BENEFIT



As a member of the California Writers Club you are invited to attend the yearly picnic held at Joaquin Miller Park in Oakland. Saturday, July 23, 2016 There will be an Open Mic session, a LitCake decorating contest and much more.

For more information please visit calwriters.org.

July 23 — California Writers Club's annual statewide picnic in Oakland's Joaquin Miller Park www.calwriters.org

Advertising Opportunity – CWC – The Bulletin

- **Make A Splash — STATE-WIDE!!**

Want to increase your visibility? Sell your service? Promote your book? Increase speaker engagements? Pump up your web traffic? Or just send a greeting?

Each issue of The Bulletin — published three times a year — reaches close to 2,000 published and aspiring writers, in 21 branches throughout the state. AND it is published also on the CWC www.calwriters.org website!

Now we are accepting writing-related advertising from businesses, CWC members, and individuals who wish to reach our target market at reasonable prices.

Four tiers of ads are being offered:

Business card size (2" x 3.5") ads for \$35. These will appear in the index section of The Bulletin.

Index card size (3' x 5") ads for \$60. These will be interspersed throughout The Bulletin as appropriate.

5" x7" size ads for \$90 placed at the discretion of the Editor-in-Chief

All of the above can be paid for by check as described below, or by PayPal (below).

We will make available one and one only full page vertical ad (7" x 10") for \$200. First come, first served, and for that reason, arrangement for this ad must be made by check and submitted by postal mail and by email as described below. Advertisers whose ads are received by mail too late to qualify will be notified of their option to buy a 5x7 or smaller ad and their checks will be returned.

All ads submitted must be self-edited, print-ready, and will be published as received. We reserve the right to decline material deemed inappropriate at the discretion of the Editor-in-Chief.

All ads must be emailed as a jpg file to advertisingcwc@gmail.com.

A physical copy of your ad must be enclosed with the postal mailed payment. Please include your return address, email address, and telephone contact number.

Deadline for advertising submissions for the next issue to be published in mid-August 2016 is Friday, July 29, 2016, and for the Winter (mid-November) issue, the deadline is Friday, October 28, 2016. Capacity for advertising will be determined by the Editor-in-Chief. In case we receive more ads than can be accommodated, advertisers will be notified of the option to reserve space in the next issue.

Space is limited, and appropriate ads will be accepted on a first come, first served basis. A copy of The Bulletin will be emailed to advertisers upon publication. Please include your preferred email address along with your ad submission. questions? Call Bob Isbill at (760) 221-6367.

Checks or money orders for submitted ads must be made payable to CWC Central Treasury and mailed to:

**HDCWC
The Bulletin Marketing Department
20258 Hwy 18 STE 430 PMB 281
Apple Valley, CA 92307**

CHECKLIST: Please double-check to be sure you have followed directions closely.

- Design your ad. You can scan it to a jpeg file and send it to advertisingcwc@gmail.com
- Then place the hard copy of your ad in an envelope addressed to the Marketing Department. It is okay to fold the copy if you need to do so.
- Enclose your check made payable to CWC Central Treasury or pay by PayPal on calwriters.org. If you paid by PayPal, please state the amount in your envelope.
- Either way you pay, we **MUST** have the hard copy mailed to us along with your email address and phone contact, and please confirm the size of your ad. (Size isn't indicated on the scanned copy.)
- Full page ads purchased by mail only.

EVENTS & CONFERENCES

Local Writers Support Groups

Writer's Lounge on Meetup.com – local group meeting to critique member submissions the 2nd Tuesday of each month.

Chico Writer's Mastermind Group on Meetup.com – local group meeting every other week offering each other general assistance on their writing projects.

Writing and Illustrating Children's Books on Meetup.com – local group meeting for support – check meetup.com for meeting dates and times.

Children's Storytime

Twice a week

Saturday 2:00 pm

Wednesday 11:00 am

Barnes & Noble

2031 Martin Luther King Jr Pkwy., Chico, CA 95928

Poetry Reading

Third Thursday of every month, 6:30 pm

The Bookstore, 118 Main St., Chico, CA 95926

July 16 — Saturday BeastCrawl, Oakland, <http://beastcrawl.weebly.com>

July 23 — California Writers Club's annual statewide picnic in Oakland's Joaquin Miller Park www.calwriters.org

July 28-31, 016 [Mystery Writers Conference](#), Corte Madera, CA

Discover All the Clues for a Successful Career as a Mystery or Suspense Writer

Write Teachers Workshops for all Writers

Sunday, July 17, 10am to 3pm
(with Q&A and book signing)

Flintridge Bookstore

and Coffeehouse

1010 Foothill Blvd.,

La Canada/Flintridge,

CA 91011

Instructors:

Barbara Abercrombie

Anne Perry

Victoria Zackheim

Three morning workshops

Three afternoon workshops
(choose one from each session)

For more information, visit
www.writeteachers.com

Professional Organizations

[Historical Novel Society](#)

[The International Women's Writing Guild](#)

[National Association of Memoir Writers](#)

[Military Writers Society of America](#)

[Mystery Writers of America](#)

[Science Fiction and Fantasy Writers of America](#)

[Sisters in Crime](#)

[Small Publishers, Artists and Writers Network](#)

[Society of Children's Book Writer and Illustrators](#)

[Western Writers of America](#)

****Please note that CWC and NSW do not endorse or recommend any of the organizations listed above. They are provided for informational purposes only. Please do your own research into any organization you may be interested in joining.**

NEWSLETTER SUBMISSION GUIDELINES

The deadline for newsletter content is the 25th of each month. Content submitted after this date may be saved for a subsequent issue. The Editorial Committee will review submitted material before selecting items to be included in each issue. The editor or *NSW* board may edit the material for length and content. Please email submissions to the Newsletter Editor, Linda Sue Forrister at lindasueforrister*att.net

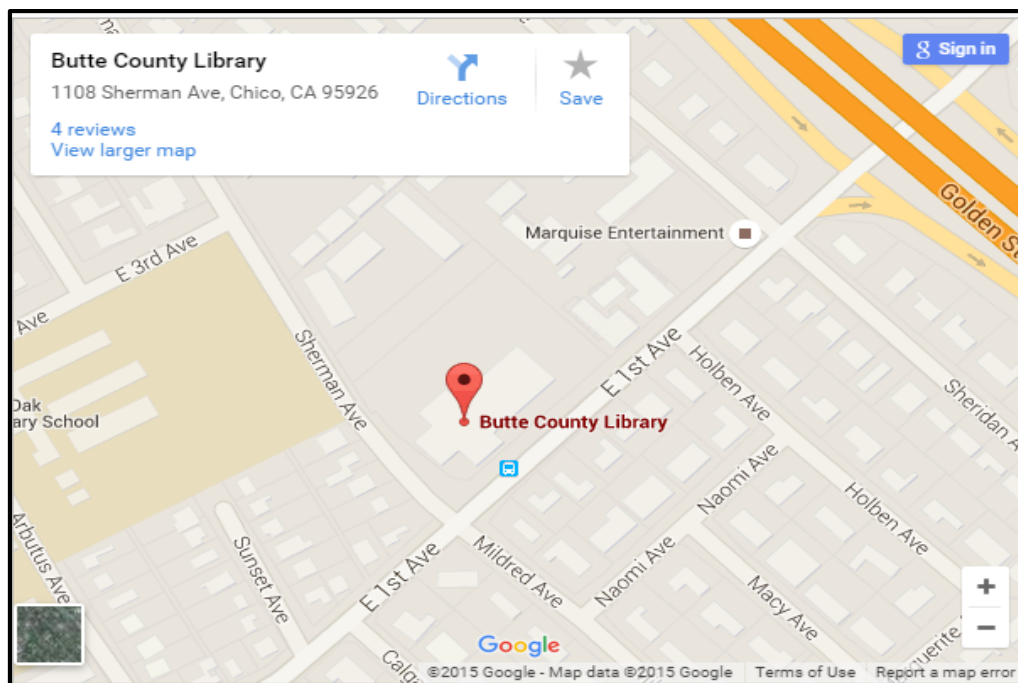
SPONSORS



Mira Digital Publishing, a Division of the Graphic Connections Group, is a St. Louis based company serving self-published authors nationwide since 1977. Their experience in Printing, Publishing, and Direct Marketing makes Mira a reliable resource to help you in every phase of the Self-Publishing process.

They help you design, edit, print, market and distribute your book on time and within budget. Their basic publishing approach makes the process simple, and they work closely with you every step of the way to make your publishing experience truly memorable.





Our meetings are the 3rd Monday of each month. 6:00 pm Social time, meeting starts promptly at 6:30 pm and ends at 8:00 pm, Butte County Library, Chico Branch, Community Room, 1108 Sherman Avenue, Chico, CA

COMMITTEES

Digital Content Manager-Gail Stone

Hospitality - **Open**

Newsletter Proofreader – Suzanne Roberts

Programs – **Open**

Publicity – Kathi Hiatt

Special Events -- **Open**

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BOARD MEMBERS

Note: Asterisks are in place of @ symbol to block SPAM

President: Steven J. Thompson

daughtersdaring*comcast.net

Vice-President Lynn Tosello,

lynnte*live.com

Secretary: Marsha Dowd

Mdowdnotary*gmail.com

Interim Treasurer: Lynn Tosello,

lynnte*live.com

Director of Membership: Ken Young,

northpoint157*aol.com

Appointed Positions

Member at large: David Bruhn,

commanderbruhn*gmail.com

Creative Director: Rod Warren,

rodwarren46*gmail.com

Newsletter Editor: Linda Sue Forrister,

lindasueforrister*att.net

Central Board Rep: Cathy Chase

Chaseca*gmail.com

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