



# Throughline



Newsletter of the *California Writers Club-North State Branch* (NSW) Volume 2, Issue 11, November 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.

**NOVEMBER 21, 2016 MEETING is at the Butte County Library, 1108 Sherman Avenue, Chico, CA, 6:00 pm social time, 6:30 p.m. meeting.**



Join us for **Part Two**, as author Thatcher C. Nalley leads us on an exploration of the marketing process.

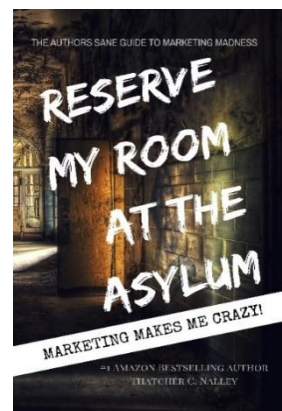
Have you about pulled your hair out trying to figure out how to get more book sales on Amazon? That's where our June speaker comes in!



Nalley developed a love for the marketing process while promoting her novels, including the continual #1 Amazon Bestseller: "Letters from the Looney Bin;" available on Amazon and website. A passion for marketing motivated Ms. Nalley to write: "Reserve My

Room at the Asylum: Marketing Makes Me Crazy!" She will share with us her practical real-life marketing experience, providing tips and tools that can be put to use right away by any author.

Visit Ms. Nalley's website: [www.thatchercnalley.com](http://www.thatchercnalley.com) to download a free eBook for "Reserve My Room At The Asylum: Marketing Makes Me Crazy!"



## Upcoming meetings

December 19, 2016 Holiday social (date subject to change) location to be announced

January 16, 2017

*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.*



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## PRESIDENT'S MESSAGE



November is here and we are now in the national writing challenge! I hope you are all keeping up with your daily writing goals, and that it goes better than my goal of not eating all of the Halloween candy my kids brought home. Even if you're behind, it's not too late to buckle down and catch up.

The Holiday season is near, and some of you may be looking at ways to improve your marketing skills. In this modern age of self-publishing, most writers now have to get out and promote their own materials. Unless you are already independently famous (and wealthy), it's not an easy process. Where should you promote your books? Does it make sense to spend money on advertisements? Or do you have to sit on social media sites all day sharing with everyone? In a sea of self-published writers all vying for attention, it can seem daunting.

Fortunately, the North State Writers are here. Our November speaker, Thatcher C. Nalley, is an accomplished writer who has used her marketing strategy to reach #1 Bestseller status on Amazon! Her book, *Reserve My Room At The Asylum – Marketing Makes Me Crazy*, has been specifically written and designed for self-published authors and writers to provide creative simple steps and low cost/no cost ways of making the promoting process a little more sane (and successful)!

I truly hope you will attend and learn everything you can from this great speaker. Each month, we try to present guest speakers who work on both the craft, and marketing of our writing. Our goal is for you to learn something new every meeting. I'm sure November won't disappoint.

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



## EDITOR'S CORNER



So much going on in November, NaNoWriMo, the election, Veteran's Day and Thanksgiving are only the big ones. I hope everyone is able to make time to write this month even if it is something small. We also have the deadline looming for submissions to the CWC Literary Review on November 30, 2016. I hope everyone has a great Holiday and I will see at our next meeting.

Linda Sue Forrister  
NSW Newsletter Editor

*Have a great month Writing!*

## NSW BOARD NEWS

**PUBLICITY – NSW MEMBER ONLY BENEFIT:** The North State Writers (NSW) Facebook page currently has a following of 416, and has joined and belongs to 70-author/reader groups that have literally thousands of followers.

If you are an NSW member and you email our Publicity Coordinator pictures of your recent book signings, publicity photos, notices about up and coming book signings, special offers or giveaways for your books, and/or other milestones and/or announcements pertaining to your book, I will post it for you on the North State Writers Facebook page. We can also post scanned/copied certificates, photos, book covers, newspaper/magazine reviews, etc.

If you have questions or concerns regarding your book-posting requests, please email Kathi Hiatt, Publicity Coordinator.

**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 – NSW MEMBER ONLY BENEFIT:** Your name on the NSW website with a link to your website, Facebook page, Amazon author page, whatever you prefer. If your link needs to be corrected or added please email our Digital Content Manager, Gail Stone with the information at [trueblueinnovations@gmail.com](mailto: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.

**NAME BADGES** - North State Writers' members may purchase a high quality, elegant name badge, with both the California Writers Club and North State Writers logos as well as their name. The cost of a badge is \$11 for one with a 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.

\*\*\*

*Next NSW Board meeting is Monday, December 05, 2016, 5:30 p.m. – Check with any board member for more details, all members are welcome to attend to learn more about how our group works and where we need help.*

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## TOOLS FOR WRITERS

### CHALLENGE OF THE MONTH

November is National Novel Writing Month (NaNoWriMo) so, of course, we should each challenge ourselves to write 50,000 words this month. What an intense challenge to accomplish. Not realistic for all of us but if we set a daily goal to write even 100-500 words we would have moved forward and progress is progress so just do your best.

#### **National Novel Writing Month: Come Write In! - Oroville**

Oroville Library is a Come Write In space for the 2016 National Novel Writing Month. Drop in between to have some writing time with your fellow NaNoWiMo participants!

Butte County Library  
1820 Mitchell Ave,  
Oroville, CA 95966, USA

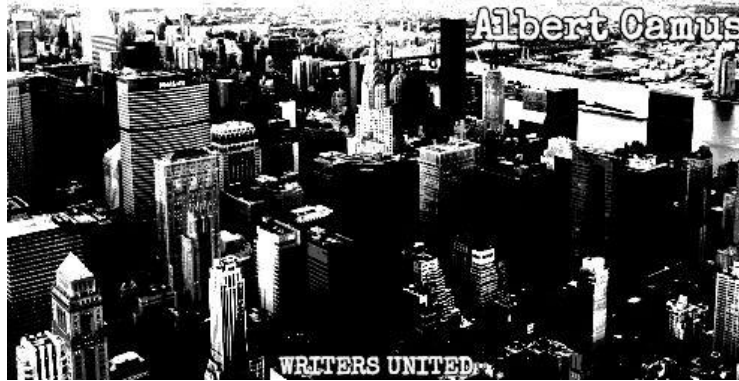
Dates:

<b>Sunday November 6, 1pm – 5pm</b>	<b>Sunday, November 20, 1pm – 5pm</b>
<b>Wednesday, November 9, 2pm – 6pm</b>	<b>Wednesday, November 23, 2pm – 6pm</b>
<b>Sunday November 13, 1pm – 5pm</b>	<b>Sunday November 27, 1pm – 5pm</b>
<b>Wednesday November 16, 2pm – 6pm</b>	<b>Wednesday, November 30, 2pm – 6pm</b>

I understand that there are Writ In's at the Chico Library too but they were not listed on the calendar or on the NaoNoWriMo website.

## GREAT QUOTES

“The purpose of a writer  
is to keep civilization  
from destroying itself.”



I found this website through Pinterest and thought  
it was timely considering the upcoming Holidays

<http://www.lovelifesurf.com/gifts-for-writers/>



## BOOK PROMOTION OPPORTUNITIES

[CASA Superhero Run](#) -, November 5, 2016 Redding Civic Auditorium

[Shasta County Mini Maker Faire](#) – November 12, 2016

There are many Christmas fairs in the area, any of the would be a good opportunity to sell your books.

## OPEN MIC NIGHT

Open Mic is Wednesday, November 16 at 7 pm, Chico Library Meeting Room, 1108 Sherman Av, Chico. Remember: Prose, Poetry, Short Stories are welcome; 10 minutes per read (unless the audience begs for more - at the closing of our readings); ALL are welcome!

## BOOK SIGNINGS

This month's article is brought to us by T.E. Watson and was reprinted with the permission of the author.



# Why Book Signing Events are a Waste of Time for Authors

by Stephanie Chandler

New authors often ask me about book signing events.

They want to know how to get them set up and what to do. My advice? Don't waste your time.

While it may sound exciting to sit at a table in Barnes and Noble and

enjoy a line of customers eager to purchase your book, that's not how it usually goes down. A long time ago I read somewhere that the average number of books sold at a book signing is eight copies. As a former bookstore owner, I can confirm that is about right (unless your last name is Grisham or Rowling...).

Consider what is involved. You have to first take time to try to book the appearance, which means trekking down to your local B&N and talking to the manager. Time spent = 1 hour.

Then you have to show up prepared, which means bringing along some items for your signing table. Maybe some bookmarks, handouts, a bowl

of candy, some flowers, etc. So you arrive early to set up, then park it there for three hours, wrap up and return home. Total time spent = 5 hours, bringing you to a grand total of six hours to sell an average of eight books! At that rate you're not even earning minimum wage.

Back when I owned a bookstore, we held author events every weekend. The vast majority of authors sold eight books or less. I remember one author who didn't sell a single book and many who sold less than five. Ouch.

The authors who sold more than eight books typically invited in their following. They had mailing lists, alumni groups, coworkers, and other networks that showed up to give support. Once in awhile, coverage in the local paper or news would stir up some shoppers, but even those mentions fell flat more often than not.

I was once part of a big book launch event for one of the *Chicken Soup* books. There were three of us local contributors, including one with some local celebrity appeal. We received coverage on the morning TV news and radio, and B&N positioned our table directly at the

front door. It was a busy Saturday morning and we even had trays of free chocolate covered strawberries on our table. We had all the makings for a stellar signing event. Those strawberries went like crazy! We were there for three hours and had plenty of shoppers stop by to chat and have a treat. Guess how many books we sold? Twelve. Hey, at least we beat the average!

Here's a better option: conduct an EVENT. Show up to an event as a speaker, engage your audience, and you'll sell plenty of books. Also an exception to the rule: your book launch party. When you promote the release of your book to friends, colleagues, and family, you're going to make some sales.

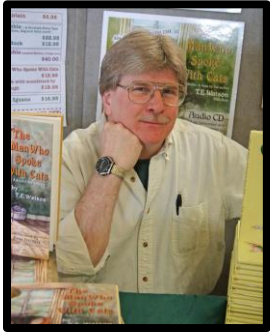
One of our authors, Bob Quinlan, held a big book signing event to launch his book: *Earn It: Empower Yourself for Love*. He set the event up at the local Borders, collected raffle prizes, invited everyone he knew, and even hired a live band! He also gave a short seminar on adding romance to your relationship. It was well attended and the buzz of activity caught the attention of shoppers, who also lined up to buy books. In the end, he sold around 100 books.

So instead of sitting alone at a table waiting for customers to wander by and feeling like a peddler, find more productive ways to generate book sales. Speak at local service groups and trade associations. Collaborate with other authors to hold a seminar. Host a contest, support a charity, or finally start using social media! Just save yourself the trouble of doing a book signing event.

**Stephanie Chandler** is the author of several books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books*. She is also CEO of the [Nonfiction Authors Association](#), a vibrant educational community for experienced and aspiring writers, and the [Nonfiction Writers Conference](#), an annual event conducted entirely online. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur*, *BusinessWeek*, and *Wired* magazine. See also: [@bizauthor](#) and [@NonfictionAssoc](#) on Twitter and [Facebook.com/NonfictionAuthorsAssociation](#).

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## BRANCH CONSULTANT NEWS

### Book Industry News

**T.E. Watson**

I wanted to share this article from the [reedsy blog](#) as it is very appropriate for National Novel Writing Month.



### 38 Top Tips for Winning NaNoWriMo

November means different things to different people. For folks in the US, it's the month of Thanksgiving and Pumpkin Spiced Lattes; to our friends south of the equator, it marks the run-up to Summer. But for aspiring novelists everywhere... it's our most creative time of the year!

November is National Novel Writing Month which, despite its name, is a global competition for authors. To win it, simply sign up and finish a draft of a 50,000-word novel within 30 days. Easier

said than done, right?

We reached out to some of our favorite editors and indie authors — many of whom have written about NaNoWriMo in the past — and asked what single tip they would offer to authors taking part. Their replies aren't just great advice for NaNo contestants, but for any writer looking to step up their game.

[READ THE TIPS](#)



## STATE & BRANCH NEWS & EVENTS

### November 30 deadline for Literary Review

Consider submitting to CWC's Literary Review, a collection of the best writing from all CWC branches. Go to the CWC website at [calwriters.org](http://calwriters.org) and find the submission instructions. Study the guidelines for a memoir, essay, or fiction, and then, make sure your piece is workshopped and polished.

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### THREE CALIFORNIA WRITING RESIDENCIES AVAILABLE AT LAKE ARROWHEAD

The visionary 1888 Center has launched a residency exclusively for Californians, and they've asked us to get the word out to our own California Writers. Surely this is right up our alley.

These are "three two-week residencies in the mountains of Lake Arrowhead where the creative environment will nurture your craft and help carry on the tradition of the California voice. Finished work will be included in 1888's 'The Cost of Paper' anthology." Submissions will consist of a CV or narrative bio, a statement of intent, and a writing sample. The submission period is January 1 through February 29. There is a \$25 entry fee. Judges will select three California authors and schedule residencies from April 1 through May 15.

All applications must be submitted through "Submittable" at <http://1888.center/cwr/> (which see for further details) once the submission period opens.

As long as you're on 1888.center, also take a look at the October 30th "The How The Why" podcast interview with our CWC president Joyce Krieg.



## EVENTS, CONTESTS & CONFERENCES



### LITERARY EVENTS

Literary Events Provided by:

**Margie Yee Webb**, author and photographer of *Cat Mulan's Mindful Musings: Insight and Inspiration for a Wonderful Life* and co-creator of *Not Your Mother's Book . . . On Cats*.

### **La Jolla Writers Conference**

November 11-13, 2016

San Diego CA

<http://lajollawritersconference.com/>

“Celebrating the Art, Craft & Business of Writing!”

### **An Evening With David Sedaris**

November 12, 2016

Chico CA

<http://www.csuchico.edu/upe/performance/artists/david-sedaris.php>

“Every collection of essays by celebrated author and humorist David Sedaris has become an instant *New York Times* best seller. His voice on radio and in print has become distinctive for its sardonic wit and insight into societal norms and the human condition. An evening with Sedaris may feature pieces from published manuscripts or work from future radio shows and essays yet to be published.”

### **Literary Faire With Local Writers**

December 3, 2016

Chico CA

<http://www.1078gallery.org/literary.html>

### **Two Poets Sponsored by CSU Chico’s Humanities Center**

December 9, 2016

Chico CA

<http://www.1078gallery.org/literary.html>

“Poetry Reading with Matt Hart and Russell Dillon”

### **Sierra Writers Conference**

January 21, 2017

Grass Valley CA

<http://www.sierrawritersconference.com/>

“Writers all ... join us for a day of learning, sharing, growing and being inspired to craft your words into the stories, articles and books that only you can write. (Plus, get the information you need to market yourself and your work.)”

Plus

### **Afternoon Critique Fest**

#### **Critique Workshop**

January 20, 2017

Grass Valley CA

<http://www.sierrawritersconference.com/p/get-critiqued.html>

“Also ... an optional afternoon Critique Fest where you get feedback on your work ... and learn how to give and receive helpful critiques.”

### **Auburn Winter Storytelling Fest**

January 28, 2017

Auburn CA

[www.foothillstorytellingguild.com](http://www.foothillstorytellingguild.com)

Children's Hour – Workshop – Open Telling – Liar's Contest – Evening Tellers Showcase —  
presented by Foothill Storytelling Guild

### **San Francisco Writers Conference**

February 16-20, 2017

San Francisco CA

<https://sfwriters.org/>

"The 14th Celebration of Craft, Commerce & Community" with Pre/Post Event Open Enrollment  
Classes

Plus

**Scholarships for 2017 San Francisco Writers Conference:** Scholarships have no fees and all  
have a simple submission process. See scholarships and note submission due  
dates. <https://sfwriters.org/scholarships/>

**2017 San Francisco Writing Contest:** The contest is open to all writers everywhere. All fees and  
entries must be received by 5 p.m. Pacific Time on January 13, 2017. [https://sfwriters.org/2017-  
writing-contest-overview/](https://sfwriters.org/2017-writing-contest-overview/)

### **Left Coast Crime Convention 2017**

"Honolulu Havoc"

March 16-19, 2017

Honolulu HI

<http://www.leftcoastcrime.org/>

<http://www.leftcoastcrime.org/2017/>

"Left Coast Crime is an annual mystery convention sponsored by mystery fans, both readers and  
authors. Our purpose is to host an event where readers, authors, critics, librarians, publishers, and  
other fans can gather in convivial surroundings to pursue their mutual interests."

### **Pitch-O-Rama**

March 25, 2017

San Francisco CA

Women's National Book Association, San Francisco Chapter

<http://wnba-sfchapter.org/>

"Pitch-O-Rama delivers the 4 Ps that lead to publication: Polish, Pitch, Promote, Participate."

Details to be announced.

### **IBPA's Publishing University 2017**

April 7-8, 2017

Portland, OR

<http://www.publishinguniversity.org/>

Independent Book Publishers Association's Publishing University: "The Premier Educational Event  
for Indie Publishers and Self-Published Authors"



## 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](mailto:lindasueforrister*att.net)

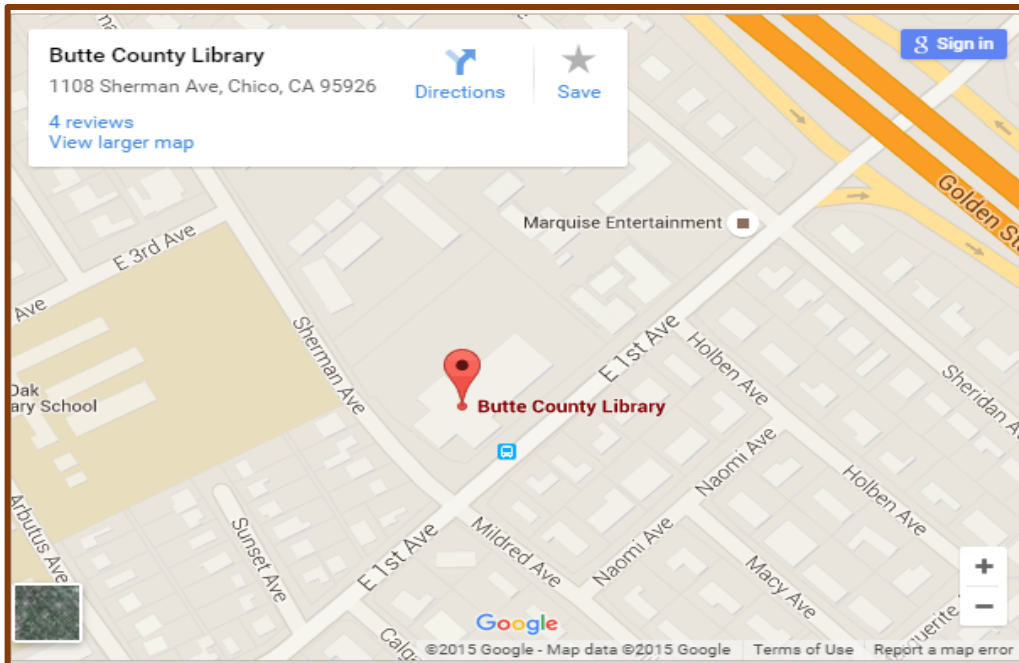
## SPONSORS



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 3<sup>rd</sup> 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*

## OFFICERS & BOARD MEMBERS

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daughtersdaring\*comcast.net

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lynnte\*live.com

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

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