



Throughline



Newsletter of the *California Writers Club-North State Branch* (NSW) Volume 2, Issue 3, March 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.

MARCH SPEAKERS:

Attract your target audience



Teresa LeYung-Ryan

<http://WritingCoachTeresa.com>

Be Ahead of the Game by Building Your Name

Reframe your notions about who your fans are.

Create or refresh your platform by identifying the themes synonymous with your name.

Train your fans to promote you **before and after** publication or launching your business.

Join us on March 21, 2016 for this interactive workshop with special guests Teresa LeYung-Ryan and Margie Yee Webb. Wi-Fi is available. If you have a laptop or tablet please bring it and a flash drive. Meeting is at the Butte County Library, 1108 Sherman Avenue, Chico, CA 6:00 pm social time, 6:30 meeting.

April: Cindy Sample, National best-selling and award winning author.

May: Heidi Nalley, Marketing & Publish Consultant, will present no and low cost marketing ideas for ebooks.

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.



Margie Yee-Webb

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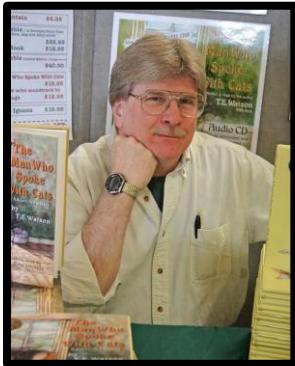
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PRESIDENT'S MESSAGE

In times like we are experiencing at present, whatever they may be, many of us say we are going through Writers Block. The idea of not being able to place word to paper is a difficult one. I have experienced it myself. Eight and half months of it

actually and it was not any fun. It was frustrating, it was annoying, it was debilitating at one point. To be so into a project that the feeling of having to get it done is so intense and so stressful, no wonder block comes over a writer and puts them creatively and mentally to sleep. It is the inability to make any sense of what we are attempting to write or whatever. All creative types go through it in one form or another.

After I got over the hump, and it was a big hump, of feeling what it is for the first time, I figured out that, not only can you get out of it, but you can also simply say, "Wait a minute! There are other things to write about." So what if it is not what you are currently working on. You need to sometimes put the work down for a while and let it percolate. It helps your creative juices rejuvenate for that project and it also allows you to create something else. That's what you do right?

Many times, when at a seminar or writing conference, I am asked the question -What do you do with writers block? My answer now is simple. It was not 40 years ago, but it is now.

My answer is this- There is no such thing as writers block. We as writers always have something to write about and there is no excuse for not writing. We have so much material to use; we can glean from all the resources the world has given us.

The content of a book or whatever it is you are working on, along with the universal supply of ideas we are all access to as writers, is endless. So to end writers block if you wish to call it that is a simple excuse for giving up, an opportunity to sleep or walk away from your work. You are either writing (and that is what writers do) or you are not. It is self-discipline, a form that all writers must practice on a daily and continuing basis. Eliminate the words Writers Block from your own writer's vocabulary and you will find your creative levels will elevate ten-fold.

Enough of philosophy for now.

Thanks for listening.

Tom Watson
President, North State Writers
Branch 21-California Writers Club



EDITOR'S CORNER

The 30 Second Elevator Speech

After doing a little internet sleuthing I uncovered lots of advice on developing an elevator speech. Merging and rewording different articles I came up the following advice which is hopefully enough to get you started on creating your own.

The idea behind having an elevator speech is sharing information with anyone, at any time, even in an elevator. An elevator speech is a clear, brief message about your book. It's typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator. At a book fair, you can use your speech to introduce yourself to readers. It is important to have your speech memorized and practiced.

An elevator speech should be approximately 25 to 30 seconds (approximately 80 to 90 words or 8 to 10 sentences). Open with a statement or question that hooks your potential reader. Tell them who you are and what you do. Why is your book different or unique? Why should they read your book? Provide WIFM (What's In It For Me).

6 Easy steps to creating an Elevator Speech

STEP 1: First write down all what comes up in your mind.

STEP 2: Then cut the jargon and details. Make strong short and powerful sentences. Eliminate unnecessary words.

STEP 3: Connect the phrases to each other. Your elevator address has to flow natural and smoothly. Don't rush.

STEP 4: Have you really answered the key question of your listener: What's In It For Me?

STEP 5: Create different versions for different situations.

STEP 6: Rehearse your 30 second elevator speech with a friend or in front of a mirror. The important thing is to practice it **OUT LOUD**. You want it to sound natural. Get comfortable with what you have to say so you can breeze through it when the time comes. Remember to smile!

Linda Sue Forrister
NSW Newsletter Editor

Have a great month Writing!



ARTICLES FROM MEMBERS



Choose the RIGHT artist for your book project Part 1

By Kim Victoria

Hello North State Writers,

Do you need an artist for your book project?

Have you ever worked with an artist before?

Allow me to help you. I am an artist married to a writer who has hired the services of several artists for his different book projects and marketing materials, and we have talked a lot about the collaboration process. In this article I'll share some food for thought to get you started.

FIRST - Before you ever start talking to artists about your book project, you need to take time, and pen and paper, to think about what you want. Bypassing this step could lead to serious frustration for both you and the artist.

Listed here are some things to think and write about. By writing the answers to these questions, you connect with your big picture, your vision for your project. Writing allows you to see and refine your answers until the perfect picture of what you want emerges.

When you write your book, you rewrite and rewrite until it tells the story you want. It's the same when deciding on illustration, even if you only need cover art, write what you want.

What genre is your book?

What is the demographic that will buy your book?

- Age range
- Male or female or both
- Specific interest or need
- Nationality specific or international in scope

What is your personal taste in art and illustration for a cover? Go to the bookstore and spend some time comparing book covers in the same genre and demographic of your book.

- What catches your eye?
- Figure out why you are attracted to some covers more than others and write it down.
- Use a search engine and look at images, such as "mystery books, images", or "children's adventure books, images."
- Think about your taste in other art, such as what you choose to hang on your walls.

What is your taste in art and illustration for content?



- Same as above
- For children's books it is especially useful to go to a bookstore and look through lots of books. Write down the names of the illustrators that you like and WHY you like the art. You may not be able to hire one of those illustrators, but by having examples of what style of art appeals to you it is much easier to communicate with the artists you do contact, who may or may not be able to provide what you really want.
- Your needs for interior art may be very simple, such as: a map, custom separators, or beginning-of-chapter motifs. It is equally important to get these congruent with the content as are more complex illustrations. What is the timeline in which you hope to complete your book project?
- The illustrator you want may not be able to meet your deadline.
- You may need to push your deadline away to allow for the creation of the art you really want.
- You may need to reduce the number of illustrations, or consider simpler illustrations to shorten the time needed for completion.

What format is your book and who is your printer and/or publisher?

- Paperback books have become accessible for the independent publisher wanting full control, through companies such as CreateSpace, but have limits on size and orientation, and can be expensive for interior color.
- Hardcover books require large runs, but are a great choice for full-bleed color photographs and illustrations.
- Publishing houses usually control illustration cover and content separate from author preferences. In-other-words, you won't need to think about any of this stuff, as it is out of your hands. But that may not be acceptable based on your over-all goal.
- If you go international with a book contract, the illustrations you choose may not fit with the demographic of the different country, and you will need to trust the publisher to provide illustrations that resonate with that populace.

Continued next time.

kim@kimvictoria.com

The Secret Place

By Gail Stone

The secret place, our special place
 No one knows when we go
 In our minds we're there, without a care
 We can travel to and from
 The secret place, our special place
 There we are so free
 Though others pry and ask us why
 Our love holds the key
 The secret place, our special place
 Together we will be
 The love we share is only there
 It's just for you and me.



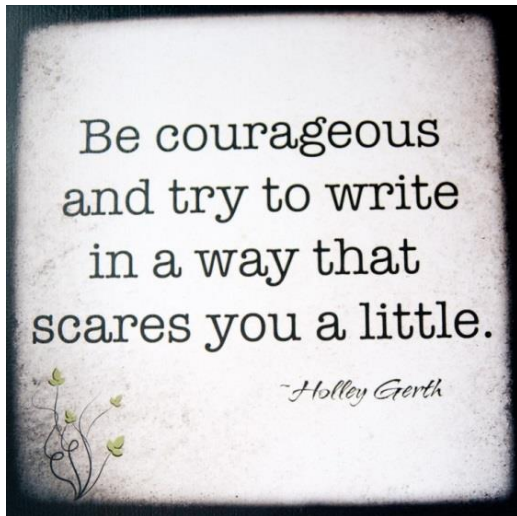
ITEMS OF INTEREST

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.

CHALLENGE OF THE MONTH

Practice that elevator pitch. Talk to 3 people you haven't met yet (waiting in line at the grocery store or maybe at the theater) and tell them about your writing project.

GREAT QUOTES



COMMITTEES

Publicity - Please take a look at the newly updated [North State Writers Facebook page](#). Please be sure to "Like" the page and then "Share" it with your Facebook friends (and ask them to "share" it).

Thanks everyone

Kathi Hiatt

Events – “All About Books” at the Paradise Chocolate Fest. If you haven’t signed up yet please do so soon, time is running out. This is an amazing opportunity with a built in audience in which to share your work. Sign-up sheets and additional information will be available at our next monthly meeting.

We are looking for interested people who would like to assist in planning events for our group. If you would like to join the Events team please contact any board member. We will provide guidance and assistance.

NSW BOARD NEWS

Next NSW Board meeting is April 6, 2016 – Check with any board member for more details.

TOOLS FOR WRITERS

Mary Nugent and Kyra Evans with the Chico Enterprise Record spoke at our February, 2016 meeting and provided us with Interview Tips and Press Release Guidelines. Kyra Evans graciously granted us permission to re-print the hand-outs she provided. We know the meeting was very crowded and they did their best to answer questions, hopefully the information below will answer anything that you may have missed at the meeting.

Interview Tips

- ✓ Be prepared
- ✓ Be on time.
- ✓ Make sure you have all the information at hand for the interview. Note: When scheduling the interview, you may ask the reporter what type of questions he/she will be asking so you won't be caught off guard. You may also ask if it would be helpful to the reporter for you to send (email) some basic information in advance.
- ✓ If you are asked a question you don't have the answer to admit it. Ask the reporter if you can find the information and get back to him/her with it. Be prompt.
- ✓ Identify a couple of key simple messages you want to get across.
- ✓ Rehearse/practice speaking the information so you are clear.
- ✓ Avoid Yes or No answers. Elaborate (but not too much). Stay on point
- ✓ Provide hard data, when appropriate, to put your story in context.
- ✓ Avoid using jargon, specialist language and acronyms. If you do need to use specialist language or acronyms – define them.
- ✓ Speak slowly & clearly.
- ✓ Speak in complete sentences.
- ✓ If the reporter has not asked about something you think is important or key, ask the reporter if you may share some further information with him/her. Keep it concise.
- ✓ Be available for follow-up.
- ✓ There is no such thing as “off the record.”

Press Release Guidelines

Make it easy for journalists. Give them everything they need right from the start.

1. Keep it short and sweet

A good press release demonstrates word economy so make sure you don't waffle. Stick to one page or approximately 400 words if it is in the body of an email.

2. Headlines and email subject lines

Headlines should be bold, brief and eye-catching. If you are emailing a press release, your headline is your subject line. To clarify, your headline will be in the subject line as well as in the body of the email.

3. Date and city

Remember to date the release at the start so the

journalist can see how old or new the story is. It is also customary to include your city next to the date.

4. The first paragraph

The first paragraph should sum up your story in about 50-100 words. You don't have very much time to get to the point so make every word count. Avoid including boring self-promotion and focus instead on the 5 W's: Who, What, Where, When and Why. These questions will get to the point of your story in no time.

5. Subsequent paragraphs

In the next two or three paragraphs you can add more detail to substantiate your headline and introduction. Remember, your headline promised the reader that it would be worthwhile to read your release so now is your chance to keep your promise.

6. Quotes

Including a quote in your press release is an option. You could include a quote from a review, a reader, a blogger, etc. or from yourself.

7. Boilerplate

Your final paragraph should be a succinct and informative boilerplate. A boilerplate is typically 3 or 4 sentences long and acts as a mini-biography. This is your chance to include a few interesting snippets about yourself, touching on your passions and inspirations. You can also include links to relevant articles (like previously published work) and associated websites.

8. Do not include your press release or images as an attachment or PDF

When emailing a press release, you need to keep it simple by having the headline in the subject line and the rest of the release in the body of the email. Email's with PDF and/or image attachments may be blocked by internal servers as spam.

9. The end & Images

Signify the end of your press release by providing contact details (for more information and images) such as your name, email, phone number, website, etc.

10. Follow Up

Follow- up on your press release with a phone call.

STATE & BRANCH NEWS & EVENTS

CWC STATE NEWS

ELECTIONS

In July we will be electing Executive Officers for the coming year. President David George and Treasurer Sharon Svitak will not be running for re-election. Following is the slate of candidates as it currently stands.

President: Joyce Krieg
Vice-President: Donna McCrohan Rosenthal
Secretary: Open
Treasurer: Open

Any branch member in good standing is eligible to run for any of the above offices, and the slate may have more than one name for any office. Candidates for President and Vice-President must be active members of their respective branches and have served at least one year in the previous five on the central board.

We have approximately 1900 members throughout the state. Sharon will be leaving the treasurer's position clean and up-to-date and has offered her mentoring services to her replacement for a smooth transition.

Since each branch can have only one representative, whoever is elected to an executive office will also be their branch's representative.

Please review Policies and Procedures: X ELECTIONS for further information.

Thank you all for your time and attention to this important issue. Please let me know as soon as possible, but no later than March 31, if you or a member of your branch has an interest in being elected to an executive office. Any questions, please contact me.

Jeanette A. Fratto
Chair, Nominating Committee
California Writers Club

LITERARY REVIEW ADVERTISING OPPORTUNITY

Advertise in the CWC Literary Review! That's right. For the first time ever, the 2016 Spring/Summer edition of the Literary Review can contain your ad! These are introductory rates and may change in future editions, but we've gone as low as we can go to offer you and other writing related advertisers a huge advertising opportunity at low rates. In fact, the larger the ad, the greater the discount. Everything above a 1" Column-Inch ad gets a 10% or greater discount. Check out the ad rates on the rate sheet to see examples of space and advertising rates for this first-ever opportunity to display your ad in the California Writers Club's prestigious publication, the Literary Review. Deadline for submitting your ad is May 1, 2016. All ads must be submitted to AdvertisingCWC@gmail.com in a jpeg file. Checks in the appropriate amounts should be made out to CWC Central Treasury and mailed to: HDCWC Advertising Department 20258 Hwy 18 Ste. 430 PMB 281 Apple Valley, CA 92307

SACRAMENTO BRANCH

Next meeting: Saturday March 19, 2016 11:00 AM-1:00 PM

[Marketing and Monetizing: Online Promotion and Revenue Streams for Authors, Speakers and Consultants](#)

With *Stephanie Chandler*

EVENTS & CONFERENCES

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

["Writers Making The Write Connections"](#)

Saturday, April 30, 2016 9:30 a.m. – 3:30 p.m.

Learn from Publishing Experts plus Pitch To An Agent Fuse Literary Agency



Gordon Warnock



Jennifer Chen Tran



Laura Cummings

WHO SHOULD ATTEND: *Writers and Others with Book Ideas *Authors *Publishers *Editors

LEARN FROM PUBLISHING EXPERTS (9:30 a.m. – 1 p.m.):

- *Query Letters
- *Synopsis
- *Proposals
- *Role of Agents
- *How to Pitch to Agents
- *How to Work With Agents
- *Where to Find Agents Appropriate For Your Project
- *How the Submissions Process to Publishers Works
- *What is a "Hybrid Author"
- *Publishing Contract Terms You Should Know

*Other Legal Concerns

PITCH TO AN AGENT (1:15 p.m. – 3:30 p.m.): Pitch to Gordon Warnock or Jennifer Chen Tran. Separate fee required to pitch; must be seminar attendee.

WHERE: Cattlemens, 12409 Folsom Blvd., Rancho Cordova, CA 95670 (Hwy 50 at Hazel Ave. exit) **SEMINAR**

FEE: \$39 CWC Member / \$49 Non-Member / Includes morning coffee, snacks plus lunch. **PITCH TO AN**

AGENT FEE: \$15 for 5-minute pitch.

SPACE IS LIMITED. [EARLY REGISTRATION ENCOURAGED!](#)

Questions? Contact Margie Yee Webb at mywebb@sbcglobal.net or 916-213-0798.

May 7, 2016 9:00 am to 5:00 pm “All About Books” at The Terry Ashe Park & Recreation Center, 6626 Skyway, Paradise, CA



Wherever you live, wherever you are—whether you’re in the world’s largest city or a suburban neighborhood or miles from your nearest neighbor—we invite you to nurture your writing project at [Camp NaNoWriMo](#) this April.

CONTESTS

Dan Poynter Legacy Award



Dan Poynter's favorite line was “I don't want people to die with a book still inside them.” In his memory, the Global Ebook Awards Team has created a specialty award in his honor. To keep his legacy alive, one award will be given to one entrant in [The Best of Category, Fiction Category, and Non-Fiction Category](#) for excellence in each category.

Guidelines: 2014 or newer e–book

Fees: 1-6 entries: \$79 USD each (per title, per category)

Website: <http://globalebookawards.com/instructions-for-entering>

Contact: becky@globalebookawards.com

[2016 Short, Short Story Writing Contest](#)

Sacramento Branch of the California Writers Club

Deadline: April 1, 2016

NEWSLETTER SUBMISSION GUIDELINES

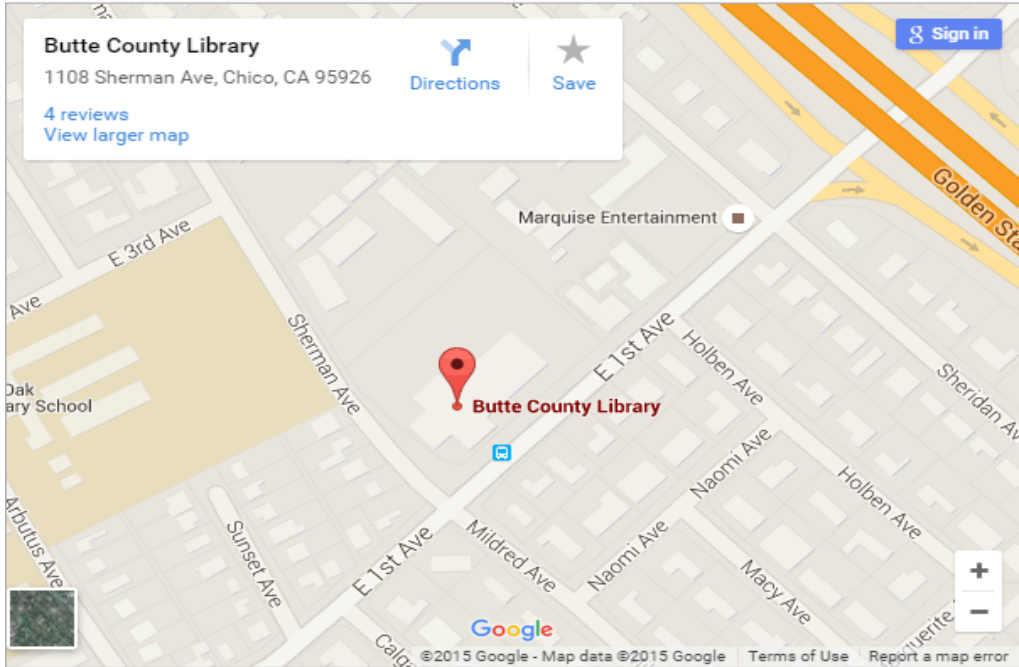
The deadline for newsletter content is the 25th of each month. Content submitted after this date may be saved for a subsequent issue. The Editorial Committee will review submitted material before selecting items to be included in each issue. The editor or *NSW* board may edit the material for length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

SPONSERS



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
- Historian – Open
- Hospitality - Open
- Newsletter Proofreader – Suzanne Roberts
- Programs – Open
- Publicity – Kathie Hiatt
- Special Events- Nick Hanson

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BOARD MEMBERS

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

- President: T.E. Watson, tew*tewatsononline.com
- Vice-President: Dan Irving, danielnirving*yahoo.com
- Secretary: Lynn Tosello, lynnte*live.com
- Treasurer/Technographer: Rick Hubbard, rick.hubbard.author*gmail.com
- Director of Membership: Ken Young, northpoint157*aol.com
- Appointed Positions*
- Member at large: David Bruhn, davidbruhn*davidbruhn
- Creative Director: Rod Warren, rodwarren46@gmail.com
- Newsletter Editor: Linda Sue Forrister, lindasueforrister*att.net
- Central Board Rep: Marsha Dowd, Mdowdnotary*gmail.com

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