



Throughline



Newsletter of the *California Writers Club-North State Branch* (NSW) Volume 2, Issue 6, June 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.

JUNE 20, 2016 MEETING is at the Butte County Library, 1108 Sherman Avenue, Chico, CA 6:00 pm social time, 6:30 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

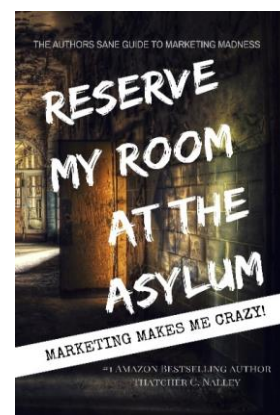
marketing experience, providing tips and tools that can be put to use right away by any author.

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

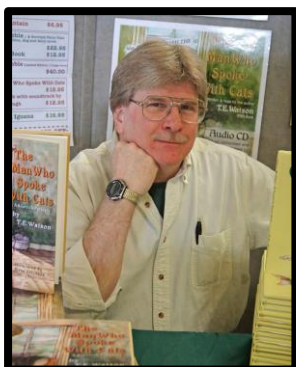
July 18, 2016: To be announced

August 15, 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.



Memberships expire on June 30, 2016. Dues for the upcoming 2016-2017 year are \$45.00 for renewal, \$65 for a new member. 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.



PRESIDENT'S MESSAGE

Writers and Their Gigs-
(continued from May 2016
newsletter).

I once knew a lady who wrote a children's book using the letters of the alphabet. Despite the genre and more than numerous books on the market at that time, she still wanted to proceed with her project. That was until I asked her how she planned to market the book after it was published; through direct sales or a number of ads or speaking engagements.

Dead silence. She never thought she would need to or even have to get in front of people and talk to them. She went white with fear. She was scared to death.

Being a professional writer for many years at that time, I took it for granted that anyone who wanted to write a book, naturally knew they would have to get in front of people, one at a time at least, or groups of people to promote the book. However, I realized to my surprise, it was more than often many writers are not aware of what must be done. It is all part of the dance.

As writers, we work hundreds of hours to write and polish and re-write again and again, then figure our work is done.

Once we realize that notion is further from reality than the man in the moon, we begin to search for a solution to bump up sales. Like the woman who wrote her first children's book, we too must decide the best method or methods in promoting our work. I recommend trying several methods, until we find what fits in our wheel house. The main idea I want you to take from this is to be successful you must promote your work.

HIGHLIGHTS IN THIS ISSUE

Writing is 5% percent of the effort, and 95% percent promotion. I am not making this up.

So, getting back to the fact you will, as a writer, be forced to promote your work, either by the publisher your work is with, or by the sheer fact that you have countless cases of books stored in your house or garage needing to be sold, like any other product.

Consider why you want to write a book. Seriously consider it. If it's for ego, or fame, or for the money, or another reason, you're not alone. Many seasoned writers have walked in your shoes. Each had to find that motivating factor to promote themselves, their book(s), and their brand in the literary world.

Next month I'll discuss agents, and why you need to prove your work, first. It is all a numbers game.

Thanks for reading.

Tom Watson

President, North State Writers

Branch 21-California Writers Club

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EDITOR'S CORNER

How many times have you heard that writing is a craft? I'm not sure I truly understood this until I started writing, myself. Like anything else in life, practice makes perfect. In other words, write, write, write, the more you write the more creative you become and the better the end result will be. I'm loving the journey I've started. It helps to consult with the experts. There are so many reference books on writing out there it's difficult to list them all, but here are a few I've read over the years that have helped me with life in general, business, and learning the craft of writing:

- The Secret, Rhonda Byrne
- The E Myth, Michael E. Gerber
- 10 Things a Millionaire Taught Me, Richard Paul Evans
- Multiple Streams of Income, Robert G. Allen
- Between the Lines, Jessica Morrell
- Writing Subtext, Dr. Linda Seger
- The 3a.m. Epiphany, Brian Kiteley
- Book in A Month - Great tips on organizing your process and on creating characters. (Once I retire, I should be able to, if I can find the time, write a book in a month. I also plan to try Nanowrimo, someday).
- Any reverence book in your genre

If you have any other suggestions please share them. I am always looking for a next great read. Hope these books help you on your own journey, wherever you are headed, keep writing and reading.

Linda Sue Forrister
NSW Newsletter Editor

Have a great month Writing!

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.

[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!

CHALLENGE OF THE MONTH

Branching improves style and leads to more effective writing, so what is branching?

A *right-branching sentence* is a *sentence* where the main subject of the *sentence* is described first, followed by a sequence of modifiers that provide additional information about the subject. This structure can be a useful tool to help create suspense and build tension.

A *left-branching sentence* places modifiers to the left of the main subject of the sentence. Although writers should keep left-branching sentences coherent by limiting the number of pre-subject modifiers, this structure can be a useful tool for establishing mood and tone.

The following sentences are examples of both structures:

Two dead men got up to fight; one bright day in the middle of the night. (RB)

One bright day in the middle of the night; two dead men got up to fight. (LB)

The Challenge: Select five + sentences you've already written. Rewrite each sentence, using both RB and LB sentences. After reading each sentence, decide which structure improved the story best. Did the RB sentences create suspense and tension? Did LB sentences elevate mood and tone? Choosing the best sentence structure depends on what you want to accomplish: suspense and tension or mood and tone. Next time you write or revise a story, try both sentence structures, then share your experience with us.

GREAT QUOTES



**“ We are all apprentices
in a craft where no one
ever becomes a master. ”**
– Ernest Hemingway

COMMITTEES

Publicity – The newly re-designed NSW website is now live, check it out at northstatewriters.com. Be sure to like us on Facebook and share with your Facebook followers.

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

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

Elections for the 2016-2017 will be held during the business portion of the June meeting, please make arrangements to attend this important meeting. Members must be present to vote.

The current slate of candidates is:

President: T.E. Watson

Vice President: Dan Irving

Secretary: Lynn Tosello

Treasurer: David Bruhn

Director of Membership: Ken Young

If you are interested in being considered for a board position please contact President T. E. Watson so that we can include you on the slate at the meeting.



Your membership expires on June 30, 2016. Dues for the upcoming 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). 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 July 6, 2016 – Check with any board member for more details, members are welcome to attend.



MEMBER MILESTONES



Author Nicholas Hanson announces the release of his latest book, *An Empty Swing* on June 21, 2016. He will celebrate with a book signing at ABC Books on July 2, 2016 (date is subject to change). He will also be promoting *The Last Stand of the Dragon - Second Edition*.

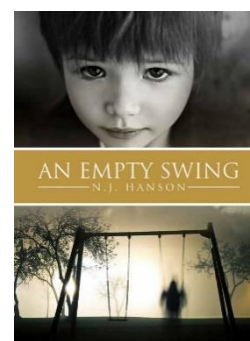
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<https://www.youtube.com/channel/UC1OduHoza0leUTau4EWFzcw>

<https://www.youtube.com/watch?v=xGMoCFIRJnE>



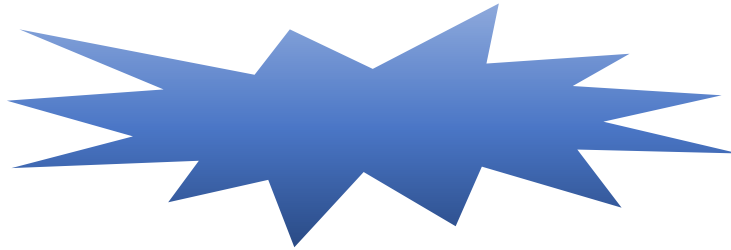


Joan Goodreau

The short plays of Bill Douglas, Joan Goodreau and other local authors will be produced in the second annual OLLI Comedy Play Festival at the Blue Room Theater. Please plan to attend this event, which will run from Thursday, June 23 to Saturday, June 25 at 7:30 pm with a matinee on Sunday, June 26 at 2 pm. Tickets at the door are \$10.



Bill Douglas



NSW authors hosted a book signing at the June 11th Patrick Ranch County Faire in Durham.
(L-R) Kathi Hiatt (Odd Otis), Cathy Chase (Jump), and Gail Stone (Tina the Ballerina)

TOOLS FOR WRITERS

From Jacqui Murray's Word Dreams Writer's Tips

Writer's Tip #12: Know Your Character

When you read your story, does it sound off, maybe you can't quite put your finger on it, but you know you've done something wrong? Sometimes—maybe even lots of times—there are simple fixes. I'll point them out. They'll come at you once a week, giving you plenty of time to go through your story and make the adjustments. Please add comments with **your** favorite editing fixes.



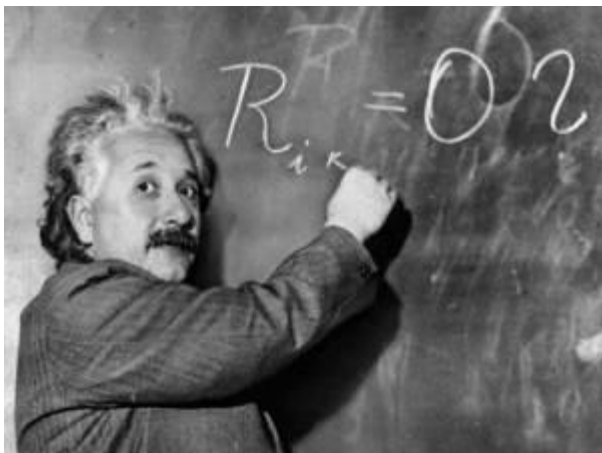
If your story sounds stilted or fake, the believability of your characters is one of the reasons. Readers continue with a plot mostly on the strength of the characters you've introduced them to. Readers don't like when these new acquaintances act, well, out of character.

That means you must get to know your characters—intimately. Know their favorite colors, movies, songs. Know their morals, educational background, weaknesses and strengths.

Before beginning your novel, write their profile. Not just a few paragraphs, but pages—as many as you need to feel like you're their best friend. Throw them into situations and see if you can predict how they would act, based on everything that makes them what they are.

To have these tips delivered to your email, click [here](#).

35 Weird Traits Your Characters May Have



Porcupine hair, piercing eyes--a memorable character even dead

Read 'weird' as 'unique'—the type of trait that grabs a readers' attention. I'm constantly looking for these so the characters in my novels are memorable, and the reader is excited to have them return to the plot line.

Everything on the list below, I got from real people. You will be amazed!

- eats M&Ms or Skittles by color
- can't use a pen without a top
- can't clean his/her house unless it's dark out
- types with one finger
- is a debater
- is a man who manicures his nails
- drops last three words of a sentence to a grumble
- has an accent
- whistles when s/he says an s
- whistles out of tune or the same three lines over and over
- wears wingtips

- obsessed with Princess Di (or some other celebrity)

- turns every statement into a question by raising his/her voice at the end of the sentence
- very rosy cheeks—almost rosacea
- has to have even numbers for stuff—like a grade or the volume on his/her iPod
- can't stand wood in his/her mouth—like chopsticks, popsicles, etc.
- calls males 'son', i.e., 'Good job, son!'
- larger-than-normal personal space bubble
- can't sleep in a messy room
- nibbles at his/her fingers when excited
- can't eat vanilla cake with chocolate icing
- eats toothpaste
- walks on his/her toes
- always has to have the office/room door closed
- breaks a sandwich up into little pieces before eating it
- loves good grammar
- can't write with a blue pen
- has a postcard collection
- can't go anywhere without a bottle of water
- must eat lunch at exactly 11:30 (or noon, or whatever hour works for your novel). If sh/he is even a minute late, they have to wait an hour
- smells the pages of a book, or people, or food before eating
- sees everyone as a color—*she's pink*
- has a phobia to something weird—like cracks on the sidewalk
- his/her leg shakes every time they sit
- rolls eyes up and to the right as they pontificate (or lecture, or just talk)

Enough? Makes me want to be more tolerant.

Re-printed with permission from Jacqui Murray's Word Dreams Writer's Tips

<https://worddreams.wordpress.com/>

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

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



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

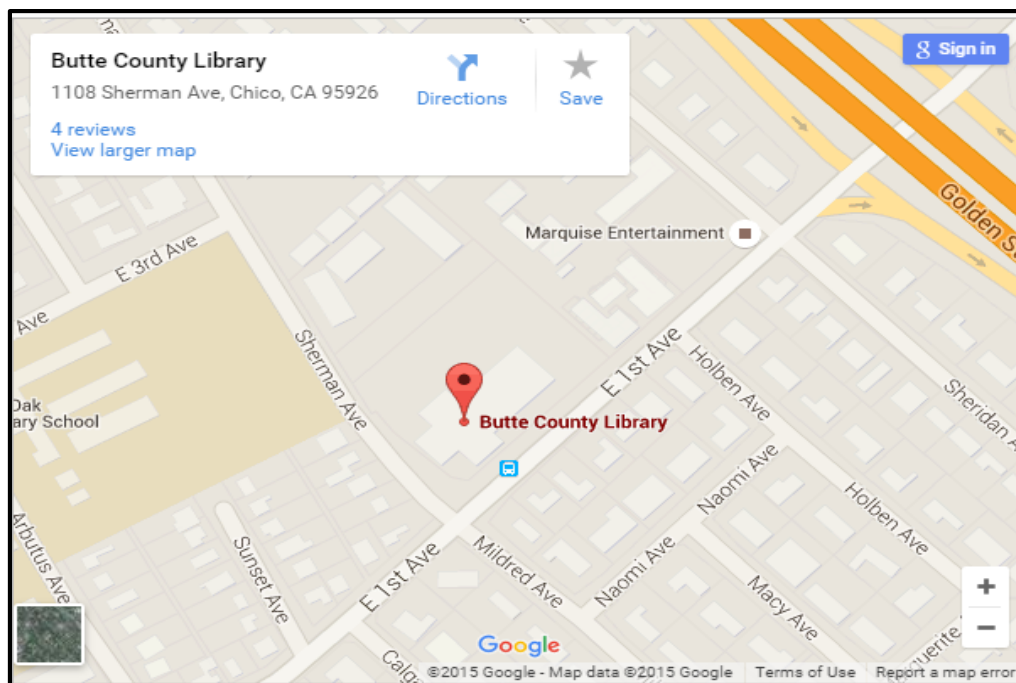
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They help you design, edit, print, market and distribute your book on time and within budget. Their basic publishing approach makes the process simple, and they work closely with you every step of the way to make your publishing experience truly memorable.





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 – T.E. Watson

Publicity – Kathie Hiatt

Special Events -- **Open**

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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/Treasurer: Lynn Tosello,

lynnte*live.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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