

SACRAMENTO WRITER



How to Write Better and Get Published

The most common mistakes authors make when seeking publication and how to avoid them



**Alan
Rinzler**
Executive
Acquisitions and
Development
Editor since
1962

You will learn:

- The most effective strategies of inquiry etiquette when seeking a literary agent. When to be more aggressive and when to obey their guidelines.
- How to make sure the samples, proposal, or completed manuscript you submit is ready for prime time.
- Ten obsessive habits of successful authors I've worked with.
- When to use your life experience as a fictional novel and when as a non-fiction memoir.
- How to overcome stalls, or so-called writers block.

About the speaker:

Acquired and published Toni Morrison (*The Bluest Eye*), Hunter S. Thompson (*Fear and Loathing in Las Vegas*, *Fear and Loathing on the Campaign Trail*), Tom Robbins, (*Jitterbug Perfume*), Shirley MacLaine (*Out on a Limb*, *Dancers in the Light*), Jerzy Kosinsky (*Pinball*), Robert Ludlum (*The Scarlatti Inheritance*), Clive Cussler (*Night Probe*), Dee Brown (*Bury My Heart at Wounded Knee*), Andy Warhol (*Index Book*), Katherine Neville (*The Eight*), Frank Capra (*The Name of the Title*), Danny Lyon (*The Bikeriders*, *Conversations with the Dead*), while working at Simon and Schuster, Bantam Books, Macmillan, Holt, Grove Press, and elsewhere.

**Saturday,
Sept. 15,
2018**

11 AM-1:00 PM

10:15 Early Bird Topic –

Critique Group Good Practices

\$25 Non-Members

\$15 Members (40% discount)

Lunch included with meeting.

Cattlemens Restaurant

12409 Folsom Blvd

Rancho Cordova, CA 95670

FIRST FRIDAY

CWC Sacramento First Friday Networking

September 7, 2018 9-11 a.m.

Coco's, 7887 Madison Avenue, Citrus Heights



Getting Real with the Guys Behind Bars

JoAnn Anglin
Poet, Writer, Teacher

A respected figure in the media field for many years and a practicing poet for more than 25, JoAnn teaches poetry at Folsom State Prison. Waving off skeptics and naysayers, JoAnn remains committed to this calling after six years, during which she has come to learn the value of this extraordinary time, not just for her inmate students, but also for herself as a writer, an artist, and a person.

One morning each week, JoAnn Anglin travels 20 miles to the “castle on the hill.” Wearing appropriate clothes, she leaves behind any forbidden items. In her allowed tote she carries lesson plans, prepared for two classes of 8-10 students each. Every lesson she assigns is one that she herself does, whether as homework or as an in-class writing exercise.

Come hear this seasoned professional talk about her experience with a special clientele whom she has the opportunity to influence and who influence her in return. JoAnn will share some poetry, talk about her own, and also some from her students.

JoAnn Anglin has promoted poetry in schools and at Shriners Children’s Hospital as a coping tool in an unpredictable world. For six years, she co-hosted the monthly PoemSpirits series at the Unitarian Universalist Society of Sacramento. She has been a featured poet at bookstores, cafés, galleries and colleges locally and in Modesto, Davis, Woodland, and the Bay area.

For several years, JoAnn copyedited the Greater Sacramento Arts Reporter, writing a regular column on the arts for a bimonthly newsletter. She has written newsletters, brochures, articles, and copy for museums and exhibits. In 2012 she received the District Arts Program Award from Sacramento’s Board of Supervisors and the City Council.

A member of Los Escritores del Nuevo Sol, JoAnn published her first chapbook of poems, *Words Like Knives, Like Feathers*, three years ago through Rattlesnake Press. Her poems have appeared in *100 Poems about Sacramento*, the *Anthology of the Third Sunday Poets*, *The Pagan Muse*, *Poems of Resistance*, *Voces del Nuevo So*, *Poetry Now*, and *The Los Angeles Review*. Currently she is working on poems for a collection to be called *Double Exposure*.

Registration Open: Fall 2018 Nonfiction Writers Conference

30% registration discount until September 21. This course is highly recommended by our President and Treasurer.

The Nonfiction Writers Conference returns this fall and we've got an awesome line-up of speakers for you!

Conference Theme: Become a Profitable Author

Dates: November 8 & 9, 2018

Duration: 4 sessions per day, 50 minutes each

Time: 9am PST / noon EST until 1pm PST / 4pm EST each day

Location: Your Couch (this is a virtual event)

<https://nonfictionwritersconference.com/fall-2018-nonfiction-writers-conference/>



On Labor Day

On Labor Day we celebrate
The workers of the world,
Quite often with a big parade
Where banners are unfurled.

But there's another Labor Day
Which every mother's sworn
Is more important; it's the day
On which a baby's born.

For labor's a generic term
Although, for what it's worth,
The toughest labor I have known
Is that of giving birth.

So happy Labor Day to all
No matter what your work,
Whether brand-new wailing baby
Or parade's your well-earned perk.

By Ilene Bauer

PoetrySoup.com 2016

WELCOME

NEW MEMBERS

Elizabeth Abess is interested in memoir and fiction.

Emily Boyd has transitioned from the horror of writing municipal staff reports to the genres of horror, paranormal, suspense, and fiction writing for fun. Her first novel is with the editor. See CWC member website: www.cwcsacramentowriters.org/2018/emily-boyd.

James Guigli likes mystery, thrillers, and non-fiction. His character, Burt Lasiter, is a private eye in Old Sacramento. See his website: www.jimguigli.com.

Tanja Hester lists her genres as nonfiction and memoir.

Karen Terhune plans to do everything: fiction, poetry, non-fiction, and children's literature.



MEMBER NEWS

Gini Grossenbacher has been named Finalist in the 2018 American Fiction Awards for her historical fiction novel, *Madam of My Heart*. In addition, she has been selected as a book reviewer for the *New York Journal of Books*.

Sandra Navarro has a second book available on Amazon, [First Year on Mullinix Mill Road: Seasons in the Maryland Countryside](#), joining [Your Guide to Summer Camp](#), [Then and Now](#). A third book should be out by October 1.

Mark your calendar for CWC Coming Events

First Friday Network October 5
Michele Drier

Author of Mysteries & Paranormal Romance

Eight Tips to Breathe Life into Your Novel

Coco's, 7887 Madison Ave., Citrus Hts.

9-11 a.m.

Saturday Luncheon October 20

Dr. Cara Gubbins, Author & Blogger

Beating the Amazon Algorithm
Cattlemens, 12409 Folsom Blvd., Rancho Cordova

10:15 Early Bird Share, 11 - 1 Program & Lunch

\$25 (new price); members 40% off (\$15)

Elk Grove Writers Guild Conference

October 27, all day with lunch, \$50

Holiday Inn

Website: www.egwg.org

Contact:

elkgrove.writersguild@aol.com

Holiday Party, CWC Sacramento Branch

Save the Date! (December 9, 2 - 4 p.m.)

Register Now! (Last year sold out.)

Old Spaghetti Factory (near Cattlemens)

(see flyer in this newsletter)

Deadline
September 30



Deadline
September 30

ANNUAL RENEWAL NOTICE 2018-19
California Writers Club, a Non-Profit Organization

Timely renewal ensures your continuing membership in the oldest writing club on the West Coast. Membership offers you:

- Twenty-one speaker meetings per year;
- Access to writing and publishing experts not usually available to local writers;
- Reduced fees to luncheons and seminars;
- Your own biography page on the branch website, providing you with a link for pitches to agents and editors;
- Four quarterly *Bulletins* from the State CWC;
- Annual copy of *California Literary Review*;
- Opportunity to apply for stipend to writing conferences;
- Writing community, including critique groups, to help you work toward your goals.

Simple to Renew

A. Send check to (note new address):

CWC Sacramento
P.O. Box 1231
Orangevale, Ca 95662

- Please be sure that your name appears on your check.
- Provide any changes in address, telephone, email, or genre in the past year.

or

B. Pay with check or cash at an upcoming meeting. Look for Gini Grossenbacher, First V.P./Membership, or Jerilyn Ring (Jerilyns@me.com), Incoming First V.P./Membership.

An online renewal process is being formulated, but is not yet available for use. Renewals are due by September 5. Late renewals are subject to an extra \$20.00 in addition to the \$45.00 renewal fee.

Not Yet a Member But Thinking of Joining?

Now is the time to maximize your benefit of membership!

Membership Fee: \$45 + One-time Joining Fee \$20 = \$65

High School/College Students: \$25 + One-time Fee \$20 = \$45

Submit check or cash with application or contact Jerilyn Ring



Reserve Your Seat Today!

Sunday, December 9, 2018, 2:00-4:00

CALIFORNIA WRITERS CLUB, SACRAMENTO

Holiday Celebration!

- Dinner, Program and Dessert
- No-Host Bar
- Celtic Music - Live
- Prizes, Games, Books



Old Spaghetti Factory

12401 Folsom Blvd. (Nimbus Winery) Rancho Cordova, CA 95742

- Cost is \$25.00 per person (includes entrée, bread, salad, beverage, dessert, tip, and tax).
- Pay by cash, credit card or check at CWC's regular meetings, or mail check payable to CWC and registration form to this address: CWC, 6526 Nordic Ct., Citrus Heights, CA 95610.
- Payment and registration form must be received by November 30.
- Seating is limited. Register early!

Member's Name		
Member's Guests		
Entrée Choice	Quantity	Cost
Spaghetti with meat sauce		@ \$25
Mizithra cheese and pasta (vegetarian)		@ \$25
Chicken fettuccini alfredo		@ \$25
(Gluten-free available upon request.)		TOTAL

FOLLOW UP

Coco's, August 3, 2018: Michele (ML) Hamilton,

by Lisa Deines



The speaker for the First Friday Breakfast Meeting was **Michelle Hamilton (pen name M.L. Hamilton)**. The topic of her presentation was “**The Benefits and Challenges of Crossing Genres,**” and with over 30 books published in several different genres, Ms. Hamilton had a lot to share with our group.

Ms. Hamilton started with writing epic fantasy. She got her first book picked up by an English publisher after sending out hundreds of queries. She wrote five books in five years (the Samar series), then decided to venture into murder mysteries and self-publishing. She has since added cozy mysteries, contemporary fantasies, and other genres - including recipe books - to her repertoire. Her series include The Peyton Brooks Mysteries; Peyton Brooks, FBI; Zion Sawyer Cozy Mysteries; The World of Samar; The Avery Nolan Adventures; and the Moonlight Trilogy. Seeing a need for affordable services, Ms. Hamilton also provides novel editing through her company, Black Cat Editing. We are grateful that she was able to fit us into her busy schedule!

Some of the main points of her talk were:

Two things you should spend money on: your book cover and editing. Both are essential for selling your book.

The Benefit of switching genres:

- You can reach a new audience and some of your current fans will follow you to the new genre
- It hones your skills and gives you an infusion of new energy
- It keeps you from being a one-trick pony

Challenges:

- You will lose some readers (not everyone will move over to your new genre)
- Building a new audience is difficult and you must have patience
- Splitting Resources (current editors, cover designers, advertising avenues, etc. may not be compatible with the new genre)
- Keeping everything straight from genre to genre
- Readers may not like you taking longer to write the next book in their favorite series

Extra Tips:

- Know why you want to cross genres (feeling stale, broader audience, etc.)
- Set goals
- Create a calendar for your genres
- Pen Name - think long and hard about what you will lose (marketing momentum) and gain (separation of identities) before making the decision to use a different pen name for a different genre
- Read in your genre and make sure you enjoy your genre
- Join a critique group for that specific genre
- Get an editor in that genre for the developmental stage of your work
- Be patient

FOLLOW UP

Successful Self-Publishing on Amazon

CWC North State Writers Workshop

By Marcia Ehinger



On Sunday, July 15, intrepid CWC Sacramento members Judy Vaughan and Marcia Ehinger drove to Chico to this sister branch event. Thatcher C. Nalley (AKA, Heidi, the daughter of North State Writers President Kathie Hiatt), number-one-selling ebook author on Amazon, led a day-long workshop to teach how she does so well. She pointed out that those who want to self-publish need to get set up for success and run their book(s) like a business. She reminded us that creating a book involves a lot of work, and an investment of time is necessary. “The difference between a writer and an author is perseverance.”

She included motivational videos about our life purpose: that each person has the gift of putting words and stories together. Knowing your “why”, will then give you options for your “what” [Simon Sinek, “Know Your Why” TED Talk]. The keys to creating and marketing a book include understanding why people buy. To illustrate, Thatcher shared the STEPPS to success

described by Jonah Berger in his book Contagious:

Social Currency = caring about how we look to others

Triggers = what makes someone think about your product or idea

Emotion = caring about something makes people share

Public = something that is public is likely to be imitated

Practical Value = useful things get shared

Stories = create a story that others want to tell

These STEPPS should be kept in mind for choosing your book title, while designing the cover, and when writing the description. People who are browsing for books on Amazon will see these three components first when they glance at your book’s sales page. You want a title that people can remember, to share with friends and to look up later. The cover should have intriguing pictures and be easy to see (including a phone screen view). You may want to copy the style of other covers in the same genre, and should remember to generate an emotional response from the viewer.

Other topics and tips included finding and purchasing marketing materials and posters from Canva.com, images from Bigstock (bigstockphoto.com), and hiring other people to do “whatever” (covers, illustrations, proofreading, editing) in the creative process on Fiverr (fiverr.com, a freelance services marketplace). She concluded with an overview of KDP (Kindle Direct Publishing) for self-publishing ebooks, and using Facebook to generate a fan base.



Obituary

Leigh F. Stephens

Leigh Fine Stephens passed away peacefully July 14, 2018, in Sacramento, California. Born and raised in Americus, Georgia, she was almost 81 years young. Ms. Stephens is survived by her husband, Bob Aldrich, and children, grandchildren, and one great grandson.

Leigh F. Stephens was professor emeritus at California State University Sacramento where she taught for 26 years in the journalism and communications studies department. She was also a visiting professor to the University of Hawaii at Manoa for 22 years and an instructor at University of California in

Davis and Berkeley. Ms. Stephens was director of her own communications company, Creative Communications Associates, for more than 30 years.

For a number of years, she was a contributing writer for Valley Community Newspapers. Stephens was the author of more than 500 articles and textbook publications, and author of the books *Covering the Community: A Diversity Handbook for Media*, *Twelve Steps to Clear Writing*, and *The Grass Roots City Tree Planner*.

Ms. Stephens was awarded a Bachelor of Arts degree in English from Mercer University in Macon, Georgia. She received her Master of Arts Degree and a doctoral equivalence from California State University Sacramento.

“She loved the English language,” said husband Bob Aldrich. “She loved teaching grammar... she read voraciously... She was the penultimate teacher.”

Ms. Stephens was the recipient of dozens of awards and recognitions including a national book award from the National Federation of Press Women and numerous article awards from California Press Women. She was also a recipient of a Poynter Institute for Media Studies Fellowship.

Ms. Stephens was a member and officer in many professional organizations including: American Association of University Women (AAUW); California Writers Club, Sacramento Branch board of directors; National League of American Pen Women; Sacramento Women in the Media; Society of Professional Journalists; American Educators of Journalism and Mass Communications (AEJMC); National AEJMC Committee on the Status of Women; National Federation of Press Women, Inc.; California Press Women; and Sisters in Crime, national and Sacramento/Capitol Chapter.

She can be remembered by a contribution to the **Professor Leigh F. Stephens Journalism Scholarship** fund at California State University Sacramento. Donations can be sent in Ms. Stephens’ memory to The University Foundation at Sacramento State, 6000 J Street, Sacramento, CA 95819.



CWC Sacramento Branch Leadership 2018-2019

Officers

Kimberly A. Edwards, President
Kimberlyedwards00@comcast.net

Lisa Deines Wiggins, First Vice President/Programs
msdkicks@gmail.com

Jerilyn Ring, Second Vice President/Membership
jerilyns@me.com

Larry Mandelberg, Treasurer
larry@mandelberg.biz

Sandra Navarro, Secretary
ssnavarro22@gmail.com

Board of Directors

Linda Champion, Outreach
championwritingcreations@comcast.net

Marcia Ehinger, Newsletter Content Editor
mehinger@comcast.net

Michele Wogec, Social Media & Emerging Writers Coordinator
mwogec@yahoo.com

Jenifer Rowe, Webmaster & Eblast Coordinator
jenifererowe@gmail.com

Consultant to the Board

Ted Witt, Pretty Road Press
Marketing & Publishing

Club Positions

Ray & MaryAnn Blain, Saturday Meeting Registration
Rosi Hollinbeck, Newsletter Layout Editor & Saturday Meeting Registration
Dale Manolakas, Print Media Coordinator
Judith Presnall, Contest Coordinator
Cheryl Stapp, First Friday Network Coordinator