

Writers in the Sky

NEWS LETTER



February 2011

Editor's Corner

Woo Hoo! Within hours of having the e-book version of my book, *Whose Stuff Is This? Finding Freedom From the Thoughts, Feelings, and Energy of Those Around You*, published in Amazon's Kindle Store (<http://tinyurl.com/EmpathKindle>), I started having sales! I'm so excited about helping people get free of the energetic burdens they've been carrying. With more than two dozen proven and effective ways to clear your energy field, this guide employs empowering, proactive techniques to manage your own energy. With a chapter on the psychology of empathy by Dr. Caron Goode, this book presents the personal story of how I learned to psychically protect myself. The paperback book is available on Amazon: <http://tinyurl.com/EmpathAmazon> just in time for my virtual tour (see tour schedule: <http://tinyurl.com/EmpathTour>). Read endorsements here: <http://whosestuffisthis.blogspot.com/p/praise-reviews.html>

Last fall, the beloved librarian at my grandson's elementary school learned that she had melanoma. I know, that's skin cancer, but for some strange reason, she got melanoma tumors in her lungs and brain. Just before Christmas, her surgeon was able to remove both brain tumors with no complications. Sue is receiving radiation treatment. Some friends set up a Caring Bridge page for her (www.caringbridge.org/visit/suehasse2010)

I know you are asking, "What does this have to do with reading and writing?" She's a librarian! WITS loves librarians! In support of everything that Mrs. Hasse has done for children and helping them learn to love reading, the Kingston Springs community is holding a Beat Cancer Read-a-thon. We hope to raise money by reading 2,500 books between January 17-February 17, 2011. Sponsors can donate money for each book read or by a flat donation. I'm giving \$5

per book that my grandson, Sidney, reads. He says he can read five chapter books in one month—pretty ambitious for a 10-year-old boy, but he does come from a family of writers and readers. ☺ I just learned that he is already on his fourth book! If you would like to sponsor Sidney and help his librarian beat cancer, you can send Mary Kelley a check made out to CaringBridge to this address: 1520 CC Rd, Kingston Springs, TN 37082. Email Mary for more info mjkelley@comcast.net. Even if you can't sponsor financially, you can still help Sue by sending her positive energy for healing. Thank you so much.

Minette Riordan has started a membership site called WEB-Women Engaged in Business and is asking for articles on women, business, web-based marketing, etc. There's no payment for being featured on new site, but it might give you a chance for exposure and add to your writing portfolio. Contact Minette@northtexaskids.com for more information. Be sure to see the WITS Announcement section at the end of this newsletter.

Yvonne Perry, Owner of Writers in the Sky Creative Writing Services

<http://writersinthesky.com>

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GROWTH TREND IN MEDICAL WRITING

By Martin Smith

When you think of medical writing you don't normally associate it with advertising, marketing, and promotion, the long-established turf of Madison Avenue hucksters (think AMC's wildly successful *Mad Men*). But that's exactly where much of the growth in medical writing is heading today.

Of medical writing's three basic areas—regulatory, educational, and promotional—the latter has taken center stage as healthcare professionals increasingly realize the benefits of merchandising their wares.

Here are a few examples of a trend that is accelerating:

Marketing and promotional brochures. Drug companies and medical supply companies selling to doctors and hospitals send out both samples and promotional material in hopes of increasing sales.

Advertising for consumer markets, both in print and on television. Pharmaceutical companies write ads for consumer publications and television spots to both educate the public and inform them of the newest breakthrough drugs. The assumption is that consumers will ask their doctors for the advertised drugs. And they do.

Advertising for trade magazines focused on healthcare. Durable medical equipment manufacturers, such as those producing wheelchairs and stair lifts for seniors, sponsor ads in trade magazines aimed at drug and durable equipment stores.

Design of sales training programs for pharmaceutical company detail salespeople. The goal is to persuade doctors and hospital purchasing agents to buy their products.

I recently developed a marketing brochure for an anesthesiology practice aimed at hospitals. The brochure describes the practice's capability of handling the entire anesthesiology program for hospitals, from clinical assessments and treatment through program management (billing, scheduling, finance, etc.). Or, as described in the brochure, "linking the science of medicine with the business of medicine."

Martin Smith is a retired small-company president who writes on business, management, and senior and health issues. The author of sixteen nonfiction books and six published novels, two of which were optioned for film, Martin has written articles for periodicals such as *Quality Magazine*, *The Philadelphia Inquirer*, *Maximum Fitness*, and *INC*. While working as a ghostwriter for Wordworks, a book packaging firm, he wrote three business/management books. He also worked as a career advisor for senior-level managers, preparing resumes, portfolios, and press kits for executives seeking to change jobs.

Writer's in the Sky Podcast

Anjuelle Floyd will be joining Yvonne Perry on [Writers in the Sky Podcast](#) February 4, 2011. Anjuelle Floyd is the author of *Keeper of Secrets*, *Translations of an Incident*, a collection of interconnected short stories, and a novel, *The House*, published in October 2010. Read more about Anjuelle on her Web site: <http://www.anjuellefloyd.com/>

Book Title: *The House*
Author: Anjuelle Floyd
ISBN: 978-0978796723
NOJ Publications, 2010
Reviewed by Yvonne Perry

Anna Manning intends to be free from her unfaithful husband, Edward Manning, but he is stalling to avoid granting her a divorce. Their four children are grown and all Anna wants is to move on with her life and pick up with her dream to move to Paris and continue her study of the art treasures of Rome, Greece, and Northern Africa and the masterpieces housed in the Louvre and other museums and around Europe. That dream had died when fresh out of college she met and married Edward in order to escape her mother's cruel assessment of her. To reach her goal, Anna needs to sell the house that served as living quarters for her and the kids while

Edward was away on business and carousing with other women during their thirty-four years of marriage.

While the book focuses on the lives of an African-American family, it brings a common message to every reader regardless of background—we all have emotional stuff to deal with, and until we deal with it, healing cannot occur. How we deal with our baggage sometimes defies logic. When Anna learns that Edward is dying of cancer, her plans change drastically. She puts her dream on hold again and asks Inman, her new lover, to give her some time to sort things out. She takes her sick husband under her wing and moves back into the house with him to care for him in the few months he has left to live.

An intriguing plot and surprises that make the reader gasp, *The House* is a story that touches the heart with believable, true-to-life characters that you will either fall in love with or feel anger toward. One of the best books I've ever read.

We Are One in Spirit Podcast

Dr. Roy Martina is a world-renowned holistic medical doctor specializing in health coaching and personal development with more than thirty years of experience working with “incurable cases” and researching the best way to help people cure themselves. He is a trainer, speaker, developer of a range of comprehensive therapies, and a bestselling author with more than forty self-help books, CDs and DVDs, including his international bestselling book *Emotional Balance: the Path to Inner Peace and Harmony*. This is a practical handbook that uses a powerful and comprehensive healing system called “Omega Healing” developed by Dr Martina. This preventative system has been acknowledged as one of the most powerful healing techniques currently available. It tackles the root cause of problem—not just the symptoms— by balancing the emotional body and returning to our core essence to restore health, ease and happiness. Dr Martina has spent the last 25 years studying acupuncture and numerous holistic techniques in order to offer people a profound level of healing that work swiftly and effectively. This work has put him at the leading edge of the holistic and self- help world. In this extraordinary book, he takes offers the reader a practical guide to understanding and working with the dynamics of unresolved emotions, self-sabotage, karma, blocks to self-healing, chakra balancing, cell-memory, emotional reversal, forgiveness, and true spirituality. It is a walk along the path to inner peace where we are able to restore lost parts of the soul.

Here are some places to donate books

* Soldiers' Angels <http://soldiersangels.org/index.php?page=books>

Books should be new

Magazines must be current/timely (very recent issues) and in new condition. Do not send pornographic materials. Ship books and magazines with a paper in each box that lists your name, address, telephone number, and the estimated value of that particular box of books.

Send books to:

Soldiers' Angels
1792 E. Washington Blvd
Pasadena, CA 91104

OR

Soldiers' Angels
4408 PanAm Expressway
San Antonio, TX 78218
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\* Got Books? [http://www.gotbooks.com/donate\\_books.php](http://www.gotbooks.com/donate_books.php)

Ship books to:

Got Books Inc.  
Attn: Donations  
255 Andover Street  
Wilmington, MA 01887  
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* Reader to Reader <http://www.readertoreader.org/donate.html>

Reader To Reader
Cadigan Center
38 Woodside Avenue
Amherst, MA 01002
email: info@readertoreader.org
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\* Pages for Children <http://www.pagesforchildren.com/>  
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* International Book Bank <http://www.internationalbookbank.org/donatebooks.html>

You Can Judge a Book By Its Cover

By Yvonne Perry

The cover of your book is not just an artistic rendering. It is a marketing piece and should give some idea of what the book is about. Special consideration needs to go in to the art and the overall design.

Many publishing companies offer template book covers that you can modify by substituting a stock photo or changing colors, but to me this important marketing piece needs to be personalized in order to be as effective as possible.

I love Hayley John's artwork! This high school student is such a joy to work within the creation of art for the cover of my two latest books. I sent her a couple of articles about empathy and a picture I found online to give her an idea of what the book was going to be about, and she conceptualized the girl on the cover of *Whose Stuff Is This?*

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She also created the collage from the illustrations she did for several of the stories in my children's book, *The Sid Series ~ A Collection of Holistic Stories for Children*.

I've asked Hayley to answer a few questions for those who are interested in her work.

YVONNE: How did you come up with the idea for the art cover for this book?

HAYLEY: I was given the general idea of a girl showing both happy and sad emotions and an example of what Yvonne wanted. At first I was considering putting the two emotions in different faces but I realized it might not display the right idea so I decided upon giving the girl tears and a smile to show her different emotions.

YVONNE: What programs did you use to create the piece?

HAYLEY: Originally the piece was done with colored pencils in my sketchbook. I then transferred the image to my computer where I used a photo editing program called GIMP to finish my creation.

YVONNE: How long does it take to create something like this?

HAYLEY: I spent about two hours on the original colored pencil part and about four more with the editing program.

YVONNE: Where are you studying art?

HAYLEY: I'm not taking any art classes right now.

YVONNE: Do you plan to continue your art studies after graduation?

HAYLEY: Yes I do. I love art and fully enjoy using my creativity. Everything artistic is my passion! Although I enjoy art too much to let it go, I want it to be more of a side job because of the inconsistency of the pay.

YVONNE: Are you available to other authors who need cover art for their books?

HAYLEY: YES! I would love to take more jobs for anyone interested! You may contact me at http://www.wix.com/hayleys_custom_art/ Thank you.

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'[TITLE]')"></a><script src="http://s7.addthis.com/js/200/addthis_widget.js" type="text/javascript">
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Hire an Editor to Make Your Message Even Stronger

By WITS team member Sarah Moore

I am the type of person, admittedly annoying to some, who edits herself in any instance of communication. I proofread my text messages, amend comments I leave on Facebook pages, and sometimes even correct my own mental brainstorming. In my defense, though, I am never one to correct the grammatical errors I read from others. That is, unless they ask me to take up my actual or virtual red pen and transfer my obsession to their work.

I believe that every piece of writing shares the artistry of musical compositions. Its lyrics should have a rhythm and progression that seamlessly present a story to the readers. Every time I edit work for a client, whether it is a short blog post or a 350-page manuscript, I read each paragraph silently and also out loud. I engage all of my senses into producing the best possible work for the author who has trusted me to make his or her personal expression the strongest it can be.

Maybe you have spent weeks or even months reading and re-reading your book manuscript, admission essay for graduate school, article for a professional publication, or Web site material. It may be time for a set of fresh eyes to catch the small mistakes and maybe help make your phrasing or dialogue more effective and professional.

You could just need a copy edit, through which I correct errors in spelling, grammar, and mechanics and make notes where there may be a better word choice or a cleaner transition. Or, perhaps a developmental edit can benefit you. In this instance, I will offer a deeper analysis concerning the content of your material and even rewrite sections where necessary. If you feel that your work could use the eyes of a professional editor, please contact me and let's discuss how I may be able to help you.

Sarah Moore is the author's assistant for Writers in the Sky Creative Writing Services. She has nearly a decade of experience in higher education administration, having worked at University of Maryland, Boston University, and Middle Tennessee State University. In addition to her

administrative responsibilities, she taught research and writing courses at these institutions. Sarah also taught high school government and history for several years, and always included a strong emphasis on writing in her students' assignments. Sarah was raised just outside of Washington, D.C., but has called Nashville home for nearly eight years and enjoys life there with her two young children. <http://www.writersinthesky.com>

Writers in the Sky Survey

Please let us know how we are doing by answering a few questions. Please copy and paste this section and send your comments to Katie@writersinthesky.com . Thank you!

1. Where did you learn about Writers in the Sky Creative Writing Services (WITS)?

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|--|--|------------------------------------|
| <input type="checkbox"/> WITS Newsletter | <input type="checkbox"/> Another newsletter | |
| <input type="checkbox"/> WITS Podcast | <input type="checkbox"/> another podcast or radio show | |
| <input type="checkbox"/> WITS Blog | <input type="checkbox"/> Another blog | |
| <input type="checkbox"/> Friend referral | <input type="checkbox"/> Article directory | |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Facebook | <input type="checkbox"/> Linked In |

2. Have you worked with a WITS team member on a project?

3. What service(s) did you receive from us?

4. Why did you choose to work with WITS?

5. Were you pleased with the services we provided?

6. Would you do business with us again? Why or why not?

7. Would you refer us to others who need our services? Why or why not?

WITS Announcements

Where Women Gather, Magic Happens!

“If you limit your choices only to what seems possible or reasonable, you disconnect yourself from what you truly want, and all that is left is compromise.” - Robert Fritz

I have been blessed to gather with different groups of women and to share, in heart-felt, open conversations, where we are with our lives and where we want to be. Whether meeting with one woman to discuss our businesses or a group of 10 to discuss our spiritual growth, the energy has been amazing. People talk about attracting what you want into your life and how simple it is, but there is a gap between simple and easy. Attracting what you want means being very clear, asking and taking action. I realized that in the past year, through my own shift to a new place in my life, personally and spiritually, I have attracted new people, and opened the doors to new conversations and amazing opportunities. By simply stepping into my own skin

and living from my core values, not being afraid to stand out or stand up as who I am, everything I want is coming to me.

What I am seeing happen all over the country, around my community and in online communities, is that where women gather in truth and trust, magic happens. People are hungry for deeper, more meaningful connections, in their romantic relationships, friendships, and business relationships.

One of the ultimate examples is the WEBB networking group that I and my friends Cindy and Brenda created about 2 years ago. We have created a group that invites people to a safe, creative place to grow, learn, share and play. Every month we have about 60 women join us to make magic happen! It has been beautiful watching friendships, business opportunities and ideas flow so freely. And we did it all through word of mouth.

Now, I want to take that same experience online through a virtual community and in a few months, a digital magazine. If you would like to participate in the conversation, share your experience and create magic with other like-minded women, join [WEBBnetwork.com](http://www.webbnetwork.com) today. It is free! Just for registering, I will send you my article on "Building a Business That Will Stand the Test of Time." Join here: http://www.webbnetwork.com/?page_id=27