

Writers in the Sky



A Newsletter about Writing by Write On! Creative Writing Services

Write On! Creative Writing Services is pleased to announce *Writers in the Sky*, our electronic newsletter. Whether you are a published author or a writer-wanna-be, this ezine is for you. Here, you will find articles about all types of writing and publishing, plus we will feature articles written by the readers.



About Yvonne Perry, the owner of Write On! Creative Writing Services

Yvonne Perry is a professional writer and the owner of Write On! Creative Writing Services. She has personally co-written, edited, ghosted or formatted over twenty books for clients. That's in addition to the articles, brochures, press releases, Web text and newsletters she has created! Yvonne is a graduate of American Institute of Holistic Theology where she earned a Bachelor of Science in Metaphysics.

Yvonne is the author of several children's books, a humorous book about raising teenagers during mid-life crisis, and a newly released book entitled *More Than Meets the Eye: True Stories About Death, Dying and Afterlife*, which provides comfort to those who are grieving the loss of a loved one.



Receive a Complimentary pdf of Yvonne's Book

Spread the news! Let your friends know about this informative newsletter and have them subscribe to this newsletter by completing the sign up form at <https://app.quicksizzle.com/survey.aspx?sfid=13065>.

****** The first 25 people to subscribe to Writers in the Sky in the month of May will receive a complimentary PDF of Yvonne's book, MORE THAN MEETS THE EYE: True Stories about Death, Dying and Afterlife******

Including a commentary by Dr. Aaron Milstone of Vanderbilt University Medical Center, *More Than Meets the Eye: True Stories About Death, Dying and Afterlife* covers many aspects of the dying and grieving process. Perry uses true stories to look squarely in the face of euthanasia, suicide, near-death experience, post-mortem choices, hospice care, assisting the passing of a loved one, spirit visits from deceased loved ones and other topics people are somewhat reluctant to talk about. The book offers non-religious information and insight to assist people in finding peace about the mysterious process of transitioning back to God/Source. A legal document that may be used as a living will is included in the appendix. Available for purchase at [Amazon.com](https://www.amazon.com) for \$13.99.

Contribute News to this Newsletter

I love to network because I believe in the unlimited bounty of the universe. There is enough water in the oceans to float all our boats and I don't mind sharing ad space with you. If you have an article, announcement or other information about writing publishing or marketing books, [please email me!](#) Here are some announcements from our readers:

Gene Miller Coti of DPPpress (a division of DigitalPulp Publishing) is looking for eBooks by authors, self-publishers and independent presses to sell on www.DPPpress.com. You will receive 60% of the price Gene gets for selling your eBook. DPP does the promoting, handles the payment and distribution. Email Gene at gmc@DPPpress.com or call toll free: 877-382-2100.

Maureen McMahon's Web site, Moonspinners Writer's Page (<http://www.maureenmcmahon.com/>), has been voted one of the 101 Best Websites by Writer's Digest 2006. Her "Ask The Experts" section is created in collaboration with fellow author Fran Silverman (<http://www.maureenmcmahon.com/bookmarketing.html>). The Experts Site is composed of 150 subscribers to Fran's newsletter, Book Promotion Newsletter (<http://www.bookpromotionnewsletter.com/>), who answer book marketing questions at no charge.

Speaking of Fran Silverman, she has a new radio show on Achieve Radio <http://www.achieveradio.com>

especially about marketing books, which airs live on Tuesday, noon to 1 p.m. (MST); 11 a.m., (PST), 1 p.m. (CST) and 2 p.m. (EST). During Daylight Savings Time, the show airs at 11 a.m. in Arizona, which does not change its clock. To tune in, go to <http://www.achieveradio.com>, click "Shows, Hosts and Schedules" on the left side and scroll down to her show: Book Marketing with Fran. To talk to Fran and her guest, you can call toll free 800-920-3717 (Phoenix area - 623-772-9379). To email them, on left side of main page click "In-Quick Message or Call-In" (In-Quick only works during live shows). The archives are available ten minutes after the shows ends. Here is her schedule of guests through May.

Lynn C. Tolson Survivor's Story May 2, 2006 <http://beyondthetears.com>

Kate Stormer Children's books May 9, 2006 <http://caseysworld.net>

Larry Portzine Bookstore tourism May 16, 2006 <http://www.bookstoretourism.com>

Vicky DeCoster Humor May 23, 2006 <http://www.wackywomanhood.com>

Nancy Lee Spiritualism May 30, 2006 <http://www.nancylee.net>

If you have a Web site with a lot of links, you will want to test them periodically to make sure they are all working properly. Here is a free service that will test all your links and send you a notice of any problems found. See <http://www.dead-links.com/>

Reggie Johnson recommends [Llumina Press](#) for those who are exploring options regarding self-publishing.

Irene Watson has book editing and publicity packages available. Please see <http://www.readerviews.com/PublicityPackages.html> and <http://www.readerviews.com/EditingService.html> for details.

If you are looking for someone to design the cover of your book, Rick Chappell is my recommendation. He is a graphic artist able to format your cover to specific publishing standards. You may contact Rick by email at rick2769@comcast.net. Tell him Yvonne sent you.

Whenever you need beautiful calligraphy writing for illustration in any of your business ventures, please contact Teresa Kant and Say It With Style. Teresa is a master level calligrapher who provides an ancient art form of custom hand-lettering to people all over the world. Find out more and see samples of her work at www.SayItWithStyleInvitations.com.

Angela Grett, a writer on the Write On!Team, announces the release of her new book, ***My Mother's Bipolar, So What Am I?*** The book is available on Amazon.com. Be sure to read more about bipolar

disorder on Angela's Web site www.childrenofbipolar.com

Taryn Simpson's book "Glittering Secrets" will soon become a film! Watch for the cover of her book to appear on "Upcoming Projects" on the production company's website:
<http://www.fasttrackproductions.biz/ShortFilms.html>

You may read bios for all our team writers on our Web site: www.writersinthesky.com

I enjoy hearing from people who have read the books I've written and gaining insight from their comments. I also enjoy hearing an update from my former clients. Blogging is a great way to do this. Blogging offers a way to let people get to know you and your business products. A blog is an Internet site where you may find information or purchase products, but a blog features something Web sites do not. A blog has an interactive feature that allows visitors to post comments and questions about a particular topic. You may have the answer to a question someone else asked or you may have a question about something on the site. Write On! Creative Writing Services has a blog at <http://www.yvonneperry.typepad.com/ghostwriters> where you may read articles, post comments and ask questions regarding writing, editing and publishing. We invite you to visit us online and give us your feedback.

The Nashville Writer's Meetup Group meets the 4th Tuesday of each month at 8:00 PM at Borders Books & Music, 2501 West End Ave Nashville, TN 37203 across from Centennial Park. Our writers enjoy the networking and brainstorming offered by this group and highly recommend anyone in the Nashville interested in writing, editing, publishing and marketing a book attend the meetings. Visit The Nashville Writers Meetup Group. Yahoo Meetup groups are geographically based in particular areas. If you are not local to Nashville, TN, chances are there is a Meetup group in your town. Search by zipcode at <http://www.meetup.com/browse/>

Donna Buchanan and Yvonne Perry are compiling speeches for a new book. Heartily Speaking: Inspirational Writings to Warm the Heart will be a resource for people who need to give a speech, but don't have a lot of time to prepare. It will also be an uplifting read for anyone needing encouragement.

The book will be a compilation of speeches from people all over the U.S. who have an heartfelt message to share with others. Appropriate topics are: courage, faith, overcoming obstacles, perseverance, positive thinking, attitude, you reap what you sow, spiritual (non-religious) encouragement, etc. The speeches need to be generic or universal so anyone may present them; however, a few personal references are okay if used to illustrate a point.

In particular, I am looking for speeches about how to overcome unexpected change or tragedy. We've had so much chaos in this country in the past few years: the Florida hurricanes and devastation in the Gulf of Mexico, our soldiers being killed in war, etc. Additionally, I'd love to include a tribute to Princess Diana and Mother Teresa—two of my favorite famous women.

Speech contributors will not receive royalties; however, your name will appear as the author of any speech you submit, and a short bio about you will be included in the book. Donna and Yvonne will have the right to print, publish, market and distribute the book itself, but the contributing writer of each speech will retain full rights to their speech after the book is published. It's a great way to get your work published!

Please feel free to forward this message to your friends. Our goal is to collect 50 speeches by June 1, 2006. You may send your speeches or inquiries to writer@yvonneperry.net or growthingspeaking@bellsouth.net.

Four Ways to Publish Your Book by Yvonne Perry

Writing the book was the easy part. The hard part begins when you attempt to publish the book. It helps to have some money saved to use for printing and marketing the book. I'll share the four options I found as I considered publishing my book, MORE THAN MEETS THE EYE.

Option One: You will need a query letter and a proposal before you begin. The query letter is one, or at most, two pages and is a summary of what your book is about and who you are. The proposal is a full description of your book including chapter summaries, sample chapters, and an extensive marketing plan. You may find a traditional publisher who is willing to take a look at your book, but if you've ever tried to pitch a book you will realize that the rejections are extremely high and the possibility of having a publisher pick up the tab is not very likely. Even if you do get lucky, you will still have to do a major portion of the marketing.

Option Two is to use a "print/publish on demand" (POD) company. Most of these companies will accept ANY work from ANYONE, but you can expect to spend \$500 to \$1000 and you will get no copies in your hand for that price! They will charge you an extra \$5-6 to print each book. Most PODs offer a la carte services or packages that offer editing (important to have someone read over the text before submitting because the printer will print exactly what you send) formatting and layout, cover design, and help with marketing of the book. The POD will help you obtain an ISBN and list the book on Amazon.com, Barnes and Noble and other major chain bookstores. When someone wants to purchase your book, the printer will print a copy, ship it, and pay you about 30% of the purchase price as a royalty. I checked into three companies: iuniverse.com, 1stbooks.com and lulu.com. They each offered about the same thing for nearly the same price. PublishAmerica is a combination of POD and traditional publisher.

Option Three: I checked into printing my book through a commercial printing company. The best price I found was three cents per black and white page. My 195-page book would cost about \$6.50 (including

the cover and glue binding). If you want the book in color, the price could easily make the book cost more than you can sell it for. The printer I used allowed me to print as many or as few as I wanted. If you print the book in this manner, you will still have to market the book, fill and ship orders and hope to recoup your expenditures.

Option Four: Publish it as an eBook. This is the least expensive way to go and people do actually buy eBooks. You should convert your document to a pdf before sending it so your formatting will stay in tact when the book is opened on another computer. Your only overhead will be the marketing of the eBook. I had a graphic designer create my cover image to use for promotion of the book on my Web site. I set up a business account with PayPal and added my ISBN to my product list. They created an html code that I copied to my Web site. When someone makes a purchase, I receive an email notification. I respond to the email by attaching the pdf of my book and sending it to the customer. It would be better to have an auto responder email the eBook to the customer upon purchase. Perhaps someone reading this can give us the best method/service to accomplish the download or auto responder.