

# WRITERS IN THE SKY

## Newsletter



**Whether you are a published author or a writer-wanna-be, this e-zine is for you. Here, you will find articles about all types of writing, publishing, and book marketing; plus we feature articles written by our readers. Our goal is to connect the writing and publishing community through networking that benefits both. Brought to you by Write On! Creative Writing Services.**

Volume 3 ~ Issue 5

### AUTHOR'S CORNER BY YVONNE PERRY

Did you hear the silly news?

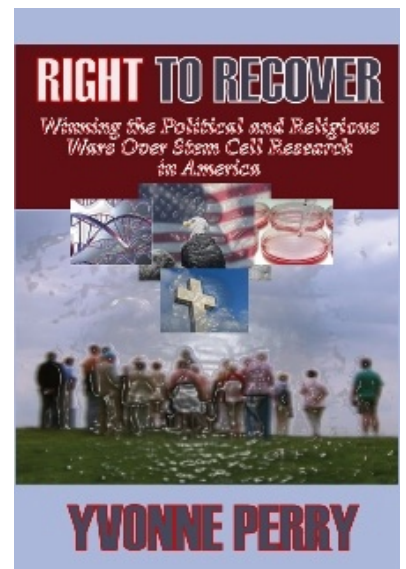
I received the Golden PJs Award for being the first of 26 writers to complete 30 articles and submit them to an article directory during the King/Lieurance article writing challenge. Why PJs? Pajamas are the daily attire of a work-from-home freelance writer! You may read a press release about it: <http://pressexposure.com/?id=1824> . If you would like to listen to an interview to learn how article marketing can drive business to your blog or Web site, go to my blog: <http://yvonneperry.blogspot.com> and click on the link to Article Marketing. While you are there you may as well listen to some of the other excellent archived podcast shows about writing, publishing and book marketing.

My book *Right to Recover, Winning the Political and Religious Wars over Stem Cell Research in America* is going to Book Expo America (BEA) this summer! BEA is the largest trade show for the entire publishing industry in North America – booksellers, publishers, agents, authors, journalists, distributors, librarians, rights professionals and more. The book will also be represented at the Frankfurt Book Fair in the Foreign Rights program.

*Right to Recover* will give an accurate picture of what is happening in the scientific field of stem cell research. Learn why an in-vitro fertilized egg is not a human life and why this misnomer is being propagated. Read more or leave a comment on Yvonne's blog [www.right2recover.com](http://www.right2recover.com).

If you would like to read a digital (PDF) copy of my book before it is published, I would be glad to send it to you in exchange for a written review or endorsement.

Peace and Happy Writing.



*Yvonne Perry is a freelance writer and the owner of Write On! Creative Writing Services. She is a graduate of American Institute of Holistic Theology where she earned a Bachelor of Science in Metaphysics. She began her full-time writing career in 2003 and has since written more than twenty books.*



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## Synchronicity/ Jung/ Apocalyptic/ Richard Tarnas/ and Final Paradox

ARTICLE # 3 by Author's Marketing Expert Author Mary E. Martin

I was editing a passage in my novel CONDUCT IN QUESTION, the first in THE OSGOOD TRIOLOGY. The villainous Florist was about to march down the stairs to kill the young man, Donnie, hiding in the cloakroom. The boy had soaked the stair carpet with gasoline and was about to set it on fire. Would that, I debated, cause the impressive explosion of flames I had described? Who could give me advice on pyrotechnics? Moments later, when the doorbell rang, I was stunned to find two firemen on my doorstep. Once I had convinced them of my innocent intent, they told me the stairwell would certainly "blow up real good."

And that is synchronicity! Which we've all experienced in our lives. Remember the time you were thinking for days of a long lost friend and then suddenly he appeared at your door? Such experiences take our breath away and make us think we are all connected in some warm cosmic soup!

But what is synchronicity? Of course, it's a coincidence, which is meaningful to you, the person whose breath is stolen away. It can't be explained by cause and effect. As far as anyone knows, you [or someone else] didn't do anything to cause the event.

What coincides? My psychic state [wondering how to test out the blaze without actually setting one] and the event [the arrival of the perfect people to answer my question].

Carl Jung [the Swiss psychiatrist] is the 'father' of synchronicity, in that he experienced, studied and developed theories about it. One of his female patients had a highly rationalistic attitude toward life and was consequently resistant to much psychotherapy. As she was recounting a strange dream about receiving a golden scarab [a costly piece of gold jewelry] there was a persistent tapping on the window behind Jung. Opening the window, the doctor reached out and brought in a large scarab beetle. The appearance of the 'real' beetle at the very moment she was recounting her dream punctured her rational, intellectual approach to life and permitted her to carry on successfully with her therapy.

Some people think synchronicity operates throughout the universe as a grand 'cosmic force.' Have you seen the new movie by Mel Gibson, *Apocalypto*? In the Mayan culture, it was understood that vast synchronistic forces governed the universe and were related to the motion of the planets, stars and galaxies. Does this seem far-fetched in our 'modern' times? Certainly not! In the book, *Cosmos and Psyche*, by Richard Tarnas, published in 2006, synchronicity and the influence of the planets are impressively linked.

My experience and fascination with synchronicity caused me to devise two stunningly 'coincidental' events in my novel, *FINAL PARADOX*, which is the second in *THE OSGOOD TRIOLOGY*. Harry Jenkins, the protagonist, is an estates lawyer in Toronto, Canada. For years, Harry and his father have been estranged. When his sister died at the age of twelve, Harry's father, crippled with grief, withdrew almost completely from the family. And Harry, now in his late forties and childless, cannot understand how the loss of his sister could have so horribly affected his father. Now his father lies near death in hospital. Harry is in the Quiet Room of the hospital, mourning the lost years between them and wishing he knew how to pray. Suddenly a woman and her husband enter the room. Hysterical with grief over the murder of her son, the woman screams and curses until, finally, a doctor sedates her. Immediately, Harry understands the wrenching agony of the loss of a child. At the very moment of his asking, he has the answer. Harry is transformed by the sense of deep connection to forces he only dimly perceives.

So, how do such events actually happen? A study of quantum physics leads us to believe that our distinction between our inner and outer world is illusory and that we do, in fact, swim in a cosmic soup in which there is no distinction between the soup and us. And so, our psychic energy may really influence or 'cause' events in the 'outer' world. Consequently, in a moment highly charged with concentrated emotion, Harry Jenkins asks for and receive his answer in a most dramatic fashion.

I'll save Harry's other synchronistic event so that you can read and experience it yourself in the novel, *FINAL PARADOX*.

*Mary E. Martin is a retired lawyer writing full time. She is the author of the Osgood Trilogy, three legal suspense novels about a lawyer Harry Jenkins, practicing in Toronto. Just click on [www.maryemartin.com](http://www.maryemartin.com) or [www.authorsden.com/maryemartin](http://www.authorsden.com/maryemartin) to learn more. The first two novels in the trilogy are available in some bookstores and in all the online bookstores.*



***A Little Bit of News* is a new column in Writers in the Sky Newsletter. The purpose of the column is to feature writers who work with the Write On! Creative Writing Services team in order to let newsletter subscribers get to know the team better. Also, I'm very proud of my writers and they deserve a public pat on the back from time to time.**

**This month we are featuring [Write On Creative Writing Services](#) Staff writer, Kate Garvey.**

Write On! Creative Writing Services staff writer, Kate Garvey, recently won a "Golden PJ's" award for competing in the New Year's article writer's challenge. In February 2007, 26 writers from all over the United States accepted Kristin King and Suzanne Lieurance's challenge to write 30 articles in 60 days. Garvey was one of three writers to win the award for completing and publishing 30 articles within a two month period. Kate quickly became known as the "Cat Lady" because her cat care articles are

receiving so much attention. She continually ranks in the top 10 of cat care experts, and her Web site receives more than 500 hits a month as people download free pet care tips. Additionally, her article on rebuilding self-esteem received a 5-star rating and has been reprinted (with permission) on numerous occasions. Kate has been able to increase her writing business by writing articles and marketing material for a variety of small business owners including jewelry manufacturers and real estate professionals. "I'd encourage anyone who wants to write to join a writer's group, or an on-line writers challenge. It will help you build confidence, competence and increase your network and income." In addition to helping clients, Kate is actively working on a Cat Care book which she hopes to publish this summer or early fall. [Read her articles at Ezine Aricles.com](#)

## No Marketing Budget? No Problem!

### 9 Free or Cheap Marketing Ideas You Can Use Today by Kristen King

Forget "bang for your buck." You can market yourself and your services for free with these easy self- promotion tips:

1. Create a signature line and append it to all outgoing e-mail messages. Include your name, the name of your business or something to identify your services, your website address, and contact information. Make it very easy for potential clients to contact you and pass your name along to others.
2. Participate actively in free e-mail discussion lists and online forums related to your target market or area of expertise. Asking questions makes you approachable, answering them gives you credibility, and reading others' comments is like a dozen free marketing and business courses rolled into one. Include your signature in every post.
3. Submit your website to the major search engines and indexes: Google, MSN, Yahoo!, Open Directory, Looksmart, and others. It's not particularly difficult to do it manually, but you may benefit from checking out a service like the one offered by Robert Woodhead at SelfPromotion.com. He provides straightforward search engine optimization (SEO) info and explains the entire submission process. The articles and advice on the site are fantastic, and a free account there is, well, free!
4. Start a blog or free, subscription-based e-mail newsletter to build recognition, credibility, and relationships, and to drive traffic to your website.
5. Write letters to the editor and op-ed columns about subjects that may interest your potential clients or that establish you as an expert. Be sure to include your URL or professional e-mail address in the author bio blurb.
6. Sell or volunteer articles for newsletters and websites read by potential clients. Include a bio that identifies your business and expertise and include your e-mail address and/or URL.
7. Write a few short "evergreen" articles and submit them to content distributors like EzineArticles.com. You may pick up a few dollars along the way, and you'll increase your visibility as your articles are reprinted by various publications.
8. Take advantage of [www.PRWeb.com](#)'s free press release distribution services to get your name out there and keep your business in front of your audience.
9. Visit [Craigslist.org](#) and post a short, well-written ad in the Services section for your city or region. Include a link to your website, and use your real e-mail address (not one of those anonymized ones).

Marketing doesn't have to be expensive. Bite the bullet and shell out a few bucks for your website and a new batch of business cards every now and then -- but otherwise, save your money for things that aren't so easy to get for free.

*Kristen King is a freelance writer-editor and consultant from Northern Virginia, and the author of [InkThinker](#), which was named one of the top 10 blogs for writers in 2006.*

*Article Source [ezinearticles.com](#). [Subscribe to Kristen's free e-newsletter here](#)*

## Do you Need Articles for your Blog or Web site?

Here's the perfect solution and it's offered to you at no cost from Yvonne Perry, the owner of [Write On! Creative Writing Services](#) and a group of writers who participated in a 40-article challenge.

*Unite to Write* is a collection of reprintable articles on a variety of topics such as:

- Herbs and plants
- Grief and widowhood
- Writing for Children
- Coping with Insomnia
- Freelance writing business know-how
- Do it yourself Home Repair
- Dealing with Coworkers
- Medical Articles
- Marketing and Networking



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**A PLACE TO SHOWCASE YOUR BOOK**

**Divine Disposables**

by Janyce Granoff

<http://www.divinedisposables.com/>

Every bride dreams of a spectacular and extravagant wedding reception.

Sometimes finances or venue require the use of disposables. These 24 divine place settings will relieve your anxiety about using disposables. They will inspire you and allow you the opportunity to delight and impress your family and friends using your unique

style. The workbook will teach you how to do it!

Having worked with thousands of brides, I know that many are near despair after seeing only very expensive table settings in the media. This produces unnecessary anxiety for a huge percentage of American brides. It leaves you thinking you are a minority, when actually you are in the majority. I promise you.

"An extravaganza does not have to be expensive. It is in the details that makes a guest feel pampered and entertained, possibly amazed and always delighted."

You do not have to settle. Wedding Place Settings with divine disposables will help you produce the details for the wedding of your dreams a wedding that pampers, entertains, amazes and delights your family and friends.

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### **Becoming Soulmates, How to Create the Lifelong Relationship You Always Dreamed Of**

by Elva Anson <http://emidrapublishing.com>

Most people believe that out in the world somewhere their soul mate exists. The trick is to find that person. As a long time Marriage and Family Therapist, Elva Anson has helped many couples transform deteriorating relationships into lifelong intimacy. This book shows what to do to become soul mates for a lifetime and to create the relationship you have always wanted.

Alva will be Yvonne Perry's guest on Writers in the Sky Podcast May 11, 2007. Please subscribe to the RSS Feed of the podcast here <http://feeds.feedburner.com/WritersInTheSky> so you don't miss this interview.

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### **Waking Spirit: Prose & Poems the Spirit Sings**

by Shirley Cheng; foreword by New York Times bestselling author, Cynthia Brian

ISBN: 9780615136806 paperback; 9780615138930 hardback

To be released in late May

Pre-order autographed copies from: <http://www.shirleycheng.com>

Karen L. Sadler of ForeWord Magazine CLARION Reviews wrote:

This book is an amazing read by an amazing person. While shops and shelves are piled with inspirational and self-help books written by people with disabilities, only luck can lead the reader to an author capable of transporting them to a world outside the normal and understood. Shirley Cheng is one of these lucky finds, driven as she is to help others understand the lives of the disabled.

Cheng is one person who has never allowed her differences to dictate her attitude towards life. She not only appreciates life as a gift, but expresses gratitude to her mother for her positive outlook on life, and to the existence with which her Heavenly Father has blessed her. No matter what, Cheng views her life as an opportunity to make the most of, and views her differences as giving her a unique outlook on life.

Waking Spirit is a collection of poetry of different types including haiku, quotations and essays that embody Cheng's positive attitude towards life and strategies for dealing with adversity. Her writing is very accessible and enjoyable as she "shows without telling," without arrogance or preachiness.

This book is an expression of joy, of wonder, and of passion for life. It teaches simple truths and lifelong lessons that are often overlooked in the current complex world.

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### **Dressed to Keel: A Darcy Cavanaugh Mystery**

*Candy Calvert*

Midnight Ink (2006)

ISBN 9780738708799

Reviewed by *Cherie Fisher* for Reader Views (1/07)

I picked this book up on a Sunday morning and figured that I would read for an hour or so and then do my chores. Its 5PM, the book is finished, no chores are done and I am still in my PJ's. This is one of the few books that I have read that I can honestly say I could not put it down once I started it. "Dressed to Keel" is Candy Calvert's launch of the Darcy Cavanaugh mystery series and she has a real winner.

The story starts out "The cruise brochure promised confetti, melting wedges of Brie, well-stuffed tuxedos, and silver buckets of Dom Perignon." Who would not want to go on a trip like that? Darcy Cavanaugh gets that and so much more, including murder and mystery as she takes a much needed vacation. Darcy is an ER nurse who is burned out with her job and by love. She decides to get away from it all by taking this cruise with senior citizens because her friend Marie is the shipboard nurse. But after a cabin steward is found dead and the robberies begin, the fingers are pointing at Marie. Darcy must find a way to clear her friend of the murder and solve the mystery before the body count starts piling up.

Darcy's first and primary suspect is the handsome and sexy dance instructor Luke Skyler. He always seems to be around when trouble brews and is also watching her very closely. Or could it be any one of the outrageous seniors who are also on the cruise? This is what Darcy must find out as she becomes the next target on the ship.

"Dressed to Keel" is full of outrageous characters, gourmet food, champagne and beautiful clothes. The story is a mystery, but is kept light and full of fun. Calvert proves that she has a wonderful sense of humor over and over again through this mystery story and I am very much looking forward to her next installment in the Darcy Cavanaugh mysteries. After all...who needs to go food shopping or have a clean house or laundry when there is great mystery novel to be read?

Listen to interview on Inside Scoop Live

[Read interview with author](#)

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### **Cantaloupe Dance**

*Kellie Jameson*

iUniverse (2006)

ISBN 9780595409723

Reviewed by *Debra Gaynor* for Reader Views (11/06)

This is the story of a woman searching for love. Just as it seems to be within her grasp it elusively slips away. Noella Parker is a woman longing to be loved. Just as she thinks she's found love one man, Jansen keeps walking through her life. They have a connection that can't be completely severed. When things didn't work out between them, they both tried to move on with their lives. The next man in her life is Ben. Four hours after meeting Ben, Noella is sure that she's in love again. "He kissed me with a passion I hadn't felt since Jansen." But Jansen was always in the background and still made an occasional appearance.

The next love of her life was Josh. This relationship leads to a fruitless marriage. "The months passed by quickly, and I fell in love, as expected with Josh." Soon they were married but the shadow of Jansen again looms in the background. Jansen still haunts Noella's dreams and desires. "I hate that I get excited to see you. I fall asleep next to my husband each night, knowing the end is right around the corner. I know we won't last long. We both want such different things."

The years fell away when Noella opened the door to James, her boyfriend before Jansen. Once again Noella is in love, unfortunately James is married with child. That little technicality doesn't stop their love for each other. Painfully, Noella releases him to return to his family.

This book is not really about a woman searching for love, nor is it about a man and woman in love. This book is about a woman learning to let go. Learning to let go of the idea of love. It is only when she can hold love in an open hand that she can truly possess it. A closed fist will crush it.

The message behind this story is touching. Noella is a strong character, one that I identified with a little too much. The men are handsome, loving, and very sensitive. Ben was my favorite. My least favorite is James. I won't go into details because it would give away too much of the book. Ms Jameson successfully demonstrates the need to learn to release those you love. If it's meant to be they will return.

The cover of this book could be improved with a touch of color. The print is a nice size and easy to read. Ms Jameson, your book has left me pondering. I believe I will be considering the "moral of the story" for quite sometime. I highly recommend this book to those who enjoy books about relationships, romance, fiction, and books that teach you to search yourself.

[Read interview with author](#)

[Make comment on weblog](#)

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### **Mentor Me: A Guide to Being Your Own Best Advocate in the Workplace**

by Joanne Lozar Glenn

[www.mentorme.info](http://www.mentorme.info)

If you've ever wondered how things might be different if only you had a mentor, stop. You are your own best mentor, and this book is the perfect read for those who aspire to "star quality" in their careers.

A practical, easy-to-read, and indispensable guide to the unwritten rules of the workplace, ***Mentor Me*** shows you how to

- say yes to your dreams and mentor yourself into a job or a career you love
- develop the skills you need to become politically effective in your career
- begin to promote your potential as well as your accomplishments
- discover the shortest and surest route to influencing others, including your boss
- make performance and salary reviews less threatening, more rewarding
- recognize when you need expertise beyond your own experience, and learn where and how to find that help.

ISBN 0-933964-60-9

**Where to purchase:** National Business Education Association, 703.860.8300 or [http://www.nbea.org/miva/merchant.mv?Screen=PROD&Store\\_Code=NBEA&Product\\_Code=137.00](http://www.nbea.org/miva/merchant.mv?Screen=PROD&Store_Code=NBEA&Product_Code=137.00)

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### **Fat Loss Pharmacy, Drug-free Remedies to Help you Safely Lose Weight, Shed Fat, Firm Up and Feel Great**

by Bill Gottlieb and Dr. Harry Preuss <http://www.drugfreehealing.com/>

Finally, information about weight loss supplements that isn't based on hype or hope, but on scientific fact! Written by Harry Preuss, MD, a doctor and university-based researcher, and Bill Gottlieb, former editor-in-chief of Rodale Books, this is the first and only reliable guide to the nutritional supplements and herbs that can safely and effectively help you lose weight and keep it off.

You'll also read about the weight-loss supplements that aren't likely to work or are possibly unsafe. You'll find a customized program to help you pick the one or more supplements that are right for you. And you'll discover an easy-to-follow, no-diet food plan for controlling calories, and a simple, no-sweat approach to physical activity for long-term weight control.

Yvonne Perry will be interviewing Dr. Gottlieb on her podcast Writers in the Sky in June 2007. Subscribe to the RSS Feed of the podcast here <http://feeds.feedburner.com/WritersInTheSky> so you don't miss this important interview.

**Writers in the Sky Podcast**



[Writers in the Sky Podcast](#) offers interviews with authors and writers, as well as the latest news about books on the market, publishing methods and marketing techniques. There are more than 35 informational shows already uploaded and a new program is added each week.

Occasionally, a teleclass may be longer, but most of our classes are recorded in 15- to 20-minute segments you may listen to while traveling, cleaning the house, waxing the car, exercising, etc.

Many of the guests on the show also contribute informative articles and announcements to this monthly newsletter offered by [Write On! Creative Writing Services](#). The best part is there is no cost to listen and it is a great way to learn more about writing and publishing.

To [Sign up for the RSS Feed](#) go to <http://www.yvonneperry.blogspot.com/> and put your email address in the “subscribe me” box on the right sidebar. You will get some great information about writing and publishing and you’ll never have to worry about missing a podcast show you wanted to hear.

## Embryonic Stem Cell Research: Call it what it is!

By Yvonne Perry

Doctors and researchers are mislabeling their own product when they refer to fertilized eggs (zygotes and blastocysts) as embryos. The media is simply repeating this misnomer and fueling the flames of moral argument. Yes, these in-vitro cells are within the first two-month stage of development that is covered by the term “embryonic”; however, these fertilized eggs are not going to develop into embryos until after conception occurs. Conception can only occur in a uterus, not in a laboratory.

There are a number of better choices for terminology when referring to undifferentiated stem cells. It might be helpful to call the cells what they are: “blastocyst stem cells” or “in-vitro derived stem cells”. Both of these are fitting terms, which would not be as likely to raise the hackles of those who assume that a human being is automatically formed when eggs are fertilized in-vitro. History shows that religious ideological wars in America are not quickly or easily resolved. I doubt there is a way to truly “win” the political and religious wars over stem cell research. There are some ways to circumvent some of the hostility on both sides of the issues. By providing factual information and using common sense, we can come to an agreement to take action that is in the best interest of the most people.

I’m not going to argue about the terminology here. Instead, I want to show you two reasons why a blastocyst is not being harmed in the research process.

1. Biologists can take a single cell from a blastocyst, study the DNA (pre-implantation genetics) and determine its health and other characteristics without harming it. In pre-implantation genetic diagnosis, one cell is removed from an 8- to 16-cell blastocyst for testing purposes. It is allowed to multiply/divide overnight. One of the three new cells is examined the next morning. If it is free of the diseased gene, the rest of the blastocyst is introduced to a uterus at the correct time of the menstrual cycle. If the blastocyst implants itself successfully, a pregnancy will occur and further development will produce a healthy baby. Since the fertilized egg is not harmed in this process, this knowledge should remove the moral issue associated with the study of in-vitro blastocysts.

2. Scientists will not always need new blastocysts to work with. In fact, the remaining two cells mentioned above that were grown for examination purposes can be used to create new stem cell lines. Presently, these new lines would not be eligible for the NIH registry for federal funding since they were created after the August 2001 cut off imposed by the Bush administration. Thanks to a therapeutic cloning method known as SCNT, scientists are able to duplicate existing cells for research purposes. SCNT requires no fertilization. Instead, an electrical current is used to “jump start” the process of cell division.

Senate bill 5, the Stem Cell Research Enhancement Act was passed on April 11, 2007 by a vote of 63 to 37. The purpose of the bill is to relax current policy and allow leftover blastocysts to be used for scientific research regardless of the date they were derived. Unfortunately the Senate did not raise the two-thirds majority of 67 votes needed to override a probable veto by President Bush. Another bill also passed attempting to outlaw SCNT and even impose a fine for those who attempt it.

Information such as the above will be available in a book titled *Right to Recover: Winning the Political and Religious Wars over Stem Cell Research in America* set to be published by Nightengale Press in October 2007. To learn about stem cell research or read more about this book, please visit [www.right2recover.com](http://www.right2recover.com).

*Yvonne Perry is a freelance writer and editor who assists clients with any type of writing project. She is the owner of Write On! Creative Writing Services based in Nashville, Tennessee.*



### **Like This Rock**

By Ken Vanderpool

As I sit here on this rock  
Contemplating its beauty and its age,  
I am compelled to consider its survival  
Despite the involvement of our species.

Oh that all of Earth, like this rock,  
Could survive our oblivious disrespect,  
Fending off our abuse and depletion,  
Along with nature's own wearing away.

Humanity, rather than a supportive partner  
Has provided the Earth with consumption.  
Like an unabated wildfire engulfing the woodlands,  
Mankind continues to squander our planet.

The Earth, in its attempt at survival,  
Has already begun to defend itself.  
Its response to our abuse was predictable,  
For instinct teaches all living things to fight when attacked.

What will it take to awaken our understanding – to call us to action?  
If we do not want all of Earth to look like this rock,  
We must learn to stop and think, to reduce, to reuse and to recycle.  
The generous home that has supported us for so long is pleading for our help.

*Ken lives just outside Nashville in Murfreesboro, TN. He has been a distribution manager for over 25 years and a covert poet/writer most of his life. An avid reader of novels, poetry, articles and almost anything in print, he has admired writers and their work for years and relishes creating work of his own. You can contact Ken at [covert\\_poet@hotmail.com](mailto:covert_poet@hotmail.com)*

### Silent Words

I used to think that no one would listen  
To the words I had to say  
My opinion didn't ever matter  
It never affected anyone's day

So I started putting my words on paper  
So someone could see what was in my heart  
I started to let the words cushion my tears  
So that inside I wouldn't fall apart

My words are a form of therapy for me  
They help me to reflect on how I feel  
They're like holding up a mirror to my soul  
Projecting everything that is indeed real

My words bring me back to reality  
They're the truth staring me in the face  
Writing poetry is what helped me find myself  
And has put me in a much better place

My words do mean something  
They stand alone on solid ground  
They're my only way of shouting out  
Without ever having to make a sound

*Jimmetta Carpenter is the Editor and Creator of the Free Fall Literary E-Zine. She has dedicated herself to the power of the words and given into her passion for writing and has been writing poetry officially since the age of ten. She has two books of poetry self-published through lulu.com under the Pen name Gemini; one is titled "The Art of Love" and the other "[Inside a Gemini's Heart](#)". [www.freefallit.com](http://www.freefallit.com)*

### Shades of Humility

Why you tryin to hide those beautiful eyes  
Letting the shades cover up all those secrets and lies  
Is it because right now they're black and blue  
From last nights scars the he put on you  
You ain't got to hide nothing cause I already know  
About all the bruises you try not to show  
Like the limp you said you got from falling on the floor  
Or that bruise on your arm from bumping into the door  
That lump on your forehead caused by running into his fist  
You excusing him from calling you a bitch just because he was pissed  
What about the back pain you got from being pushed down the stairs  
Or the STD's he brought you home from running up in them hoes bare  
What about the times he slapped you around until blood covered your face  
Or the time he shook you around so bad he put you in a neck brace  
Did you forget about those nights you said no and he forced himself inside  
Or the first day he told you that you were nothing and stripped away your pride  
What about when he threatened to kill you if you even looked the other way  
Or him getting you pregnant just so you would have a reason to stay  
What about all the years he's had you trapped under his spell  
And your family you pushed away because he told you never to tell  
What about him making you feel like you have nothing to gain  
Is that why you hide your eyes, trying to shield the world from your pain

Stop covering up for him as if the people around you don't already see  
Stand up for who you are and come from beyond the shades of humility

*Jimmetta Carpenter is the Editor and Creator of the Free Fall Literary E-Zine. She has dedicated herself to the power of the words and given into her passion for writing and has been writing poetry officially since the age of ten. She has two books of poetry self-published through lulu.com under the Pen name Gemini; one is titled "The Art of Love" and the other "[Inside a Gemini's Heart](#)". [www.freefallit.com](http://www.freefallit.com)*

### Ancient Boy

In The Distance I Hear My Ancient Boy Calling Me  
Past Voices Of Freedom That Sit Within Me  
Vocal Groups Of Energy Passing Through Me  
In Collective Thought  
That Pull Me Towards The Center Of My Being  
In A Surge Of Light  
Aspects Of Myself Unite In Full Awareness Of Each Other  
Joining Consciousness Floats In Rays Of Love  
Creating A World Of Infinite Possibilities  
In Sharing The Abundance Of Unity  
I Am Awakened To An Everlasting Essence  
Of Oneness  
That Sees Itself In All Things  
And Is All Things

*Hal Manogue*

*From the 2008 Collection of Short Sleeves A Book For Friends. Release date October 2007*

[www.shortsleeves.net](http://www.shortsleeves.net)

<http://halmanogue.blogspot.com/>

### Striking Keyword Gold

Keywords are all the buzz these days, but the migration of keywords from what they were a year or two years ago to where they are now is a different thing altogether. Authors, entrepreneurs and business owners know they need keywords in their web sites, in their press releases and in their articles, but they don't often know how to find these keywords or what the best keywords are to use. When your web designer says to you: "Pick your keywords for your web site," the first thing you think of are the root or "gut feel" keywords. These are almost always wrong. Why? Let's dig into this further and find out.

Let's say you're looking for a doctor. Are you going to go online and search for the keyword: "Doctor" Doubtful. You'll probably go online and search for doctor + internal medicine + San Diego, meaning that you want to find a doctor in your specific area and for your focused needs. If, as the doctor, you used the keyword "doctor" you'd end up with a mishmash of traffic to your site and, if you were using these keywords for articles or press releases, neither of those would bring up much in the search engines.

Why keywords?

The long tail has really forced us to dig further into our markets than ever before. In fact, research has shown that regardless of the type of search someone is conducting, a consumer who uses focused, finite language is much more likely to buy than someone who does a search based on "gut feel" words. Let me give you an example. Let's say you're looking for a red car; you want a new car and it has to be red. On a fluke you think: "Hey, Lexus makes a nice ride, let me see what comes up when I do a quick search." So you plug in the keywords: red + Lexus, what do you find? A hodgepodge of sites related to everything from the Lexus that someone is trying to sell on eBay to the guy so in love with his car he's created a MySpace page about it. Chances are it doesn't really matter because you weren't that interested in the red car to begin with. But if you search on more finite terms, let's say red + Lexus + 4WD + sunroof, now we're talking a consumer who is 95% closer to a buy than the guy Googling "red + Lexus." In order for you to find your audience in the maze of traffic and the enormity of messages online, you'll need to get very, very focused.

Getting clear, getting focused

So how can you get focused? Well first, why not try surveying your customers or readers? Ask them to fill in a quick little survey and see what search terms come to mind when they think of your book, message, or product (to get more "buy in" to this survey, offer them a freebie if they do it).

Other ways to gain access to keywords are keyword search tools like Wordtracker and Overture. Both of these sites have a learning curve and Wordtracker does have a monthly fee (but if you have all your data together they offer a free one-day trial that might get you started). But buyer beware! According to AME's keyword expert, Susan Gilbert: "If you go to <http://inventory.overture.com> and type in your keyword, you will get the results from search in Yahoo for that term only for the prior month. However, these numbers are not accurate. (Every time someone types a keyword into Yahoo for SEO purposes, it counts as a search). Search numbers are only part of the equation, however. You have to evaluate the "results" aspect (how many pages of information are available in that search engine for that term). It's finding the perfect relationship between a keyword that has enough searches with low(er) competition that will tell you the best keyword terms for your purpose."

As you're navigating through a site like Overture, the key is to look for supply vs. demand. Ideally you want a keyword that's being searched on that doesn't have a ton of supply. Let's take the diet industry as an example. If you're trying to promote your message of diet and healthy living, using the word "diet" in your article, press release or web site keywords probably won't get you much ranking. Why? Well, everyone in this market is using this same word, but if you dig even further into this market you'll find that the search term: "Lose weight fast" is getting a lot of searches but very few returns. When that's the case, those are the keywords you want to zero in on.

So how do you know if your keywords are working? Test them. You'll see very quickly if they're working or if they're too general to matter. Sometimes the only way you can find out is if you test, test, test. Web 2.0 strategies are always growing, building and changing. And speaking of changing, you might wonder how long keywords will last. Well, that depends. According to Gilbert: "Keywords could work for months or years. There's no telling because the WWW is constantly filled with new sites and new information. Use the keywords immediately, and for as long as you are getting results."

Once you finalize your keywords you'll want to use them, but not overuse them. I'd recommend using your keywords in the article or press release title, then once in the first paragraph and once in the last paragraph. This will tie in your words nicely without overusing them.

The key with keywords is to understand that the more focused you can get, the better your results will be. Yes, it's a lot of work but the benefits can be enormous, and like anything on the 'Net, it's growing and changing and if you can adapt and learn, you can grow your campaigns and your success!

*Author Marketing Experts, Inc. is a full-service book marketing, promotion, and publicity company. We serve authors at all stages of marketing and promotion. We offer a full range of packages and services to choose from. To see a price list or schedule a free consultation, send your e-mail to [penny@amarketingexpert.com](mailto:penny@amarketingexpert.com) with the subject line "Author Services Info." You can also visit our Web site at [www.amarketingexpert.com](http://www.amarketingexpert.com). Reprinted from "The Book Marketing Expert newsletter," a free ezine offering book promotion and publicity tips and techniques. <http://www.amarketingexpert.com>*



## Writers on Call—a subscription-based weekly group teleclass for freelance writers

*Writers on Call* teleclasses take place every Thursday night at 7:00 (Central Time) and last for 55 minutes. Freelance writing coach Suzanne Lieurance facilitates the calls twice a month. Freelance writer Yvonne Perry takes over for the other two Thursday calls each month. All of the teleclasses are recorded, so even if subscribers can't attend the live calls they are given access to a link for the recorded call the next day and never have to miss a single teleclass. A great deal for only \$37 per month—that's less than \$10 per class!

**Subscriptions to *Writers on Call* are available [HERE!](#)**

*Writers on Call* offers writers and writer wannabes the chance to ask questions and receive coaching for:

- Promoting a freelance writing business
- Writing press releases and articles
- Finding lucrative writing opportunities
- Operating a successful freelance writing business
- Writing books, query letters, and publisher proposals

Writers on Call CDs Program is offered for only \$67 per month. With this program, subscribers receive access to the teleconferences, class handouts, a perma-link to the audios, and a snail-mailed CD containing the mp3 files of each month's calls.



Suzanne Lieurance, The Working Writer's Coach, is the author of 12 published books and numerous articles for magazines, newsletters, and newspapers. She was an instructor for the Institute of Children's Literature for over five years and has been a master teacher at [www.universityofmasters.com](http://www.universityofmasters.com). She is the author of two free eBooks: *Get Your Freelance Writing Career Off the Ground* and *Tricks of the Trade: Learn to Write for Children* which are available at <http://www.workingwriterscoach.com/>. Each weekday morning she publishes *The Morning Nudge*—a few words to inspire and motivate writers to get a little writing done each day.

Yvonne Perry is the owner of [Write On! Creative Writing Services](#) based in Nashville, Tennessee. She and her team of writers provide ghostwriting for articles, press releases, books, brochures, resumes, and much more. Perry is the host for [Writers in the Sky Podcasts](#), the publisher of a newsletter about writing and publishing, and the author of several books. Her latest book titled *Right to Recover: Winning the Political and Religious Wars over Stem Cell Research in America* is set to be released in mid 2007 by Nightengale Press. For more information, visit her website at <http://www.yvonneperry.net/writersoncall.htm>

[Subscribe to Writers on Call Teleclasses or Writers on Call CD Program](#) and take your writing career to the next level!

## Network with Us



## Writers in the Sky Newsletter

Add your announcement or brag about your writing accomplishment. Tell us about your book or business. Share information and ideas or send articles or advertorial for the next issue to [writer@yvonneperry.net](mailto:writer@yvonneperry.net). Remember, you may post a comment on my blog <http://yvonneperry.blogspot.com> anytime.

These are the E-nouncements from our readers this month:

### Wanted: Anonymous Voters

Shirley Cheng (<http://www.shirleycheng.com>) is conducting two one-question polls for her parental rights in children's medical care advocacy book, and she will include the results in her book. All voters will be anonymous. Please take a moment to vote in these polls:

Who Should Make the Final Decision in Children's Medical Care?  
<http://www.opinionpower.com/Surveys/354037681.html>

Should Parents Have the Right to Disagree with Doctors' Recommended Treatments for Their Children? <http://www.opinionpower.com/Surveys/123037682.html>

If you'd like to support her cause by doing more than just voting, you can contribute to her book by going to <http://www.shirleycheng.com/submission.html>. Also sign her Give Parents the Right to Say No Petition at: <http://www.PetitionOnline.com/parentr7/petition.html>.

Thank you and please pass the word on to others.

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### **Article Marketing Challenge Begins May 1**

Suzanne Lieurance, the Working Writer's Coach, would like you to visit her blog today and find a great way to get ready for the Lieurance-King Spring Article Challenge that begins May 1st!

<http://www.the-working-writers-coach.blogspot.com>.

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### **Nightengale Press Authors in the News!**

Dr. Eric Kaplan, author of DYING TO BE YOUNG --- from Botox to Botulism, A True Story of Survival, will be featured on GOOD MORNING AMERICA May 10th. Tune in!

Author Frank Sobo's new book DNA STEW is up for the BOOK OF THE YEAR AWARD sponsored by ForeWord Magazine. Good luck to Frank!

Author Dr. Eric Kapan's book DYING TO BE YOUNG is reviewed in Foreword Magazine's May/June issue. At last a Nightengale Press author has made it into ForeWord!

Publisher Valerie Connelly gave a Keynote address for Women's History Month on March 29th at the Waukegan Illinois Recreational Center.

Three authors, Jodi Pliszka, Zara Griswold and Yvonne Perry will be represented by Bob Erdmann at the Frankfurt Book Fair in the Foreign Rights program. Their titles, BALD IS BEAUTIFUL, SURROGACY WAS THE WAY, and RIGHT TO RECOVER may be picked up for foreign distribution. Good luck to all three authors!

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### **Marketing Podcast**

Are you ready to kick your marketing into high gear? Then we've got a podcast you're gonna love! Tune in to Book Promotion Made Easy, a weekly podcast packed with tips, tricks and insider advice about all things marketing. For a complete list, visit: <http://www.amarketingexpert.com/#>

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Tennessee Writers Alliance News invites writers to register for their 2nd annual conference. Writers of all genres and skill levels are invited to attend the 2007 TWA Writers' Conference June 8-9, at Battle Ground Academy in Franklin, Tennessee. Conference highlights include a keynote speech by The Widow of the South author Robert Hicks; Friday sessions on "What Editors Want" and literary agent panel led by Chuck Sambuchino, editor of the 2008 Guide to Literary Agents; a marketplace for members to sell their books; and Saturday sessions on poetry, fiction, nonfiction, songwriting, mystery writing, children's lit, and creativity.

And that's not all! See <http://www.tn-writers.org/conf07.htm> for more information and for downloadable (pdf) registration, schedule and more. (For TWA members, you'll also be receiving this information by snail mail soon, in the spring Tennessee Writer.)

- Enter our fiction and poetry contests by July 1st.

Guidelines for our 2007 short fiction and poetry competitions are now posted; judges will be announced soon. First Prize \$500, Second Prize \$250, Third Prize \$100. See [www.tn-writers.org/contest07g2.htm](http://www.tn-writers.org/contest07g2.htm) for details.

Thanks to all of you who entered our creative nonfiction contest! Results will be announced at our conference in Franklin June 8th - 9th.

- Check out other 2007 writing events and opportunities now posted on our events page at [www.tn-writers.org/events.htm](http://www.tn-writers.org/events.htm).

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### **Have a Need for Publicity?**

PR/PR can help you with all of your publicity needs, from print to television, radio and online media. If you want to sell more books, get more speaking engagements and be hired for more consulting jobs, you need publicity. To receive a free consultation, please contact Pam Lontos, President of PR/PR: 407-299-6128 or email: [pam@prpr.net](mailto:pam@prpr.net) or visit: <http://www.prpr.net/>.

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### **Nightengale Press is putting the finishing touches on 7 forthcoming titles:**

**CALLING ALL AUTHORS** How to Publish with Your Eyes Wide Open by Valerie Connelly is the publishing guidebook writers and authors have been looking for. With a lot of information drawn from the experts and authors who appeared on Ms. Connelly's dynamic 2006 **CALLING ALL AUTHORS** radio program, and with the first hand experience Ms. Connelly shares from her years as a publisher, she presents it all in a truly accessible manner.

**BALD IS BEAUTIFUL** My Journey to Becoming by Jodi Pliszka. Jodi's book tells the difficulties of her hair loss, the trials of her dark period in life, and her overcoming of her demons. Inspirational and uplifting, every reader can relate some part of life to Jodi's story of how she became who she is today: Author, Inventor, Inspirational Speaker, and Mom.

**THE TALES OF ADARYA** by Alain Buchwald, a teen author with the talent and skill of a seasoned storyteller. In the tradition of the Lord of the Rings, as the dark lord Naurleth prepares to unleash his power, all seems lost for the divided peoples of Adarya who must unite to survive.

**NET LOSS** by Tim Hein is a mystery thriller with the taste and feel of the great Zane Gray novels. Kyle Schmidt seeks only a brief escape from his bleak reality when he ventures into the seedy bowels of online chat. Instead, he unleashes a love so powerful that his escape may become permanent.

**RIGHT TO RECOVER** Winning the Political and Religious Wars Over Stem Cell Research in America by Yvonne Perry deals with one of the hottest topics facing our country this presidential campaign season, if not this century.

Much more than a basic overview of stem cell research, **RIGHT TO RECOVER** will answer the questions and define the issues facing international research and U.S. research, legal issues regarding funding for stem cell research all the while breaking down the misconceptions and myths such as What about all those unused embryos in the fertility clinic? This book will clarify the separation of Church and State, the Constitution and founding fathers intention regarding religion and government, and how U.S. religious right is preventing recovery through ignorance. With first hand stories of success, with interviews of those hopeful of a cure, this book will answer the most asked question regarding stem cell research: Is there really hope that stem cells leftover from in-vitro fertilization attempts can cure disease? Doctors in the field and politicians battling to open the legislative doors bring their expertise and vision to us all through this book. [www.right2recover.com](http://www.right2recover.com).

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### **Need Help Marketing Your Book?**

Get free book-marketing tips every other week in Brian Jud's Book Marketing Matters e-newsletter. Go to: [www.bookmarketing.com](http://www.bookmarketing.com) to sign up!

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## Writing Contest Makes Every Entrant a Winner with a 750-word Critique

Paula B, host of The Writing Show would like to let everyone know about a writing contest.

Want to get published but don't know how your novel measures up? Enter The Writing Show First Chapter Contest and get 750 words of feedback from publishing industry pros plus a week's free access to Literary Market Place Online, a searchable database of the North American book publishing industry.

- First prize: \$500, the two-volume print version of *Literary Market Place*, and an interview on the popular podcast The Writing Show.
- Two second prizes: \$100 each.

Enter by May 15, 2007 and pay only \$35. After that until June 15, 2007, the entry fee is \$45. Winners will be announced on November 15, 2007.

Judges include publishers, editors, reviewers, authors, and other industry professionals. The winning entries will be selected by a celebrity panel that includes best-selling crime fiction author C.J. Box.

Entries will be judged on:

1. **Story.** Is it a compelling read with a great hook? Are we engaged?
2. **Style.** Is the writing smooth and tight, without awkward constructions, extraneous verbiage, and redundancies?
3. **Dialog.** Is the dialog natural and does it move the story along?
4. **Character.** Are the characters interesting? Do we care about them?
5. **Mechanics.** Are grammar, spelling, and punctuation correct?

Rules, instructions for entering, and more detail can be found at [The Writing Show Web site](#). The contest is sponsored by [The Writing Show](#) and [Literary Market Place](#).

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## Jump Start Your Career as a Freelance Writer

Are you trying to start your career as a freelance writer, or do you want to take your writing career to the next level?

Then here's a great program for you. It's called *Writers on Call*—a subscription-based weekly teleclass for writers.

Every Thursday night at 7 p.m. Central Time, fulltime freelance writers and hosts, Suzanne Lieurance and Yvonne Perry, offer a 55-minute group tele-coaching session. And you don't need any special equipment to take part in these weekly sessions - just a telephone. The classes are recorded so you don't miss any vital information if you cannot make the call. If you want to participate in the weekly conference classes, go to <http://www.yvonneperry.net/Writersoncall.htm> and subscribe to *Writers on Call*.

If you want to make money on a program that helps freelance writers, go to <http://www.the-working-writers-coach.blogspot.com> and get your affiliate link for *Writers on Call*. On the Working Writer's Coach blog, scroll down until you see "affiliates - sign in here" in the right column of the homepage. Once you sign in, you should be able to grab your personal affiliate link to the program. However, if you have any problems, email Suzanne at [suzanne@workingwriterscoach.com](mailto:suzanne@workingwriterscoach.com).

[The Writing Life: How to Write a Review by JJ Murphy](#)



Reviews are written to evaluate a book, movie, event or object. Unlike a summary, the review writer has an opinion or makes a case for the material reviewed.

As a review writer, you have some latitude in the tone, style and subject matter of your piece. Here are rules to help your reader follow your train of thought.

**1. Begin with a summary.** Let the reader know what you are writing about by describing your topic, setting perspective and establishing your argument or point of view.

**2. Take a stand.** Your writing must offer a critical assessment. What is important about this work? What is the main idea the creator wants you to get from the work? Did the content persuade you or increase your understanding of the issues addressed?

**3. Make careful observations.** People who read reviews are often looking to find out whether they should invest the time reading the work or attending the event reviewed. Does the creation represent a particular genre or style? Does it conform to or depart from the conventions of that style or genre? Is the subject of the work covered in a complete and balanced way? Is the approach chronological, topical or analytical? You do not have to be an expert, just a likely member of a target audience the creator of the work hopes to reach.

**4. Take a stand.** Reviews are for expressing your opinion or point of view. Readers expect more than a summary of the work. You will be more effective when you stick to the summary of what the work is, as opposed to what you hoped or expected the work to be.

**5. Back up your opinions.** How you voice your praise, criticism, agreement or disagreement depends on the specific examples or evidence from the work you choose to support your observations. How does the creator of the work relate to the creation? Is this a scholarly presentation, a work of fiction or a memoir? Does the creator's knowledge, skill or personal background impact the content of the work?

Once you've gathered your notes, it is helpful to present them in an easy-to-follow format. Here is one way to write a review:

#### Book Review Format Template

Title of Document: Book Review

Book Title:

Author:

ISBN Number:

Publisher:

Genre and Target Market:

Publication Date:

Book Length in Pages:

Price/Currency:

Paperback or Hardcover

Rating on a scale of 1 to 5 points:

Headline Title or Hook:

Word count: Mini-reviews are approximately 500; Normal reviews are approximately 750 words

Body of Review using the points listed above

Reviewer Byline \_\_\_\_\_

Your credibility is enhanced when your reviews are a blend of balanced opinion and concrete example. If you offer your reader an idea of what the creator intends to share and a recommendation of whether or not to experience the work, you will have reached your goal as a review writer.

*Platinum Level Expert Author for [ezinearticles.com](http://ezinearticles.com), JJ Murphy, offers creative nature curriculum, wild food recipes, fiction, poetry, articles and writing services for individuals, entrepreneurs, small businesses and ecologically aware companies. Visit <http://www.WriterByNature.com> for samples of her work.*

*This newsletter relies on subscribers like you to send in articles, tips and resources. Therefore, the more subscribers we have, the more information we have to share and the more your message gets in front of others. Tell your writing and publishing colleagues about Writers in the Sky Newsletter or forward it to others you know who may be interested.*

## Past Issues of Writers in the Sky Newsletter

To view past issues of **Writers in the Sky Newsletter** in Adobe Acrobat (PDF) Format, please click on a publication date below. You will need to have Acrobat Reader installed in order to view them. Acrobat Reader is free and [you can download it here](#).



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If you wish to contribute an article, advertorial, blurb, announcement about writing, publishing or book marketing, please review these guidelines and submit your item to [writer@yvonneperry.net](mailto:writer@yvonneperry.net)

- Limit articles to 750 words or less.
- The piece must be about the craft or business of writing and publishing.
- Include a short bio with your submission so I may give proper credit.
- Use Times New Roman 11 point font.
- MS Word docs are okay, but txt files are preferred.
- Promotion of your own material is accepted if it is written in an advertorial (article) style.
- No colored text box (jpg, bmp, etc.) ads. The article must be content rich.
- Book reviews are accepted as long as they highlight the book and its author in a positive manner.
- Poetry is accepted. I will publish three short works (less than 25 lines) in each issue. Do not double space between lines.
- Announcements of upcoming events, personal accomplishments, special offers, etc. are accepted. Try to keep these less than 250 words.
- Each submitting writer retains the copyright to his or her own piece of literature and may use it elsewhere.
- Since I do not charge a fee for the newsletter, I am unable to pay for submittals. However, the networking opportunity is worth a lot.
- The newsletter will be sent on the first of each month. I need all submittals in by the 25th day of the month prior.