

WRITERS IN THE SKY

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Whether you are a published author or a writer wanna-be, a publisher or literary agent, this e-zine is for you. Here, you will find articles about the craft and business of writing; 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.

AUTHOR'S CORNER BY YVONNE PERRY

Write On! Creative Writing Services is growing by leaps and bounds and I can hardly contain my excitement. We have a new podcast called **WRITERS IN THE SKY** which covers a wide gamut of writing interests. On Friday of each week I upload a new show or class. You may view a schedule of guest appearances on the Write On! Web site <http://www.yvonneperry.net/WritersintheSkyPodcast.htm>. I have weekly interviews with authors, publishers, publicists and other writing experts lined up through January of 2007! But I'm not stopping there! If you write, publish or promote magazines, articles or books, and would like to be interviewed and have your audio available for download as an mp3 file on our podcast, please let me know and I will schedule a time for us to record a class/show by phone. The podcast has been well received and people have subscribed to our RSS feed. As a result, many are visiting our website and signing up for our newsletter, which means more people are hearing about YOU!

New leads are coming in daily and our team writers are enjoying wonderful projects with perfect clients. Six of those on our team now work full time as freelance writers. Together we are able to offer high quality writing for a wide variety of individuals and businesses. We have become an international writing company having helped clients not only in the U.S., but also in the U.K., Australia, and India. I am pleased to welcome two new members to the Write On! Creative Writing Services team. Freelance graphic artist, Jessica Dockter is now available to help writers as an eBook layout specialist, book cover designer, brochure/ad and business logo creator. In fact, Jessica created our newsletter for this month. Mary Freeman is available to work with clients who: 1.) want to write a book or article in Spanish or 2.) want documents translated from Spanish to English or vice versa. Find out how Jessica can help you as a writer and read more about Mary at <http://www.yvonneperry.net/Meet-the-Writers.htm>.

I want to mention a free teleclass with a friend who is a writing coach. You may use the information you get from these calls to improve your writing and network with other writers. This past week's discussion was about time management and writing for article directories that will help promote your writing services and products. Suzanne posted an article about Time Management to her blog: <http://www.the-working-writers-coach.blogspot.com>. There is a new topic each Thursday at 7 p.m. (Nashville time). You need to let Suzanne know that you would like the call in information beforehand. Contact her at suzannelieurance@hotmail.com. You may listen to a recording of last Thursday night's networking teleconference about Time Management Tips for Writers on my blog <http://yvonneperry.blogspot.com>.

As the season shifts into holiday mode, I hope you and your loved ones remember to take time to do what you love and to love what you do!



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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IN THIS ISSUE:

Author's Corner by Yvonne Perry	1
How to Know if You Need a Book Publicist by Suzanne Lieurance	2
BOOK WITH A VIEW: A Place to showcase a book you have written or read	3
NETWORK WITH US!	5
Free Publicity for Your Book by Patrika Vaughn	7
Top Ten Tips When You Decide to "Go Mobile" by J.J. Murphy	8
Writers in the Sky Podcast	9
The Difference In Networking and Marketing by Yvonne Perry	9
POETRY CORNER: A Place for Poets to Share	11
Word of Month	10

HOW TO KNOW IF YOU NEED A BOOK PUBLICIST AND WHAT TO EXPECT ONCE YOU GET ONE

BY SUZANNE LIEURANCE

You've written a book.

You've either sold it to a traditional publisher or you've decided to self-publish.

You know the book has the potential to become a bestseller.

Now... how do you make that happen?

Well, one way is to hire a book publicist.

Recently, I interviewed Nashville, Tennessee, book publicist Maryglenn McCombs to find out more about book publicists. Here's what I learned:

Q: What is a book publicist? What should authors expect from a publicist?

A: Book publicists work with the media to generate awareness - both at a consumer and retail level - for a book. Publicists act as a liaison between the author or publisher and the media. My job, as a publicist for a book, is to generate media coverage for a book or author.

As for what a client should expect, I think dependability and responsiveness are key. It is important that the publicist have strong media contacts, good writing skills and verbal skills and a general awareness or interest in the book's subject matter.

Q: Do you work on a project by project basis? I would assume, as a publicist, you like to build a relationship with each client to see results. How do you do this?

A: For the launch of a book, I work on a per project basis. There are special circumstances where I will take on a project for an agreed-upon number of hours per month, but these are typically for post-publication books that need a jump-start or other instances where an intensive campaign is not necessary.

And it doesn't happen overnight. As a publicist, I think it is extremely important to explain the process and timing of the campaign (i.e., when will the publicist pitch to print media? Radio? TV? Will they set up a book tour?) to the client on the front end. It is important to address a client's expectations, as well.

I like to keep my clients well aware of everything I am working on, so I send reports detailing what has been done/who has been pitched, the status, and next steps. The client deserves to be completely in-the-know about the services being provided. Effectively promoting a book is a process -- and it is one that requires lots of patience - both from the author and the publicist.

Q: Does the publicist write the press materials, or does the author have to do that?

A: I create all of my own press materials. Occasionally, clients will come to me with their own press materials, but I prefer to create releases, biographies, and other materials myself, as this is a great way to familiarize myself with the client, their book and message. I do ask that my clients supply digital photos of their headshots.

Q: How are publicists paid?

A: I work on a per project basis and am usually paid in monthly installments.

Q: How do you create a press kit for each client? What do you do with the press kit to promote your client?

A: I typically keep the press kit as simple as possible -- a press release (not longer than one page), a biography, a fact sheet (just the details about the book, such as ISBN, trim size, price, etc.) and in some cases, a tip sheet (a few succinct bullet points of what is in the book) If there is an interesting backstory to a book, I sometimes include a mock interview with the author.

The press kit is used for a number of things - soliciting reviews, providing background for interviews, etc. One client I currently represent is using the press kit I created for him to solicit speaking engagements.

Q: Do all your clients live in Nashville? How do authors hire you?

A: I work with very few clients in Nashville. Right now, I have clients in London, New York, Massachusetts, Wisconsin, Texas, California, Florida, Kentucky, and Ohio.

The first step is just to make contact -- email is the easiest way to reach me (maryglenn@maryglenn.com). Initially, it is helpful to know a little about the book, when it is expected to be released, etc. From there, I typically schedule a phone consultation with the author/publisher to discuss further and answer questions about how I work and the services I provide.

Next month, find out what it's like to actually work with a publicist in Part 2 of this two-part article.

*Suzanne Lieurance is a children's author, freelance writer, and **The Working Writer's Coach**. She helps other people who like to write become "working" freelance writers. Visit her website at*

*www.workingwriterscoach.com to find out more about her intensive 8-week **Working Writer's Coaching Program**, or her blog at www.the-working-writers-coach.blogspot.com to join her mailing list, and every weekday morning receive **The Morning Nudge**, a few words to inspire and motivate you to get a little writing done.*

BOOK WITH A VIEW: A PLACE TO SHOWCASE A BOOK

Write It Right - The Ground Rules For Self-Editing Authored by Dawn J - Book Review by Lillian Brummet

Like the Pros by Dawn Josephson and Lauren Hidden is a perfect resource book for those who have difficulty editing and deciding where to even begin the process.

The authors make it very clear that editing belongs not just in the publishing world, but also in the corporate world. Proper editing certainly reflects one's image, after all.

The appendixes located at the end of the book are extremely helpful. I found the appendix dealing with common grammar misjudgments quite useful. This appendix alone warrants keeping Write it Right as a permanent part of my writer's resource bookshelf! I give this book the highest of ratings!

ISBN# 0974496626

Author: Dawn Josephson and Lauren Hidden

Publisher: Cameo Publications

~ Book Reviewer: Lillian Brummet, Co-author of Trash talk - a guide for anyone concerned about their impact on the environment - & author of: Towards Understanding - a collection of poetry.

(<http://www.sunshinecable.com/~drumit>)

My Private Hell: Struggle & Survival reviewed by author Gail Fonda

My first book is entitled, "My Private Hell: Struggle & Survival," by Gail Fonda. It's short, but very revealing and to-the-point. I explain in detail my personal emotional trauma, as well as the physical problems I've had to endure as I go through the aging process.

I discuss my nervous illness, anxiety and depression, and the side effects associated with those problems, which sometimes made life unbearable to me. The book is both a memoir and a self-help book, because I reveal my innermost feelings, and how, at times in the past, I used illicit drugs to calm myself down. I think that's a common problem amongst very sensitive individuals, such as artists and actors.

We read about that every day in the tabloids. I think famous people resort to drugs or alcohol to combat their feelings of insecurity and unworthiness in the world, and their lack of self-esteem. Those are all problems I've had to deal with myself. And when you add that I've evolved from a dysfunctional, loveless, family, I had to find some way to make it through life.

The self-help part comes when I reveal how I use regular, daily exercise to erase the negatives in my life, as well as help control newer problems, such as high blood pressure, high cholesterol, migraines and even hot flashes. I describe how I got started exercising and where I am today with it.

Exercise must be a mainstay in everyone's life for the benefits to work on a permanent basis. Yes, exercise helps maintain a healthy weight, but it also helps gain a positive attitude and gives you energy to pursue whatever your life's dreams might be, and for me, that's getting published and exercising!

This book is available on Amazon.com.

ISBN: 1-4137-6082-1

Publisher: PublishAmerica

Available at: gdvoref@hotmail.com

Out of the Flames: Review by the Author Rebecka Vigus

In her latest novel, *Out of the Flames*, Rebecka Vigus takes you through the process of catching an arsonist. A rash of arsons in the town of Ridge Cliff have fire and police stumped. The latest fire at The Homestead has resulted in the death of an elderly woman and an undercover police officer. Can arson investigator Jake Robins and Detective Rachel Adams find the culprits?

When the two first start investigating they uncover a cache of arms and a six year old witness. Until they can discover what their witness knows they must keep her safe. Will they be able to do it? Then they discover someone in the police department could be involved. Will they be safe? Will they be safe? They must discover as much about the undercover officer as they can while they look into who might have wanted him dead. They must also find out who in the police department is tracking them. Will they be able to solve the case without being in more danger?

Robins comes at the investigation from the arson angle and Adams comes at it from a murder angle. Do the two paths meet or do they pose problems for each other? They are on the same team, but do they have the chemistry to make it work?

The book starts out at the scene of the most recent fire. The reader gets the perspective of the arsonist and the fire investigator. Jake Robins is amidst the crowd waiting his turn to go into the burning building to see if he can determine the cause of the fire. He listens to the speculation around him. Meanwhile from a nearby room, the arsonist looks down on the scene of the burning building and the reader gets his thoughts.

Out of the Flames (ISBN #978-1-4303-0911-6) by Rebecka Vigus in conjunction with Lulu (www.lulu.com), the fastest-growing publisher of print-on-demand books is a runaway book. The straightforward language and fast pace of the book will keep you turning pages right up to the end.

Rebecka Vigus is an educator in northern Michigan. She has been writing since she was a teen. She is a life long learner with an English degree from Eastern Michigan University and a Master's degree from Oakland University. She has post-graduate work in educational leadership from Central Michigan University. Her love of mysteries has led her to her second novel. Her first, titled Secrets, was published in the spring of 2006 by Lulu.

MEDIA CONTACT: Rebecka Vigus, LadyRebecka@yahoo.com, or www.pendream.com. Link to Publication: <http://www.lulu.com/RebeckaVigus>.

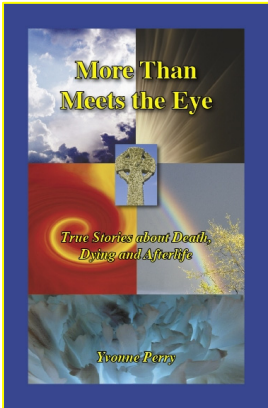
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Please forward this newsletter to fellow writers, literary agents, publishers and friends!

If you have signed up for this newsletter and did not receive my eBook **More Than Meets the Eye**, please let me know that you would like it emailed to you (writer@yvonneperry.net).

More Than Meets the Eye: True Stories about Death, Dying and Afterlife Authored by Yvonne Perry

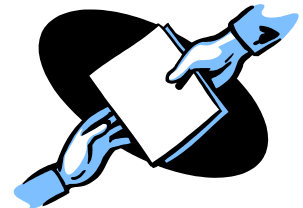


Including a commentary by Dr. Aaron Milstone of Vanderbilt University Medical Center, *More Than Meets the Eye: True Stories About Death, Dying and Afterlife* covers many aspects of the dying and grieving process. Perry uses true stories to look squarely in the face of euthanasia, suicide, near-death experience, post-mortem processes, 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.

Read more at www.yvonneperry.net/books.htm or purchase the paperback at Amazon.com. (<http://tinyurl.com/9g3do>)

NETWORK WITH US!

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. Remember, you may post a comment on my blog <http://yvonneperry.typepad.com/ghostwriters/> anytime. Here are some announcements from our readers this month:



My book is entitled, My Private Hell: Struggle & Survival, by Gail Fonda, available on PublishAmerica.com. The book is a short, but riveting true story of how I survived coming from a dysfunctional family with daily exercise. I describe, in detail, my struggles with anxiety, depression, high blood pressure, migraines and other ailments and how I slowly moved into a steady exercise plan that helps me tremendously. For more information email me at gdvoref@hotmail.com.

Reggie Johnson has found a great publicity time line for marketing a book in its pre-release stages. You may read the article at <http://www.upperaccess.com/publicity/brochure.html>.

The Lieurance Group, a co-op for freelance writers and graphics designers is actively seeking additional members for the group. There are no dues or fees to belong to the co-op. Members simply market their services and products collectively. Visit The Lieurance Group at <http://www.lieurancegroup.blogspot.com> to find out more about the co-op and learn how to submit your resume, and writing samples, or portfolio for review. And don't forget to sign up for their mailing list.

Carmen Black is accepting eBooks to feature on her website www.biasonus.net. This is a great way for authors to get more exposure. Any type of submissions is acceptable (as long as it doesn't promote hatred or pornography). If your eBook is ready to go, Carmen can put it on her site as is. If you need assistance converting your document to an eBook, she can help you get it into HTML as a fully downloadable book with more options than a standard PDF

book. Why settle for an average-looking book when you can have one that stands out? You will also be promoted on her new site, bionuspublishing.com. She offers a one hundred and ten percent guarantee that you'll be pleased with the appearance of your book editor@bionuspublishing.com.

Authors Access is a joint project of [Loving Healing Press](#) and [ReaderViews](#). Each week, starting November 2, insightful interviews from people around the world who can help you get your work published, and if already published, noticed! The show will be broadcast live at 8PM (EDT) every Thursday evening. Go to www.authorsaccess.com to see a line-up for November and December. Be sure to sign up to be reminded of the broadcast. If you miss a segment or want to listen to it again, you will be able to hear the interview through the archives.

- [Monthly Book Giveaway](#) - Each month Reader Views, in partnership with publishers and authors, are having a book giveaway. <http://www.readerviews.com/ContestBookGiveaway.html>

- [Annual Literary Awards 2006](#) - The annual literary awards were established to honor writers who self-published or had their books published by a small press or independent book publisher. This year we are accepting books in four categories, two in fiction and two in nonfiction. <http://www.readerviews.com/Awards.html>

- [Annual Literary Contest 2006](#) - The annual literary contest, in collaboration with [Loving Healing Press](#), was established to honor writers who have written a short story that would qualify for publishing. <http://www.readerviews.com/Contests.html>

I previously contacted Yvonne when we first launched bookhitch.com, and she helped us increase awareness of our site. In return we helped authors find a place to market their books and websites. We are now giving back to the community and want to let authors know about our most recent project.

We have launched a **community book writing project**, where any author can write the next chapter of a book (the community gets to vote which chapter comes next). The book will be brought to market, with the names of each contributing author included and 100% of all profits will go to educational organizations. You can find out more information by visiting our main site www.bookhitch.com and clicking on "bookhitch community book project".

If you have any questions, then please feel free to contact Emma Ward at eward@bookhitch.com or 845-463-0024

Whether you are facilitating a Q&A about your book, talking about your company/business or speaking with a client on the phone, it is important to be able to communicate clearly and concisely. **Toastmasters** can help you improve your speaking and leadership skills in a non-threatening environment. To learn more or find a club near you see www.toastmasters.org.

Check out this link to **Global Talk Radio** and listen to Valerie Connelly's show, **Calling All Authors**. She has some great interviews and tips on writing and publishing. <http://www.globaltalkradio.com/shows/callingallauthors/>. Additionally, if you are looking for a great book publisher, check out Nightengale Press at www.nightengalepress.com.

Valerie Connelly also has a new blog where you will find interesting and useful information about writing, publishing, and marketing books. As an author, a publisher, a talk show host, a printmaker, a painter, a musician and an educator, Valerie has learned and experienced enough to fill two or three lifetimes. She will be sharing this knowledge and experience over the next several months, in detail, for your benefit and growth. Valerie will be a guest on Writers in the Sky podcast in early December to speak about her new children's book, *Arthur the Christmas Elf*.

Back of the Room, the online store that specializes in self-published and small press books. We appreciate the challenge you face when you decide to self-publish. Join the ranks of professional speakers, consultants, experts in

various fields, and authors like yourself, and list your books, audio programs, and video products on www.BackOfTheRoom.com.

Dr. Eric Scott Kaplan and his wife Bonnie were poisoned by a doctor who injected them with fake Botox in 2004. You may remember hearing their story in the news as the Kaplan's fought for their lives in a Florida hospital. Dr. Eric Kaplan's book "DYING TO BE YOUNG, From Botox to Botulism" has been accepted for publishing by Nightengale Press and is on track for publication early in 2007. If you would like to be notified when this book is ready, please email publisher@nightengalepress.biz to be placed on the notification list. Dr. Kaplan is available as a keynote speaker. Read more at www.drwellness.com.

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.

FREE PUBLICITY FOR YOUR BOOK

BY PATRIKA VAUGHN

About 85% of all books sold are NOT sold in bookstores! The rest are sold in a variety of ways, all of which depend on getting the word out. Here are some proven tactics for successful self-promoting. Remember, the key is to obtain as much FREE publicity as possible through interviews, news mentions and book reviews. Be sure to note the correct timing for each of these efforts.

Local publicity - Create a short, snappy press release along the lines of "Local Writer to Publish New Book." Include basic data such as publisher, price, date of publication and a phone number for further information.

About two months before publication, mail the announcement to local stores, radio and TV stations, newspaper reviewers ~ to anyone who might order and/or want to read the book. Chain stores and book distributors (listed under "Independent Distributors" in the Yellow Pages) should be high on that list. At publication time, follow up with actual copies of the book and an updated release. Make yourself available for interviews, book signings and calls for further information.

Pre-publication offer - Make up a flier about your book, including a picture of the cover. The flier doesn't have to be fancy; it can be in black and white (though you could dress it up by printing on colored paper). At the bottom of your flier, print a tear-off order coupon which offers a free reading or review copy and quantities at a discount. Mail this to potential buyers, including: Wholesalers; Bookstores, especially those specializing in your subject; Libraries (the second largest book buyers in the U.S., spending more than a billion dollars a year on books; Catalog companies (there are nearly 10,000 ~ choose the logical ones from a source such as Catalog of Catalogs at your public library).

Premium Sales - Wouldn't it be nice if someone bought a million copies of your book for use as a premium? Look at magazines such as Incentive Marketing, Potentials in Marketing and Premium Incentive. They'll teach you how to pursue this market of special-interest individuals, organizations, associations, corporations, museums, specialized stores, etc.

Reviews provide the greatest sales impetus of anything you can do. Reviews are worth your greatest efforts. More than 40,000 books are published every year in the U.S. Fewer than 10% of them are reviewed. You'll have to be timely, persistent and willing to make an investment in this endeavor if you are to succeed.

As far in advance of publication as possible, mail copies of your new book (galley copies if possible ~ they're less expensive) to trade magazines and large newspapers as well as to local newspapers and other reviewers. Send out as many as you can afford. Ideally, this should be done several months before your publication date because reviewers and columnists need reading time. Get these copies directly from your printer. Reviews often contain words of praise for your book which then can be included in your further publicizing efforts. Short quotes from several reviews look especially good on the back of your book's dust jacket, serving as an endorsement.

Use the Web - Be absolutely sure to spread the word electronically throughout the world. Most Internet Service Providers include a small amount of free web space in their user dial-up account agreements; however some have rules that restrict commercial advertising in non-commercial web space. Tell about your book and about you, the author, and create links to other sources (to amazon.com, for instance, if you're listed with this electronic bookstore where, with a mere click of the mouse, people can purchase your book). Once you have your home page up and running, be sure to register your page(s) with all of the major search engines (Yahoo, Infoseek, Alta Vista, Webcrawler, Netfind, etc.) so anyone searching the web will be able to find your site and learn about your book.

The extent of free publicity available to you is limited only by your time and imagination. None of these steps is beyond your ability, and each of them is invaluable for generating publicity that will put your book before the public eye. The above material was excerpted from the book *Everything You Need to Know to Write Publish & Market Your Book*.

PatrikaVaughn is the world's foremost Author's Advocate, helping writer's write better and getpublished. She is listed in *The International Authors and Writer's Who's Who*, *OutstandingPeople of the 21st Century*, and has been awarded the Order of Excellence in *Who's Who in the 21st Century*. The above article is an excerpt from her book, *Everything You Need to Know to WRITE PUBLISH & MARKET YOUR BOOK*. Find this book and others, plus online classes and consulting services, on her website: www.ACappela.com.

TOP TEN TIPS WHEN YOU DECIDE TO GO MOBILE: CONVERTING FROM PC TO LAPTOP

BY J.J. MURPHY

Ever since I discovered it was possible to operate a VA business using a laptop as a primary computer, my goal has been to "go mobile," using a laptop and cell phone. It seemed a perfect fit for this career and I wanted to break the tethers.

In late November 2004, the laptop became my main machine, but getting there took a bit more time, skill, savvy than I realized. In fact, I'm still working on the cell phone part of this plan.

I wanted to share what I've learned along the way for those of you seeking to take the plunge.

1. **Get IT support.** Having IT support before purchasing a laptop helps with set-up. A laptop is not a miniature PC. It takes specialized knowledge to set up security, cope with pre-programmed elements designed to save energy, and transfer files.
2. **Wired vs. wireless.** Wireless networking is provides greater flexibility, so you can reconfigure your office space as your client base grows and changes, and you have the option of being in business while you are mobile.
3. **Time to Transfer.** Be sure to budget time for being connected to the PC and laptop simultaneously. When I first set up the laptop, the security and energy saving default was set to "Hibernate," which meant that my computer screen went black and was unresponsive to the keyboard every time I took my hands off it for more than 20 minutes. It was a relief to have the PC for backup.
4. **Backup and Wipe Clean.** Before actually disconnecting your business from the PC, make sure all critical files and programs are backed up. Also, make sure that the software installed on the laptop is working. My old PC is now the property of a family member, so I wiped out all information from the hard drive.
5. **Traveling.** While you are in transit, make sure your laptop and any peripherals are safely encased in bags designed for this use. Always power off by using the Windows Shutdown option before moving your laptop.
6. **Test drive.** Before you need the laptop in a mobile situation, take it out. Be prepared by checking to see if everything is working properly. I quickly discovered a problem with the Bluetooth connection on my cell phone. For now I'm wired on cable again, but I know better than to expect to operate in a remote location until I get the cell phone issue resolved.
7. **Battery power.** My laptop's battery is charging while the laptop is plugged into AC. While traveling outdoors, make sure you have enough battery power. Be aware of the differences in air temperature if you are using your laptop outdoors.

8. **Overheating.** When operating on battery power, to minimize your laptop's tendency to get too hot to handle, work on a hard surface, rather than on your lap. Also consider a device such as CoolPad (roadtools.com) created to increase air flow.

9. **Peripherals.** The keypad on my laptop is comfortable, but the touchpad slows me down. Now I have to decide on whether adding a mouse and having something else to carry is worth it. I had not even thought of a printer. What I am using in my office is too bulky to take on the road.

10. **Future needs.** As computer technology gets smaller, faster, and more responsive to consumers with mobile work needs, I have to balance what I invest now with how quickly I can recoup the return on my investment.

IVAA has been a wonderful resource because members who are hardware and software savvy share their experiences with their purchases.

J.J. Murphy is a nature writer, blogging hiker, curriculum creator and tree-hugging naturalist based in Harriman, NY. JJ offers creative nature curriculum, wild food recipes, fiction, poetry, articles and writing services for ecologically aware individuals and companies. writer@WriterByNature.com

WRITERS IN THE SKY PODCAST



In our Podcast you will receive information about the craft and business of writing. We offer interviews with authors and writers, as well as news about books, publishing and marketing.

Occasionally, a teleclass may be longer, but most of the classes are recorded in 15-minute segments which may be downloaded to your computer, iPod or mp3 player and used as an educational tool for busy people on the go.

New shows weekly! Check the schedule at <http://www.yvonneperry.net/WritersintheSkyPodcast.htm>. If you would like to be a guest on this show, let Yvonne know!

THE DIFFERENCE BETWEEN NETWORKING AND MARKETING

BY YVONNE PERRY

Networking and marketing may be similar but they are definitely not one in the same.

Networking is the art of making acquaintances and sharing information about yourself, your business or product. Its purpose is to build relationships that offer a mutual opportunity for both parties to prosper. Marketing is publicizing a service or product with the intent of closing a sale.

In promoting my business, I use networking efforts far more than sales and marketing tactics mainly because it is fun and I love people. I don't like to be face-to-face or on the phone with a pushy salesperson and I do not enjoy hard-sell printed ads that use in-your-face (blatant) methods to persuade me to buy a product. Many times these ads are boastful and make promises that I know cannot be fulfilled by the product. On the other hand, I do enjoy reading content-rich articles or listening to an online seminar or teleclass that offers good information even if there is a subtle sales plug in it. I also like to talk with people and find out more about them and what they do. Many times that involves the swapping of information about the services and/or products we each offer. This information is shared for the purpose of building a friendship and helping one another grow our businesses. By letting me know what you do or have to offer, I will keep my eyes and ears open for someone I meet who might benefit from your products or services. In the same manner, the person I share my information with may know someone who needs a writer and because we now have a business and personal relationship, they will recommend me. After all, most people would rather utilize the services of an individual or company who has been recommended by someone we trust rather than hiring someone from the Yellow Pages. For example: if you need an auto repair would you rather

take your car to the mechanic your friend has been satisfied with for years or would you rather drive into a greasy garage not knowing anything about the reputation of the company?

Ways to network

I enjoy reading newsletters so I have subscribed to several. In them I find people and services that interest me and I take the time to email or call the person to say hello. Many times I'll offer to put an announcement in my newsletter or ask to interview them for my podcast, thereby furthering their opportunity to have their name or product in front of people on my subscriber list. In return, I have content-rich material to offer my readers and listeners. I always use a permission-based service to launch my newsletters. Spamming is no way to network or build a relationship.

Where to Network

The possibilities are endless. If you meet someone at the gym, or at school, or church, or in your social club, or while dining out, you have an opportunity to make a new friend and do some networking. Think of the times when you have taken a silent elevator ride with a stranger. Who says that person has to be a stranger by the time we reach the 7th floor? Most people know what an "elevator speech" is and a good networker has refined their one-minute blurb to a few concise sentences that explain who they are, what they do and how they can help people. Be bold and make the attempt to speak to people. Even if you only have one minute with a stranger, introduce yourself. Be friendly and always have your business cards handy.

Tools Needed for Networking

You still need some marketing tools when networking. A smile and a warm handshake is always a good tool to use when meeting someone new. I like to give people my brochure, a giveaway item or a business card with my contact information whenever I talk to someone. Otherwise, they may forget your name and web address by the time they have access to paper and pen to write it down. I give two of any item so the person I'm speaking with has a way to contact me and they have something to give to the next person they tell about me.

How has networking paid off for me? I met many of you as well as the terrific writers in the Lieurance co-op through networking. We have swapped books and sent leads to one another. I have found places to host book signings; I've participated as a vendor at local events, and found new clients through networking groups such as Meetup.com, Toastmasters and NashvilleCable.org. I met Fran Silverman who has found opportunities for me to appear as guest on several radio shows. Fran also introduced me to publisher/editor Valerie Connelly of Nightengale Press who has agreed to publish my next book: *Right to Recover*. I have learned and gained a lot from each one of you. I trust that in some way I have helped you as well.

Networking is a win-win situation for everyone because we all benefit from the effort. Give it a try. You might be pleasantly surprised by how fulfilling it is to help others as you help yourself.

Yvonne Perry is a freelance writer and the owner of Write On! Creative Writing Services based in Nashville, Tennessee. She and her team of ghostwriters service clients all over the globe by offering quality writing at an affordable price. If you need a brochure, web text, business document, resume, bio, article or book visit www.yvonneperry.net.

WORD OF MONTH

Having an extensive vocabulary is important to writers. In each issue of Writers in the Sky, I will introduce and define a word that we use don't often use. This word this month is:

Majuscule (MAJ-uh-skyool)

A large letter such as an upper case or capital letter

Example sentence:

My sister uses elaborate majuscules that dwarf the other letters.

POETRY CORNER: A PLACE FOR POETS TO SHARE**DEEP SHAFT BY LAVENDARROSE**

Inside this cranium cavern
mined from my mind
in goes the shovel
to dig up bones
Buried in the slime pit of constant
meaningless thought
This coal should turn a diamond
in the rough
from the hard core experience of
erotic evolution
shocking the simple minded
with the no-thingness of it all

LavendarRose began writing poetry while in high school way back when dinosaurs roamed the earth. She enjoys crafting and creating mental word pictures. Sometimes her poems are funny. Sometimes they are meaningful. Every now and then they are both funny and meaningful.