

WRITERS IN THE SKY

Newsletter



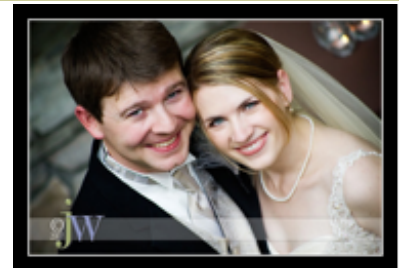
Whether you are a published author or a writer-wanna-be, this e-zine is for you. Here, you will find articles about all types of writing, publishing, and book marketing; plus we feature articles written by our readers. Our goal is to connect the writing and publishing community through networking that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

Volume 3 ~ Issue 7

You are receiving this because you signed up for it or someone thought you would enjoy the free information about writing, publishing and book publicity. If you didn't enjoy this newsletter and do not wish to continue to receive it, you may unsubscribe by clicking the link at the bottom of the newsletter. Please forward this ezine to anyone you know who needs free articles, announcements, book reviews, poetry, and information about the craft and business of writing, publishing and book marketing.

AUTHOR'S CORNER BY YVONNE PERRY

The wedding was beautiful and my daughter is happily married to a wonderful man whom I am proud to call my son-in-law. She arrived at the venue for photos before I did. When I walked up the steps and saw her posing on the front porch, I gasped! I was shocked that she could be even more beautiful than I had ever imagined possible. It was a surreal moment, like I was dreaming in fairy tale color. I was taken back in time—my own wedding to her father 30 years ago, giving birth to her, parenting this feisty girl, attending her baseball games (she played little league with the boys), cheering her on at swim meets, home schooling her (or trying to), watching her mature into a young lady, and now her own marriage. Of course, I cried and messed up my face when she came down the stone path garden walkway holding her father's arm. Daddy's little girl all grown up. Even the groomsmen were repressing tears. Seeing my son in a tux, my daughter-in-law as a bridesmaid, my grandchildren as ring bearer and flower girl—it was heaven on earth. (Photography by <http://www.jenwoodphotography.com/>)



As part of the Toastmasters progressive educational track, I gave a 1-hour leadership presentation from the Successful Club Series, "How to Conduct Productive Meetings," on June 12th. It was an important event because it was the final presentation I needed to complete the requirements for my DTM (Distinguished Toastmaster Award). The DTM is the highest level of accomplishment a Toastmaster can achieve and is a major milestone for any Toastmaster.

Good speaking and leadership skills are important to everyone—especially business entrepreneurs, people in sales, and those who earn their living as writers. Being able to communicate effectively is an important part of any success strategy. Joining a Toastmasters Club will prove to be one of the best investments you've ever made because it is an investment in yourself that will help you can become the successful, confident person you want to be.

I've found a way to put my speaking skills to good use as the host of my own show. My weekly podcast Writers in the Sky Podcast contains content-rich material to help freelance writers, and authors aspiring to publish a book, as well as those who love to read. The show, which offers author interviews, book discussions, tips on writing, marketing and publishing, can be downloaded at no cost on iTunes.com or accessed from my blog at <http://yvonneperry.blogspot.com/>.

The marketing of my book RIGHT TO RECOVER Winning the Political and Religious Wars over Stem Cell Research in America is coming along well. I now have a video trailer for the book at YouTube: [View the video trailer now...](#) Check out my blog here: www.right2recover.com

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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Why Feedback from Kids is Essential for a Successful Children's Book

By Meagan Thomsen

Author and book review Managing Editor Irene Watson explains what's amiss the children's literature industry and how her new kids website bucks tradition with innovation.

(Austin, TX) The idea that kids are the best judges of what other kids want to read may not sound revolutionary, but in a world where children's books are written, published, reviewed and promoted by adults, it's actually a novel idea. An idea so simple, yet so profound, that it took a group of kids to make Irene Watson realize what the children's literature industry was missing.

Watson is the founder and managing editor of book review and author publicity service website ReaderViews.com. When the company began in late 2005, it offered children's book reviews written by adults. Then, one day, an author volunteered her manuscripts to be reviewed by a group of children. Seven kids were organized to review the book, and their feedback overwhelming voiced the novel as "stupid." This came as a bit of a surprise to Watson, because the book had already received wonderful reviews from dozens of independent reviewers—who were all adults.

"That's when I started thinking, 'There's something wrong with this picture,'" Watson said. The stark contrast between the rave reviews from the adults and the rotten reviews from the kids prompted Watson to seriously reconsider the children's book section of her book review website. After all, kids are the target audience for kid's books, not adults.

In the spring of 2007, Watson started a new website, ReaderViewsKids.com, with book reviews by kids, for kids. In order to create a reading group of volunteer reviewers, Watson polled numerous children and met with some in person. The kids reading group currently consists of twelve kids from across the United States one from Canada who range in age from 1 to 16 years old. Each of the reviewers is asked to give their open and honest opinion.

Watson's research and experience also indicates that kids are very interested in fantasy, science fiction and mystery novels, but have little attention for self-help books. One author sent in a review request for a book about handling bullies, and Watson had to beg one of the older reviewers to read it because none of her other volunteers were interested. Some self-help and historical fiction novels have been so unappealing to kids that even when offered compensation their review, Watson was unable to entice anyone for the job.

Over the past year and half, Watson has come to the conclusion that what many authors and publishers think are good ideas for children's books, don't actually interest their target audience. Self-help books, "feel good books," and "pink" books have all flopped when presented to kid reviewers. Watson suggests that if one wants to write a best-selling children's book, a kid's input is not only helpful, but necessary.

"Write what kids want to read," Watson said. "But don't ask kids you know to read your manuscript, truth only comes from kids when they know they won't get into trouble for giving their honest opinion."

Write On! Creative Writing Services is hosting a contest!

Enter to win an autographed copy of *A Trial of One*, the third book in THE OSGOOD TRIOLOGY by Mary E. Martin

There are three books in THE OSGOOD TRIOLOGY:

- Conduct in Question
- Final Paradox
- A Trial of One

They're all about murder, fraud and love—a new angle in the mystery/suspense genre. Harry Jenkins is a most unlikely hero. The protagonist of all three novels is a middle-aged lawyer, who feels with dead certainty that life is passing him by. Trapped under his senior partner's thumb and stuck in a dead marriage, he is desperate for change—almost any change. And don't worry; the novels in the Osgoode Trilogy can be read in any order.

In Conduct in Question, when Richard Crawford, Harry's elegant and refined senior partner, drops dead in the office, Harry is free to make his own mistakes. Circumstance calls Harry to outwit a brilliant serial killer, dubbed by the media as the Florist—a sadistic murderer who carves floral designs on the naked flesh of his young, female victims. His sadism is heightened by his obsession with carving beautiful line drawings—to rival the artistry of the painter Henri Matisse. And yet, paradoxically, this man struggles to experience a sense of compassion. As well, Harry is nearly suckered into a money-laundering scam, from which he must escape.

In Final Paradox and A Trial of One, Harry, relentlessly pursued by the mob, must unravel a complex fraud upon a fraud to find a huge sum of money for his elderly client, Norma Dinnick. As she teeters between madness and lucidity, Harry tries to make sense of Norma's paradoxical claims. Is she a helpless victim or the perpetrator of the fraud? To beat these malevolent forces, Harry has to call upon powers and abilities he did not know he possessed—keen intelligence, intuition and moral conviction. But he does not have to accomplish all this alone. Lucky for him, with his wife gone, real love from the beautiful Natasha helps him on his journey and waits for him at the end of the trilogy. But don't worry! The hunt for the money ends in Venice.

HOW TO ENTER THE JUNE CONTEST? [Email Yvonne](#) with the answer to this question:

In which novel, *Conduct in Question* or *Final Paradox*, is someone shot in open court?

You'll find out by visiting www.maryemartin.com where you'll see a slideshow of the murder at Osgoode Hall. While you are there, sample some chapters of *Conduct in Question* and *Final Paradox*.

Also, to get you ready for *A Trial of One*, Yvonne Perry will be sending a progressive reading of chapter one via email to those who subscribe to the blog <http://yvonneperry.blogspot.com>.



***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.**

Write On! Creative Writing Services welcomes a new writer to the team. Joe Nolan is a freelance journalist residing in Nashville, Tennessee. He is an art writer for Nashville Scene—a local entertainment magazine and Number: An Independent Journal of the Arts. Joe is also an interviewer, profiling groundbreaking baby boomers for the online version of ReZoom magazine. Additionally, Joe is an accomplished copy writer, authoring Web sites, brochures, and newsletters, as well as radio and television advertising.

On the creative front, Joe has been publishing his poetry since the time he was attending Michigan State University, taking his B. A. in Telecommunications and English (Creative Writing). His experimental short stories have most recently appeared in Radically Shifted, the literary zine for which he filled the role of Minister of Propaganda. 'Shifted was a hit in independent book stores in Music City, Los Angeles and New York City.

Joe is also a music journalist. He has reviewed CD's and bands for Performing Songwriter, Nashville Scene and Country Standard Time, and is currently writing a series on the history of Memphis soul music for the Web site culturegrits.com. Joe's love of music comes from creating his own. He is an award-winning singer/songwriter who has played clubs, colleges and festivals across the country.

Write On! is pleased to have Mr. Nolan work with clients needing copy writing and marketing text.

Classroom Teachers - Why Writing for Children Could Be the Perfect Summer Job for You!

By Suzanne Lieurance

While most classroom teachers enjoy the summer break from work that a teaching position gives them, other teachers struggle to find part-time work during that time to earn a little extra income.

If you're one of those classroom teachers who searches for part time work during the summer, writing for children just might be the job you're looking for. Here's why:

1. During the school year you're in close contact with children and/or teens in your classroom. That means you know first hand what kids or teens think about, how they talk, and how they act. You can use this information to create believable child or teen characters and dialogue for these characters that rings true. If you read stories and books for children with your students during the school year, you also know the kinds of story lines that appeal to children and teens.
2. As a teacher, you have access to your school's library. Talk to the librarian to find out what kinds of books students find most interesting. Also, what kinds of books seem to be in short supply? Does your school librarian think there needs to be more middle grade novels available for girls, for example? Or, is there almost nothing available on certain topics of interest to children? Use this information to create stories, novels, and nonfiction articles and books that will help fill these voids or shortages.
3. You know what kinds of materials you like to use in your classroom with your students. Why not try your hand at creating some of these materials for children's educational publishers? Most of the best teaching materials are created by teachers themselves. Why not make some money from the types of materials you are probably already creating and using yourself in your

own classroom?

4. Once you gain a few publication credits, you can continue writing for children or teens during the school year. You won't have time for as much writing while you're teaching, of course. Still, you can probably manage to work on at least one nonfiction article or short story for children or teens each month. Even if you don't finish these pieces and submit them for publication during the school year, when school ends for the summer you will have plenty of writing projects to finish up and submit to editors.

5. Once your part-time children's writing career is established, you won't need to search for a part-time job every summer. You can immediately get to work once summer break begins. You might even manage to line up some regular summer writing assignments with one or two children's educational publishers. Many full-time teachers manage to write a short nonfiction book for children or teens every summer and substantially increase their yearly income.

6. Should you ever decide to stop teaching, or when you retire from teaching, you will already have an enjoyable second career to fall back on. And this time, you can work from home in the comfort of your pajamas if you like!

These are just a few of the reasons that so many classroom teachers turn to writing for children as a part-time job or second career. If you enjoy writing as much as you enjoy teaching, then writing for children just might be the perfect summer job or second career for you, too.

Find out how you can get a free ebook called "Tricks of the Trade: How to Write for Children," plus additional information about writing for kids, by visiting the National Writing for Children Center at <http://www.writingforchildrencenter.com> or Suzanne Lieurance's website at <http://www.suzannelieurance.com> . Article Source: http://EzineArticles.com/?expert=Suzanne_Lieurance

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



What's the catch?

There is no catch. In fact, we want you to use the articles for content in your newsletter, or on your blog or Web site. You can even give separate articles or the entire eBook to others. All we ask is that you keep the resource box at the end of each article intact when you use or share them.

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A PLACE TO SHOWCASE YOUR BOOK

BOOK REVIEWS FOR JULY 2007

Greetings from Jamaica, Wish You Were Queer, by Mari SanGiovanni. Bywater Books, 264 pages, \$13.95 paper ISBN#978-1932859300

www.qsyndicate.com and www.BTWOOF.com

Book Marks

by Richard Labonte

June 4, 2007

Marie is the black sheep of her lovingly dysfunctional Italian family. She's a dyke, and her old-school parents disapprove. She's an unfulfilled, poverty-stricken screenwriter. She's trapped in a rotten relationship with a self-centered lover who brings other women home. And she's melodramatically obsessed with - she stalks, in fact - an apparently unattainable Hollywood starlet. Life sucks - until her cranky grandmother dies, unexpectedly leaving Marie her millions.

Emotional slapstick ensues, as family members vie for Marie's favor, and the heiress tries to buy them off with a chaotic all-expenses paid holiday at a Jamaican resort - an exercise in hyperbolic hysteria that only intensifies when the Hollywood actress arrives for her own holiday getaway.

SanGiovanni's capably comic first novel - runner-up in a Bywater Books fiction contest - artfully folds ethnic-Italian humor (lots of shouting, and meatballs are a motif) into a happily-ever-after lesbian romance.

Mari will be a guest on Writers in the Sky Podcast in November 2007

This month Reader Views is featuring two books for kids. The books were read/reviewed by kids – who else better than the kids themselves to tell their peers about the books they read. Check them out on our new website: Reader Views Kids www.readerviewskids.com

The Dark Dreamweaver (Chronicles of Remin)

Nick Ruth

Imaginator Press (2007)

ISBN 9780974560359

Reviewed by *Aja King* (age 11) for Reader Views (6/07)

If author Nick Ruth wanted to keep me up at night and have me spend every available moment with my nose stuck in his amazing book, “The Dark Dreamweaver,” he totally succeeded! I usually prefer books about animals, especially horses, but this

book got my attention right from the start and held on to it for three days. In fact, I have read it three times; I could not put this book down!

What really impressed me about this book is that it wasn't a sad or scary story at all. There was no mention of doom or gloom. The magic in "The Dark Dreamweaver" seemed so real. It's as if I was actually living the wizardry and the adventure. I felt like each page took me to new places with fun-filled characters. I felt I was living in a land of total magic.

What makes this read so great is it's fast pace. I kept my nose and eyes on each word, making sure I didn't miss a thing. It was so captivating that I would re-read a part I really liked. I simply could not get enough of the adventure and the book's two main characters.

What really jumped out at me were the dreams in this book and how good and evil confronted each other. This kept my interest because adventure was on every page. The adventure in "The Dark Dreamweaver" was also inspiring. I could relate to the challenges the characters had. Although the title has the word "Dark," it was not scary at all. I loved "The Dark Dreamweaver" and can't wait to read the next book in the series!

I would highly recommend "The Dark Dreamweaver," as it is extremely well-written for kids and adults. It is so well-written and captivating, that my Dad is reading it and he can't put it down either!

Downriver

Erik Hare

Author House (2005)

ISBN 9781420887167

Reviewed by *Ian McCurley* (Age 13) for Reader Views (05/07)

"Downriver" begins with the race of the Hopnegs, diminutive 3-inch tall people, who like Humans are intelligent but fear Human machines as "demons". One of these "demons" lives up to its reputation when it runs over and completely destroys the house of the Hopneg, Popey. He barely escapes with his life in his pajamas, and the lack of possessions turns him into a Punk, or a Hopneg without the magic of ownership. Seeking to warn the people of his nearby village, he travels to the village to deliver his message to its leader, Rouger. After delivering his message, Rouger, decides based on the wisdom of the Book, to move the entire village to a different location. Popey and another Hopneg, Rod, rally the town to destroy the "demon" by putting grass into its exhaust. But this fails as the Humans simply remove the grass. Having failed, the Hopnegs realize that they must go upriver, away from the "Giants". Popey, however, decides to go downriver in his quest to discover knowledge of the Humans and their mysterious magic. Not far into Popey's trail, he is met by a Traveler called Shajee who is experienced in the way of the world and the Humans. For instance, Shajee not only knows things about the physical Human world and how to get around in it, he also has an understanding of Human psychology which, in my opinion, is in a way somewhat better than our understanding. As they journey through the Human cities, Popey and you, the reader, get a new perspective on these "Giants", or Humans who do everything bigger than themselves.

"Downriver" is for ages 12 and up, especially those who liked the "Borrowers" book series. Erik Hare's writing style is new and unique, and refreshingly different. He gives vivid descriptions of certain aspects of both the physical and personal persuasion that set the mood in a way unlike any other. Gradually, I became engrossed in the story. "Downriver" is an interesting, funny and deep book that will be enjoyed by many.



www.allbooksreviews.com www.allbooksreviews.ca

Title: **Right to Recover: Winning the Political and Religious Wars over Stem Cell Research In America**

Author: **Yvonne Perry**

If you have been unable to settle on an educated opinion concerning stem cell research, this well laid out book should end your dilemma.

Stem cell research is being conducted for both medical and scientific reasons. It could be the answer to many debilitating and terminal afflictions including Cancer, Parkinson's Disease, Arthritis, Spinal Cord Injury and many more.

It is clearly evident that Yvonne Perry has spent countless hours researching the two categories of stem cells; adult and embryonic. "Adult Stem Cells" are harvested from umbilical cord blood, the placenta, amniotic fluid and bone marrow. "Embryonic Stem Cells" are harvested from fertilized eggs created in-vitro (outside the body). It has already been proven that adult stem cells can repair and regenerate diseased cells. Stem cells contain pertinent information as to how the cell develops. From this information the scientist can learn what is needed to prevent genes from becoming dysfunctional or produce drugs or treatment to cure the ones that are already diseased.

Without overstepping, Yvonne Perry presents both religious and political opinions. The facts that she enlightens us with are enough that we should all ponder what is really going on in the name of religion and politics. Just how much either can control our present and our future.

The author, Yvonne Perry has surpassed her goal of educating each reader with an honest evaluation of this controversial subject. Stem cell possibilities are without a doubt a realistic aspect of our future yet an ethical and political debate in our present. 'Right to Recover' is complete with Index, Appendix and Bibliography, with well laid out current information. She is a freelance writer, author, keynote speaker and ghostwriter. Her books are evidence of her natural desire to assist people along a spiritual path, as they are well researched and challenge people's belief systems.

I would highly recommend everyone read this book.

Reviewer: Cheryl Ellis, Allbooks Review

ISBN-13: 978-1-933449-41-8

Publisher: Nightengale Press

Pages: 324

Price: \$19.95

Pub Date: June 2007

Genre: Health/Medicine

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.

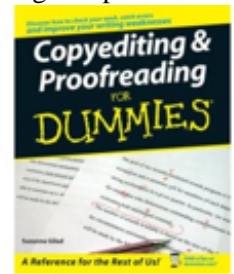
Many of the guests on the show also contribute informative articles and announcements to this monthly newsletter offered by [Write On! Creative Writing Services](#). The best part is there is no cost to listen and it is a great way to learn more about writing and publishing.

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.



Join Writers in the Sky Podcast Friday July 6th, as Barbara Milbourn interviews Sue Gilad and provides some great tips for those wanting to know more about making a living with copyediting and proofreading.

Sue Gilad's new book, *COPYEDITING AND PROOFREADING FOR DUMMIES* was released in April 2007. Her must-know techniques and resources for maximizing your accuracy and speed are for those who are interested in becoming a copyeditor or proofreader?



Interested in becoming a copyeditor or proofreader? Want to know more about what each job entails? This friendly guide helps you position yourself for success. Polish your skills, build a winning résumé, and land the job you've always wanted. Books, magazines, Web sites, corporate documents — find out how to improve any type of publication and make yourself indispensable to writers, editors, and your boss.

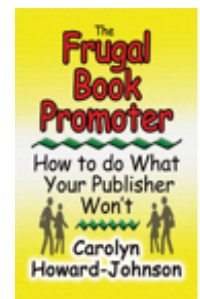


What an incredible opportunity is available on Writers in the Sky podcast July 13, 2007. Join us as Yvonne Perry interviews **Carolyn Howard-Johnson**, the award-winning author of the "How To Do It Frugally" Series of Books for authors.

This 3-part interview will give you tips on editing, publishing and marketing your book. It is worth your time to listen and learn. The weekly podcast, Writers in the Sky, is available on itunes.com and may be accessed on Yvonne's blog <http://yvonneperry.blogspot.com>.



Carolyn's first book *THE FRUGAL BOOK PROMOTER: How to Do What Your Publisher Won't* was named USA Book News' "Best Professional Book 2004," and was given the Irwin Award. This book should be on every writer and publicist's desk!



Her second book in the "How To Do It Frugally" Series is due to be released in October. *THE FRUGAL EDITOR, Put your Best Book Forward to Avoid Humiliation and Ensure Success* is a how-to reference book every aspiring author needs on their desk. The Frugal Editor will save you costly mistakes and give you the edge you need to make sure your

book is ready for publishing.

Visit Carolyn's Web site www.HowToDoItFrugally.com for more tips and content-rich resources to help you with editing and promoting your book on a budget.

July 20th is a special day for children on Writers in the Sky Podcast as Frank Cavalli joins Yvonne Perry to discuss his book *BEFORE THE BEGINNING BEGAN*. This beautiful picture book introduces the Christian perspective of creation to little ones in a very loving and comforting way. It's the first book my 3-year-old grandson picks from the shelf at my house.



Frank Cavalli is the founder of Star Dome Publishing, LLC. Frank was a former insurance executive in New York City for a major insurance company. In sales Frank qualified for the prestigious Top of the Table and was a motivational speaker at major financial conventions on "The Quality of Life". Frank is also a former U.S. Marine, radio show host, musician, poet, song writer, and lyricist and has created personal development programs for adults and teens.



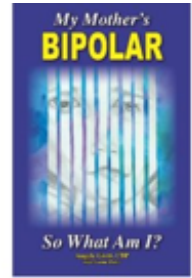
This book is available at Amazon, Barnes and Noble, Books a Million, Borders, Walden etc. Wherever books are sold. See www.FrankCavalli.com

Author Angela Grett joins Yvonne Perry on Writers in the Sky Podcast July 27, 2007 to discuss her book *MY MOTHER'S BIPOLAR, SO WHAT AM I?*

The diagnosis of bipolar disorder weighs heavily on those millions of Americans who suffer the illness. But what about their families? More specifically, what about the children whose parents are diagnosed. *MY MOTHER'S BIPOLAR, SO WHAT AM I?* reveals the emotional, physical and mental toll this complicated disease takes on the children. The book sheds light on common experiences, as well as coping mechanisms, to help adult children begin to heal through understanding and perhaps find a reason to be hopeful.



Angela Grett is a highly successful author, consultant and speaker, eager to help others by telling her own story. She brings to her writing and speaking a personal knowledge and experience of this illness after being raised by a mother having bipolar disorder. Her experiences have earned her the self-designated degree of CBP: Child of a Bipolar Parent. She is traveling and speaking for NAMI (National Alliance on Mental Illness).



While authoring her book, she learned the power of writing from the heart. "Our greatest creativity comes when we stop thinking and simply feel," says Angela.

See a video, hear an interview, learn more about bipolar disorder and order this book at www.Childrenofbipolar.com.

The Best Way to Publish Your First Book

By Diane Eble

People ask me all the time, "Is it better to try to find a traditional publisher or to self-publish?"

My answer is always, "It depends." It depends on your goals, your resources, your book idea, the marketplace. There are many factors to consider.

Nevertheless, there are several good reasons to consider self-publishing first.

1. It's very, very difficult for a first-time author to get published these days by a legacy, or traditional, publisher.

Ironically, part of the reason for this is precisely because the current technology makes it so easy to publish! There are so many books out there, the bookstore shelves are overcrowded (and that distribution mode is so flawed—but don't get me started on that!). Publishers are more and more wary of publishing unproven authors.

I don't blame them. I've been on the "inside" of publishing enough to sympathize with their side of it. It's very expensive to produce, publicize, and distribute a book—especially given the very flawed bookstore distribution model. (Oops! I couldn't help that one.) Profit margins are often razor thin. Publishers put out maybe \$10-30,000 to produce a book, and they never know which books will make that back.

In fact, 85 percent of all books published don't even "sell through" enough to pay back their advances! I'm often amazed that publishing remains an industry (especially given the very flawed business model from which they operate—uh-oh, here I go again).

2. You may make more money—at least per book. When your book is published by a traditional publisher, you may get an advance against royalties. It's increasingly true, however, that advances for first-time authors are pretty paltry—not much more than \$5000. In fact, advances are shrinking. I just heard one publishing professional report that the most common advance these days is \$0! Nothing.

Even if you do get an advance, remember that most books don't even earn out their advance, and that it's an advance against (future) royalties. Typical royalty: 7-10 percent of net, which means after the bookstores or other distributors get their discount (typically 45 percent). Let's do the math. A book that sells for \$19.95 has a (discounted) base price of \$12.97 (45% discount means you net 65 percent of list price). Of that, you get your 7.5 percent royalty (typical paperback royalty—hard cover is almost unheard-of for a new author). Now you're down to 97 cents per book sold. Out of that comes, off the top, 15 percent to the agent (if you had one). So your net royalty per book is a whopping 82.7 cents per book.

Now, if you can produce the book for \$10, and it's something you can actually sell for \$19.95, you will net \$9.95 per book if you self-publish and sell it yourself. The tricky thing, of course, is to make sure your production costs will not exceed the price you

can actually sell the book for. The trouble with a lot of "publishers" such as lulu.com is that you can easily price yourself out of the market. You have to be very careful and very realistic about what the market is used to paying for your kind of book.

The other trick is to make sure you have an audience, or can build an audience, for your self-published book. If you can speak and sell it from the back of the room, this can be very effective. If you already have some kind of platform, some kind of audience, you can learn Internet marketing strategies and sell it online. The Web is becoming increasingly effective for promoting and selling books, which is why I'm so encouraged about publishing these days.

3. You get published quicker. A legacy publisher may take 9-18 months to produce your book, once they get your manuscript. It might only take you half that time to do it yourself. You reap the rewards quicker if you self-publish.

What are those rewards? Publishing a book positions you as an expert, like almost nothing else. According to Kevin Hogan, author of *The Science of Influence*, nothing boosts your credibility and expertise in the mind of the public like your own printed book. An advanced degree is actually second to having published a book. You can build on your expertise before, during, and after you write the book, and reap the rewards of being a published author quicker.

Once your book is published, and you begin to promote it, you will make connections you can't imagine now. Doors will open to you. When you're perceived as an expert, people approach you; you don't have to work as hard to go out to find them. You can charge higher fees for your services, products, speaking—whatever it is your book supports.

Then there's the incomparable satisfaction of hearing someone say, "Your book changed my life...."

You might as well begin to reap these rewards sooner than later!

4. As you learn the ropes of promotion, you can attract a legacy publisher—who will then be willing to pay you a larger advance than they would earlier. You will have to learn how to promote your own books anyway, no matter how you publish initially. If you successfully promote your self-published book, and build a big audience, it's likely a legacy publisher will approach you.

This is another result of the self-publishing phenomenon. Increasingly, publishers are looking for successful self-published books to take on. It's only good business. You (or perhaps a smaller publisher) has taken the initial risk, and you've proven you know how to promote your book. The risk is much less for them.

Your advantage to being picked up at that point by a legacy publisher is that they will give you wider distribution (i.e., in bookstores and chains and other retail outlets), and you may well get a decent advance. (At that point, you will be in a position to know whether you want to sacrifice income for the greater distribution and having them pick up the hassles of producing, warehousing, and distributing the books. You may decide you'd rather keep it self-published.)

If you are picked up by a traditional publisher, you can still sell your book and build your platform while they are producing your book. You can typically keep selling your book up to 60 or 90 days before your new book is published. Then, of course, the publisher will want to be able to sell the new edition, and you will have to retire your initial edition. (Often, this will include complementary materials—beware! For more on that, see the article, "Know Your Author Rights.")

I predict that more and more legacy publishers will look for successful self-published authors. They'd be foolish not to.

5. You're more likely to work hard to get your return on investment if it comes out of your own pocket. Isn't this human nature? Don't you think you'd work harder to recoup \$5000 from your book if it's your own money invested? And this motivation may be just what you need to propel you to success.

Ultimately, you are the one who will have to promote and sell your book, no matter how you publish. Always, always remember that. You are your book's own best advocate. Writing is only a piece of the picture. The real work comes later, in promoting it and making sure your investment of time, energy, and money yields a return.

But that's where the fun begins....

(Author's note: If you're wondering about my cryptic remarks about the book distribution, see the post on my blog at: <http://www.yourbookpublishingcoach.com/the-fatal-flaw-in-the-book-publishing-industry/>.)

For more articles like this on writing, publishing and making money with books and other information products, visit <http://www.wordstoprofit.com> and sign up for the free newsletter. And if you're ready to start your book today, check out the downloadable

coaching session called Jump Start Your Book: 12 Questions You Must Answer to Write a Book that Sells at <http://www.wordstoprofit.com/JumpStartYourBook.html> . From Diane Eble, "Your Book Publishing Coach". Article Source: http://EzineArticles.com/?expert=Diane_Eble .



Fleet Afoot

The racing speed of a desperate cheetah...
The delicate grace of his fleeing prey...
With deft and defiance an agile surfer
Angles the crest of an angry wave.

High-stepping kickers on pitch, field or rink
Leap with dexterity, race to the goal...
Turning the tables to stem the aggression...
Quick to defend... Eager to save.

I stand in amazement,
Staggered in awe,
Cheer for the effort
As if it were mine.
Praise to the winner,
Bask in the glory.
Sharing a toast, let us
Savor the wine.

Dennis Martin began writing plays and submitting them to the local playwright's festival when he turned 40 years old. He has written 13 plays –several of which have been presented as staged readings in the Baltimore Playwright's Festival. Dennis has written over 800 poems and self-published a book of poems titled "Love and Passions" available at www.iuniverse.com and major online bookstores as well as 6 other poetry collections and 3 novels available at www.lulu.com/dsmartin. Read more about Dennis at <http://www.iwritesome.com> or blog with him at <http://iwritesome.blogspot.com> .

Stockpiled Sagas

Overcrowded
Split spine
Dog-eared
Undercover; hard and soft
Knowledge, History, Romance,

Travel through tome
See a new place

Luscious,
lazy literature
Some disheveled,
Heavy-eyed and sleeping on the job
while others play
London Bridge Falling Down

Bargain Bins,
Mounds of Mysteries
Piles of Prose
Half off "how-to's,"
Neatly arranged and
some tossed
upside facedown

Cover to cover
atop one another
Stacks and stacks
of paperbacks
Zigzag towers
Cornered chronicles
Just looking for some space to rent

LavendarRose is a pen name for Yvonne Perry. This poem is from her collection titled Sockpiled Poetry. More poetry by LavendarRose may be read online at <http://www.angelfire.com/poetry/onlinechapbook/>.

The world
Is simply a clutter Of different religions,
Different faiths,
Different beliefs.
But how could anyone know
That their beliefs are correct?
How do they know
That what the preacher up in the front
Of where you are sitting
In mass
Is saying something
That you should believe in?
Or is he reading
From the book of lies,
The Holy Bible?
Is the Holy Bible
All true?
Or is it a bundle of lies
All bound together with a leather cover?
People can have perfect faith
In Heaven,
And then die,
And find a new life
Waiting for them,
In another body.
They could think
That Heaven is a myth,

And then die,
And find a golden gate
Swinging slowly open,
With God offering
Open arms to them.
They could think that
Death is the beginning of
A new life,
And then die,
And find Death just a vast emptiness
Of nothingness.
And as they spiral through
The black,
They wonder why
They ever thought
That death was a beginning.
So why have faith?
Why have belief?
You can never know
What happens
After the icy hands of Death Slowly wrap around your neck...
And tighten their hold.
It would simply be embarrassing
If you firmly believed
In something,
And then were proven
Wrong, completely wrong.
So why bother?
I'll tell you why;
If you have nothing
To believe in,
Nothing to have faith in,
And you're never sure of yourself,
For you need to see to believe,
Your life is nothing.
As blank and as empty
As one theory of death.
You have nothing to live for,
So you might as well
Just die.

Katie Curry started writing poetry when she was eight years old after falling in love with Shel Silverstein. This poem was written when she was about twelve.

In The Canyon

Deep In The Canyon Of My Mind
A River Flows
It's Filled With The Rapids Of Focus
Cascading Freely
It Becomes A Smooth Stream Of Concentration
That Waits Patiently For Me To Jump In
And Float Gently In The Cool Water Of Knowing
Within The Canyon Is The Answer
Without Question Without Hesitation

I Am Healed
Resting In My Cavern
In The Canyon
Of Love

Hal Manogue
From the 2008 Collection of Short Sleeves A Book For Friends
www.shortsleeves.net

Be Proud

Life is a gift.
Say thank you.
Being carries a price.
Pay it back.

Find a path.
Fill the void.
Be the solution.
Solve a problem.

Volunteer.
Play a role.
Contribute.
Feel the joy.

Join the cast.
Act the part.
Make the grade.
Read the reviews.

Step up.
Build yourself.
Stand back.
Be proud.

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, 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

Writers on Call



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Are you hoping or planning to start a freelance writing business? If so, have you joined Writers on Call yet? These classes contain some great information about becoming a better writer and how to start or operate a freelance writing business.

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!

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

What Can Carl Jung, Eastern Philosophy and Photography Teach us about Creativity?

By Mary E. Martin

Do you think that creative writing can be taught?

First, let me say that I have taken only one creative writing course in my life. And so, my experience is not extensive. But, having written for many years, I can tell you what I've observed.

Teachers can help you hone your craft. They can even teach you tricks to overcome obstacles to the creative flow. But I doubt they can teach you to be creative.

If I worked very hard with a good teacher, I might gain respectable proficiency at the piano. I might even learn musical theory and composition and pass every course with honors. And yet, I'll never compose a piano sonata, which stirs us to the depths, without that amazing ingredient *creativity*. It can't be taught.

Why not? Because *creativity* is a gift. It comes from within, and is personal to the individual. You either find it within yourself and work with it or you don't. It's much the same with writing or painting. Only a tiny handful will ever write a novel, which is truly original or creative.

If a writer does manage such a feat, he or she likely created it only after many years of hard, lonely struggle. It's a private task, which doesn't much benefit from exposure in the classroom. After all, don't you do your very best work in a quiet spot, late at

night when the daily minutiae have faded to a dull roar? And then, consider if you have ever read a novel written by a committee?

Carl Jung, the Swiss psychiatrist and father of psychoanalysis, speaks of the creative instinct along with other instincts, such as the urge to activity and reflection. These are innate instincts, which cause human beings to strive, build and create. So, if it's a human instinct, isn't it available to all human beings? Apparently not. If it were, all of us would all be able to write that sonata or novel which speaks to untold generations.

Jung also says that the creative artist is one who has unusual access to the subconscious.

If so, maybe there's a way to access that mother lode. I've been reading a fascinating book, *The Tao of Photography*. With many beautiful photographs, it's written by Dr. Philippe Gross and Dr. S.I. Shapiro, both psychologists and photographers. Sometimes, I really enjoy camera work as it helps me concentrate on my surroundings, which I find helpful in capturing a mood for writing.

The book applies the teachings of the *Chuang-tzu*, a collection of writings from the fourth, third and second centuries B.C.E. to the art of photography. It speaks of Little Understanding and Great Understanding. I love how those states of being are described:

Great understanding is broad and unhurried;

Little understanding is cramped and busy.

Chuang-tzu

It seems to me that our daily lives are filled up with 'little understanding.' Just look at my daily list of errands and things to do! Here we are running around with our heads down [cramped and busy] concentrating on the *little* inconsequential stuff. What if we look up and around ourselves and even inside ourselves? Great understanding is broad and unhurried. Just think what we might see and what doors we might open.

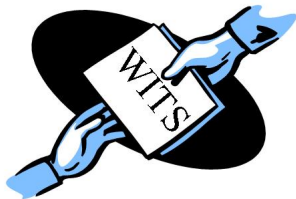
When we slow down and shift our focus not only to observing everything about life, but also looking inside ourselves, that's when we have a chance of tapping into the creative spirit. Unless we do, no amount of concentration on technique [which can be taught] will ever help us listen to our inner voice. After all, aren't writers always told they must find their own voice? I say to do that, we have to learn to listen and pay attention to the outer life surrounding us as well as our own inner life.

Suppose you do actually get past that cramped and busy stage. [The Tao of Photography has numerous excellent suggestions as to how to accomplish that.] What will you find? Maybe nothing special. But if a writer is lucky, he might just tap into something wonderful...*his true creative spirit*. If we can get out of our conscious way and let the images, words, music, ideas and emotions flow, then we just might have something to work with.

In writing, I think that's what the first draft is all about. Then the more rational, analytical part of the brain takes charge and refines what has been created. Then a teacher can help you by showing you the techniques of your craft. Maybe a first draft of a novel should be a prerequisite for entry into a creative writing course. What do you think?

Mary E. Martin, a Toronto lawyer, is the author of the Osgoode Trilogy which is comprised of Conduct in Question, Final Paradox and A Trial of One, all legal suspense novels. To learn more please visit www.maryemartin.com and www.authorsden.com/maryemartin.

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FR*EE MARKETING INFO

Michael Fleischner with www.MarketingScoop.com has some valuable (free) marketing content that you may find useful. Categories include: Home Advertising, Direct Marketing, Internet Marketing Market Research, Marketing Strategy, Public Relations, Search Engine Optimization, and Trade shows & Events. Under the category of Public

Relations, you will find public relations basics, how to create an effective press release, articles, free tools, tips on working with the media and helpful public relations links.

CONTESTS

Mary Martin is giving away an autographed copy of *Conduct in Question* and *Final Paradox*, the first and second in *The Osgoode Trilogy*.

To enter the contest, you will need to look for clues on Mary's Web site or read one of the books in the Osgoode Trilogy. Then, simply [email](mailto:) your answer to the following question between July 10th and July 20th:

In what city does the protagonist, Harry Jenkins, practice his profession?

- 1] Toronto
- 2] New York

There will be a random draw on July 30th.

THE ANNUAL READER VIEWS LITERARY AWARDS were established to honor writers who self-published or had their books published by a small press, university press, or independent book publisher geared for the North American reading audience. POD books are accepted. One of the awards is the **Write On! Award for the Best Creative Writing of the Year**. The award consists of \$100 cash prize and is sponsored by Yvonne Perry, and Write On! Creative Writing Services. Specific Criteria: Must have original, imaginative and creative use of words that create vivid mental pictures of scenes and characters.

For more information go to: <http://www.readerviews.com/Awards.html>

WRITER'S CONTESTS - <http://www.writers-free-reference.com/contests.htm>

BOOK PROPOSAL SERVICE

Irene Watson has a new page on her website about Reader Views' new book proposal/publisher service: http://www.readerviews.com/services_bookproposals.html Reader Views can also offer to present the completed book proposal to prospective agents/traditional publishers on their list. They also offer coaching to prospective authors, with a completed or nearly completed manuscript, on creating a top-notch book proposal.

SHARING WITH WRITERS, edited by Carolyn Howard-Johnson in association with Authors' Coalition (www.authorscoalitionandredenginepress.com) is an excellent newsletter about writing, publishing and marketing books. Send and e-mail with "subscribe" in the subject line to HoJoNews@aol.com.

A Tip from Carolyn: A media room is an essential part of any author's website. Don't make editors, producers, or anyone else interested in giving you free publicity search all over your site for the details on who you are and what you do. Put your kit into a .pdf file and let them download it and read it. Use the one on my new website as an example: www.howtodoitfrugally.com. Click on the Media Room tab at the top of the home page.

MODERN DAY HELEN KELLER RECEIVES HONORABLE MENTION IN NEW YORK BOOK FESTIVAL COMPETITION

Shirley Cheng, a blind and physically disabled 24-year-old motivational speaker and author, has received Honorable Mention in the Poetry category of the New York Book Festival Competition for her newest release, *Waking Spirit: Prose & Poems the Spirit Sings*, a heartfelt collection that explores a world of dancing hearts, singing spirits, with infinite love from life.

Cheng will hold a book signing for this book, along with a few of her other books, during the festival on June 23 in Central Park.

“I am absolutely honored and delighted beyond words. Let's just say that I'm floating on cloud 9,” says Cheng, who is also known as the modern day Helen Keller. “I've made it one of my life's missions to touch as many people as I possibly can to bring humor, hope, and healing; and receiving Honorable Mention in this contest will definitely help fulfill my goal.”

Previously, *Waking Spirit* was announced as an award-winning finalist in the national Indie Excellence 2007 Book Awards.

“*Waking Spirit* celebrates life while encouraging us all to appreciate what we already have. It's a book of survival, a tome of devotion, a bible of being,” wrote New York Times bestselling author, Cynthia Brian, in the foreword. “Serve yourself a big helping of Shirley Cheng's inspiration and you'll be motivated to shoot for the stars.”

ISBN: 9780615136806 paperback; 9780615138930 hardback

140 pages

Released in May 2007; available through Ingram, from Amazon.com and BN.com, and autographed copies from <http://www.ShirleyCheng.com>

VIHANG NAIK'S POETRY JOURNAL

Building a culture of peace and non-violence through poetry in the world, we affirm with objective of UNESCO that dialogue “will promote and stimulate a constructive debate and exchange of ideas that may facilitate the recognition of shared values and foster respect and tolerance for diversity.” Share your poetry, thoughts, ideas, newsletter, poetry reading events, and literary works in your part of the world. Read archives of some of the finest poems by poets from the world at International e Group of Poets for Peace and Non-Violence. Founded by Vihang Naik, Shree Ambaji Arts College, North Gujarat, India. Website www.vihang.naik.name .

The Penguin Group's podcast may be accessed at <http://us.penguin.com/static/html/podcast/index.html> .

RESOURCES FOR WRITERS

Writer's Encyclopedia - <http://www.writersmarket.com/Ency>

Web Writing - Web Tips: <http://www.webwritingthatworks.com>

Manuscripts - Ideas for preparing flawless manuscripts with free downloadable tips: <http://www.publishersresource.com>

The Writing Life: How to Critique Nonfiction by JJ Murphy



writer@WriterByNature.com

Giving and receiving effective feedback is an essential part of the writing process.

Here is a handy checklist to help you cover the important points of a nonfiction work:

- 1. Title.** Does the title attract the reader's attention? Is it clear and focused on the topic? If there is a subtitle, does it provide information that would help the reader know what to expect? Does it keep the reader interested?
- 2. First sentence.** Is the lead sentence or introduction strong? Does it compel the reader to continue reading? Does the lead clearly state the theme or main idea of the piece?
- 3. Audience.** Is the piece appropriate for the audience the writer is trying to reach?
- 4. Format.** Is the written work true to format (Profile, Biography, How To, etc.)?
- 5. Main idea.** Is the subject or main idea presented clearly?
- 6. Supporting information.** Does the written work make effective use of description, anecdotes, case studies, direct quotes, characterization and/or humor to feature the main idea?
- 7. Organization.** Is the body of the work organized to so that readers can follow the development of the topic and recall the information presented? Are there awkward or confusing sentences that can be cleaned up or eliminated?
- 8. Paragraphs.** Does each paragraph work to guide readers in understanding the main idea? Are details clear? Does the writer effectively use techniques such as comparison, persuasion, classification or analysis to support the main idea?
- 9. Pace, syntax and transition.** Does the writer vary sentence length, use appropriate words, establish and follow a consistent tone and use active voice? Is the Writing grammatically correct, free of spelling and punctuation errors?
- 10. Conclusion.** Does the conclusion sum up the main points in a way that brings the opening, the subject and the tone to a satisfying conclusion?

The most important skill in critiquing is to be specific and positive when making suggestions. The goal is to help the author produce strong, clearly written nonfiction.

Platinum Level Expert Author for 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.



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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

- 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.

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