

March 2018



Suburban Scribe

Newsletter of the Sacramento Suburban Writers' Club

Build Your Online Book

Increase Website Traffic, Build Buzz, and Sell More Books

With so much competition in the publishing field, it is critical that an author builds a marketing plan that works. Whether you already have one, two, or twenty books to your credit, or you are just getting started, a plan that includes effective internet marketing strategies can have a dramatic impact on your publishing success.

In this content-rich presentation, Stephanie shares strategies that we authors can use to develop marketing plans focused on building an audience online.



You will learn how to:

- Build an effective book marketing plan
- Identify and attract your ideal audience online
- Leverage blogging to increase site traffic and sales
- Conduct interviews with internet media sources
- Use articles, podcasts, videos, and content marketing tactics to boost traffic
- Expand revenues with information products
- Utilize Facebook, Twitter, LinkedIn, and Pinterest—all without a big-time commitment (really!)

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Stephanie Chandler is the author of nine books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience and Sell More Books*. Stephanie is also founder and CEO of [NonfictionAuthorsAssociation.com](http://NonfictionAuthorsAssociation.com), a vibrant educational community for experienced and aspiring writers. [NonfictionWritersConference.com](http://NonfictionWritersConference.com), an annual event conducted entirely online, is another of her achievements. A frequent speaker at business events and on the radio, she has also been featured in magazines including *Entrepreneur*, *BusinessWeek*, *Inc.Magazine*, and *Wired*.

Before self-publishing her first book, Stephanie decided to build an audience online. The success of that effort led to corporate sponsorships, major media coverage, product sales, and a variety of other opportunities.

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# Rich Authors

Mary Lou Anderson

I slammed the book closed and grimaced. My fist tightened around the small paperback. "A thriller" it announced on the cover. *But why did the author include that character? She had to know it wasn't true.* At least not true enough to believe.

The book curled in my grasp. My eyes closed tightly, and I let out a primordial scream as my muscles tensed and my arm slung the book— taking a life of its own, spewing bookmarks in its path as it flew across the room and slammed into the wall, barely missing my television. Hmmm. Didn't think that out too clearly. Good thing for blind luck.

The problem? Successful authors include a character in their stories, a best friend of the main character. This friend is an author. Not the average Moe or Mary like me. Nooo. Their author friend writes only best sellers and successful stage plays, and their movies are showing across the country. This author/friend

has a large apartment in New York City, takes taxis everywhere, flies first class, eats in exquisite restaurants, and has book launches that fill the ballroom of the Hyatt with people clamoring for their latest release, begging for autographs, and asking when their next movie comes out.

Unreal.

Okay, I admit there are successful

authors. Certainly. There are the Tom Clancys, the Patricia Cornwells, the James Pattersons and others who somehow keep putting out book after book of best sellers (even after they die—RIP Tom C). But in reality, they are few— a small percentage of all of us.

But why does the main character in so many books have an uber-successful writer friend who can whisk them off to some exotic isle for two weeks?

My theory: All those characters in all those books must know the same author. There just aren't enough real-life, fantastically rich authors to go around.



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## Screenwriting Challenge 2018 Open for Registration

The 15th Annual Screenwriting Challenge is a competition open to screenwriters around the world. There are 3 rounds of competition. In the 1st Round (April 20-28), writers are placed randomly in heats and are assigned a genre, subject, and character assignment (see examples of past assignments here). Writers have 8 days to write an original short screenplay no longer than 12 pages. The judges choose a top 5 in each heat to advance to the 2nd Round (June 14-17) where writers receive new assignments, only this time they have just 3 days to write an 8-page (maximum) short screenplay. Judges choose a top 5 in each heat from the 2nd Round to advance to the 3rd and final round of

the competition where writers are challenged to write a 5-page (maximum) screenplay in just 24 hours (July 20-21). A panel of judges review the final round screenplays and winners are selected to share in over thousands in cash and prizes. Sound like fun? Join the competition.

<http://www.nycmidnight.com/competitions/sc/Challenge.htm>.

If you are serious about screenwriting, it is extremely important to know the basic formatting rules. It doesn't matter if you have an amazing story; a script that isn't formatted properly immediately jumps out as "unprofessional" to readers, producers, actors, and anyone that is accustomed to reading scripts as part of their profession. Getting a screenplay produced is tough enough without putting yourself at a disadvantage with an incorrectly formatted screenplay.

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## R I P

### Parting words

Collected by Jeannie S. Turner

*If you really want something in this world, you'll never get it by sitting down and waiting. But if you go out and do things there's no knowing where you'll end up.*

~~~**Thomas Michael Bond, January 13, 1926 – June 27, 2017.** The creator of the Paddington Bear series of books Remember reading his books to your children?

The thinker dies, but his thoughts are beyond the reach of destruction. Men are mortal; but ideas are immortal.

Richard Adams, author of Watership Down, May 9, 1920 – December 24, 2016.

The place to improve the world is first in one's own heart and head and hands, and then work outward from there.

Robert Pirsig, September 6, 1928 – April 24, 2017, writer of his literary touchstone, *Zen and the Art of Motorcycle Maintenance: An Inquiry into Values.*

I write with experiences in mind, but I don't write about them, I write out of them.

John Ashbery, July 28, 1927 – September 3, 2017, a surrealist poet who often stretched the bounds of the movement.

It is comparatively easy to become a writer; staying a writer, resisting formulaic work, generating one's own creativity – that's a much tougher matter

Brian Aldiss August 18, 1925 – August 19, 2017 authored more than 80 books, 300 short stories, and many volumes of poetry. His short story, *Supertoys Last All Summer Long* was the basis for the film *A.I. Artificial Intelligence*.

Writing poetry is talking to oneself; yet it is a mode of talking to oneself in which the self disappears; and the product's something that, though it may not be for everybody, is about everybody.

Richard Purdy Wilbur March 1, 1921 – October 14, 2017 United States Poet Laureate in 1987

Thinking is hard work, which is why you don't see many people doing it.

Sue Grafton April 24, 1940 – December 28, 2017 best known for her alphabet mysteries, starring investigator Kinsey Millhone, died one letter short of completing the book series. The first of the series, *A Is For Alibi* was published in 1982; the latest, *Y Is For Yesterday*, was published August 2017. According to her husband, Grafton knew (for years) that the final book in the series would be titled *Z Is For Zero*, but her battle with cancer prevented her from beginning it.

The “HEAD-SMASHED-IN” BUFFALO JUMP

Pat Biasotti



For over five thousand years the Plains Indians relied on buffalo for their survival. Stone spears, bows and arrows would not have made much of a dent in these massive animals. Long before the Plains Indians secured horses and guns from the White Men, they developed a unique way to kill the buffalo—driving them over the cliffs. But how? Buffalo weren't stupid.

These buffalo jump cliffs extended all across the Great Plains in the foothills of the Rockies. Today one of the best preserved and documented is the Head-Smashed-In-Buffalo Jump, a UNESCO World Heritage Site near Fort MacLeod, Alberta, Canada. The museum and interpretive center is in itself remarkable. It blends in so well that one barely notices it until in close proximity. This notable union of nature and architecture—a five-story building in a cliff—has garnered many architectural awards.

The Indians had a great respect for the natural world and the Great Creator, who provided for their sustenance. They considered the buffalo a gift from the Great Creator and utilized all of it: the hides for shelter and clothing, the meat for food, the horns for toys, spoons and cups, the bones for tools and weapons—even the tail for a fly swatter and whip. There were numerous Blackfoot Indians inhabiting this region, which necessitated killing hundreds of the animals; however, they killed only what they needed.

Each fall the tribe would scout for herds of buffalo, well-fed and fat from feasting on the summer grasses. Before they started herding the animals, they made camp in the vicinity of a particular cliff, then staged days of fasting and ceremonial dances beseeching the Great Creator for success in the hunt.

Several miles back from the cliff, and leading toward it, the tribe erected two rows of stone cairns

on either side of a drive lane. Into these cairns they stuck live tree branches to trick the animals into believing they were hemmed in by a forest on each side. This drive lane gradually narrowed into a V as it approached the cliff. When all was in place, the Indians started corralling the buffalo toward the drive lane and the "jump."

In order to get the animals to panic and race toward the cliff, the Indians selected a young boy from the tribe and trained him to be the "lost calf." The buffalo herd had a tremendous maternal instinct and would go to extraordinary lengths to seek out and return a lost calf to its mother. Thus this boy—the "lost calf"—disguised in buffalo skins and rubbed with their scent, would get ahead of the herd and, bawling loudly, lead them into the drive lane and ever closer to the cliff.

As he got closer to the edge, the "lost calf" started running as wild shouts and noises suddenly erupted from young braves hiding behind the cairns. Startled, the buffalo stampeded and thundered ever closer to the cliff with clouds of dust obscuring the edge of the precipice. At the last moment the young boy threw off his buffalo skins and darted behind one of the cairns as the buffalo plunged to their doom.

Immediately the whole tribe descended the cliff and speared the few animals barely alive. Then both men and women started butchering. They relished eating as treats the warm heart, liver, kidneys, and brain.

The provocative title? Legend has it that a young boy wanted a good view of the buffalo falling off the cliff, so he hid under a ledge below. As the animals' bodies piled higher and higher, some rolled back onto him. Much later as the tribe butchered the buffalo they discovered him, his head smashed in.

March 2018

**B e S u r e t o
I n v i t e
Y o u r F r i e n d s**

Our writing club has helped us all
(Some more than the others)
and if you chance to look around—
there's room for sis and brothers.

And think about the friends you know,
invite them to our meeting,
And when some stranger enters in,
Let's give a heartfelt greeting.

Remember what we heard last time
about these empty seats?
For those who help to fill them up
There'll be some special treats!

Just look around and think a bit
about some folks you know.
Invite them out! Just be real brave.
Your friendliness will show.

When each and every seat's filled up
And there's no room to spare,
We'll know that we have you to thank—
Our praise will fill the air!

T i p s b y M o r t

Ever wanted to enter a **contest** but weren't sure how to go about it? Here are a bunch of contests from around the world—all conform to certain standards as noted on the page and most require an entry fee.

[http://www.writers-
editors.com/Writers/Contests/contests.htm](http://www.writers-editors.com/Writers/Contests/contests.htm)

Can't recall if a comma or apostrophe is required? Should a word be capitalized? Here's an authoritative **Grammar, Punctuation and Capitalization Rules** site. It also offers a free weekly e-newsletter.
[http://www.grammarbook.com/english_rules.a
sp](http://www.grammarbook.com/english_rules.asp)

Need to have a daily **planner** but purchasing one is too expensive? Here are some Free Printable Planners as well as some you can purchase. There are many refill pages for your planner and organizer that you can download and print—timely for 2018 planning

<https://www.printableplanners.net/>

<http://writerseditorsnetwork.com/download/>

**W a n n a s e l l
y o u r b o o k s ?**

Elk Grove Writers Guild

elkgrove.writersguild@aol.com

From: Nan Mahon nannosecond@comcast.net

On March 18 the Elk Grove Writers Guild has the big room at the Hilton Gardens Hotel (behind BJ's) all day for authors to bring books to sell. They don't know how much traffic they will get, so you need to sign up early. They need authors to be there from 12-2.

Let Nan know if you are interested, and please help get the word out to readers.

March 2018

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Elected Officers:

| | |
|----------------|---------------------|
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| Vice President | Cathy McGreevy |
| Secretary | Mary Lou Anderson |
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