

Suburban Scribe

Sacramento Suburban Writers Club (SSWC)

sactowriters.org

How to Create a Book and Market It



How do you create stories, whether fictional on nonfictional?

Monday evening, November 14, at 7:00 p.m., (see, below for instructions on joining the meeting) noted sci-fi author Cle Curbo will moderate a discussion on the craft of writing and the marketing of books. Mention will be given to writing for periodicals. After introductions and opening statements, Cle will ask M.L. Edson, Bernard Wozny, Mike Brandt and Bryson Kilmer to talk about their process for coming up with a story, how they write it, and bring it to publishable fruition. Other members will talk about their method or methods of story and book creation. Finally, Cle will finish up with the sad state of marketing trials and tribulations as he stumbles along the path to learning the best way for a self-published author to market their wares. Laura Kellen may be on hand to provide insights into Library Marketing. In future meetings, Cle will update attendees on his further understanding of how a self-publishing author can successfully market books as one moves toward represented status.

Highlights of this month's Suburban Scribe:

Openings for Editor, Guest Speaker Chair, and the Election of Pres., VP, Treas., & Secretary are to be voted on. President Ron Smith will be sending out election forms, p.3.

Be sure to catch the pre-meeting warm-up with Michael Brandt's informative talk on How to Write a Book Review. It's p.4 for The Advanced Writers Techniques session at 6:15 p.m.

SSWC's Workshop Extra and M.L. Edson tells us about good Word Choices, p. 5.

Podcast Naming Rights, the contest and prize, by Glo Thierry. See, p. 6.

Meeting Info — Briefly —

Join us in person on Monday, November 14, at 7 p.m. for the next SSWC meeting at 5501 Dewey Drive, Fair Oaks in the Fellowship Hall behind the white picket fence.

For people wishing to attend via Zoom, Ron Smith will email members the Zoom link. See, also, Page 2.

Non-members can request the Zoom link from L Paul Turner at lpaulturner2050@gmail.com.

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Hello fellow writers and artists of all walks of life, members and guests,

November 14 will be a dual meeting. 7-9 p.m. Pacific Time. For meeting in person, please arrive at or before 7:00 p.m. at 5501 Dewey Drive, Fair Oaks in the Fellowship Hall behind the white picket fence at the edge of the parking lot.

The Zoom logo is a blue square with the word "zoom" in white lowercase letters.

For meeting on Zoom, Ron Smith will send members a link by email. New guests may email: lpaulturner2050@gmail.com.

The WORKSHOP

Gloria Cooksey, Chair

The November Workshop will be presented by Cle Curbo.

<<<< Update on Self-Publishing with Ingram-Spark>>>>

Cle's journey to find the special path to success using the Ingram-Spark online system to upload and publish a new book.

SSWC Workshop

Kindly requests your presentation.
Teach us something you know.

Author Interviews at SSWC Podcasts

Visit to listen at any of the following websotes:

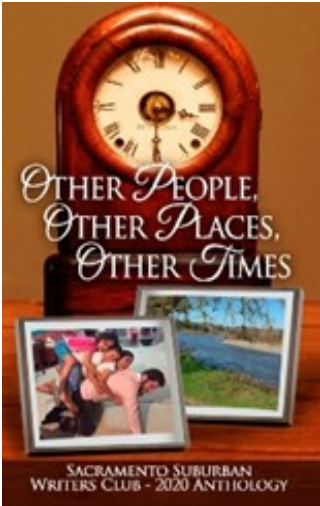
<https://anchor.fm/sactowriters>

Spotify (<https://open.spotify.com/show/0UHX19RTviPkRXMzkyg6V>)

RadioPublic (<https://radiopublic.com/sactowriters-694Q1Z>)

Pocket Casts (<https://pca.st/z1e83qlq>)

Books of Interest



Cover by SSWC's Esteemed and Future Guest Speaker, Tatiana Villa

Welcome to a beautiful and engaging collection of short stories and poetry created by twenty-three SSWC Sacramento area writers on *Other People, Other Places, and Other Times*. Enjoy this page-turning anthology that brings readers into the diverse and powerful worlds that Sacramento Suburban Writers have imagined.

Election of Officers & Filling Vacant Appointed Chairships

Elections will be held via email. President Ron Smith will send out the election forms. The Elective Openings are for the officers: President, Vice President, Treasurer, and Secretary. The Appointed Chairships are open to requests to be appointed. Please see the last page, page 7. In the lower left of p.7 are listed all the appointed posts. Please contact Ron Smith to apply for the posts, or to run for election.

Conferences and Events

Palm Springs Writers Retreat—ROHM LITERARY RETREATS & COURSES

Date: December 12-16, 2022, or Weekend Workshop, Dec. 17-18, 2022

Write with NY Times best-selling authors & literary agents.

<https://www.pariswritersretreat.com/palmspringswritersretreat.html>

1895 Gramma's Grammar

Gramma's usage: as regards; regarding; in regard to.
Current usage: as regards; regarding; in regards to.

Gramma's Usage: When a person opens his book..."
Current Usage: When a person opens their book..."

- Cle Curbo

Advanced Writers Techniques Prompt for November 14, 2022

Advanced Writers (anyone can join the Advanced Writers meeting) will meet (before the regular meeting) at 6:15 P.M. in the Fellowship Meeting Hall kitchen, and adjourn at 6:50 p.m., or you may join us on our Zoom link.

November's AWT WRITING PROMPT comes from the AWT Leadership Group, Michael Brandt and Mary Lou Anderson.

November's AWT Focus

A friend and fellow writer asks you to write a book review on writer's latest and greatest novel. You have just entered The Twilight Zone. There are two ways to accomplish the review.

One: you feign long-term Covid brain fog, or

Two: attend the AWT interactive session on **How to Write a Book Review**.

Every month AWT meets independently of the regular meeting and discusses advanced writing techniques. *These are interactive sessions.* We share ideas on how to tell our non-fiction and fiction stories better with characters of interest, dialogue, descriptions, scenes, plot, and so on. Practice your innovative skills to create a book, essay, memoir, short story, poem, or collection that readers will love. AWT meets monthly 45 minutes before the regular meeting held at 7:00 p.m.

SSWC WORKSHOP EXTRA

November's Workshop Extra comes to us courtesy of M.L. Edson
WORD CHOICES

Semantics Connotations Add an extra KICK to your story...

Participation encouraged ... requested ... begged for. These are notes to inspire discussion:

Add action, tension, emotions ...

Walked towards ... raced, ran, headed, strode

The projectile landed in the ground ... pierced the soil ...

Fur was all over their backs fur covered their backs

The monster fell over monster landed/plopped/thudded face first into the gravel/dirt/mud/muck ...

His sword sticking forward ... sword swinging back and forth

Hugged ... flung his arms around her

This glass is pretty ... shiny/glimmering

Many colors ... multitude of colors/rainbow of colors/countless colors/vibrating with colors

He closed his eyes and felt her face with his fingers, touching every curve, every dimple,

A **note** was included ... a **cryptic** note / **coded** note / **hand-printed** note / **scheming** note ...

The suspect was ... escorted from the room. Or, led, forced, dragged, or carried.

The man ...landed ... at the coast of Ireland ...was rescued ...barely made it to ...

The exhausted man pulled / dragged his boat ashore. Exhausted, the man struggled to pull his boat ashore ...

Limiters / Qualifiers / Absolutes / Intensifiers

Limiters and qualifiers can become overused and pull readers from your story, weakening the impact of the words you choose for your writing.

Examples:

There were ~~only a few~~ more people there this week.

The rose was ~~very~~ pretty.

This antique is ~~quite~~ old.

This one is ~~the most~~ unique.

That is a ~~pretty~~ bad statement.

That dog is ~~a little bit~~ too big for my house.

He looked ~~over~~ at her.

They seemed ~~sort of~~ confused.

Their clothes ~~looked really~~ were ratty.

He ran ~~really~~ fast.

It's getting ~~quite~~ hot in here.

The room became ~~rather~~ crowded.

They were ~~so~~ thrilled they didn't have to do ~~too~~ much

He said he wasn't ~~at all~~ interested.

Limiters, also referred to as 'qualifiers', are terms which lessen or circumscribe the impact of a verb, noun or adjective. They make the impact of these grammatical elements weaker by restricting their scope. **Limiters** are usually adverbs or prepositional phrases. In some cases, they may be adjectives.

The words were now **seemingly** meaningless.

Most of the time, these words are just, quite simply, completely, and totally unnecessary.

Limiters	Intensifiers	Absolutes	Qualifiers
Few	Many	All	Appears
Little	Very	Always	Could
Only		Certainly	Feels
Some		Every	Little
		Impossible	Many
		Shall	May
		Never	Might
		None / no	
		Will	

PODCAST NAMING RIGHTS

By Glo Thierry

Prior to launching the official SSWC podcast site, we really need a title for the program. Neither SSWC nor sactowriters.org will be easy to locate on internet searches. An internet search on “SSWC,” for example, does not locate our group at all—at least not on my computer. We need something distinctive and memorable so that people, especially our own membership, will be encouraged to listen and participate.

I propose a contest among the SSWC membership to come up with a good podcast title. The prize will be podcast naming rights. In other words, if you win, the podcast official title will include your name or pen name. That is to say: the retrieved results of every internet search on the SSWC podcast will include your name, potentially providing a boost to your name recognition as an author!

For example:

Glor Thierry Presents: Books Worth Banning

Bernard Wozny Presents: Electrifying Books

Clé Curbo Presents: Out of This World Books

ML Edison Presents: Reads for the Criminally Insane

Any takers? Suggested names can be heard at November’s meeting.

Below are some pointers for adopting a memorable podcast title.

Titling a Podcast

Make it catchy. Your title should be representative of your podcast and you. It should be specific and evocative. Keep it short. You need to consider clipping and how the title shows up in an internet search. Make sure it’s not going to get shortened in Apple podcasts, or other distribution sites.

Here are some interesting statistics from Pacific Content:

Half of all podcast titles are between 14 and 29 characters.

The most popular title length is 16 characters.

The mean average show title is 23.9 characters.

The median show title is 20 characters.

Don’t include “podcast” in your title. Just don’t. People will know it’s a podcast and any SEO search for your title followed by the word podcast will deliver your podcast results. Because your podcast is being posted on podcast sites, distribution platforms, Apple podcasts etc., it already has that meta tag imbedded in its data. No need to include the type of media (podcast) in your title. Think about it like this, the Gmail app is not called “Gmail app.” Avoid clever spelling. Podcasts largely travel by word of mouth, so don’t name it something with a play on spelling or pronunciation. That makes it incredibly difficult to search.

[Podcast titling pointers from: Mayo, Amanda. *PODCASTING: How to start a podcast and create a profitable podcast business*, 2019, pp. 92 – 93.]

Please submit entries to gcookcee@gmail.com. Thank you!

Join the Club!

We are a vibrant club with active writers, have several critique groups (with room for more), and stay wonderfully supportive of each other.

SSWC supports local writers and encourages everyone to write and publish. Attending meetings is free, but membership brings benefits, such as publication in the newsletter and anthology, use of our club's library, qualification for grants to attend conferences (limits apply), and ability to join our first-class critique groups.

MEMBERSHIP is paid on a yearly basis. If joining after April, dues are prorated by quarter (unless you are just really late in maintaining your membership!).

_____ Individual \$40 / year

_____ Couple \$55 / year

_____ Full-Time Student \$30 / year

_____ Platinum Senior (70+) \$30 / year

More information is on our website: sactowriters.org

Name: _____ Genres: _____

Published? Y / N (yes, includes self-published) Email: _____

Phone: _____ Address: _____

Website/other info/address (optional): _____

MAIL YOUR DUES TO: Jeannie Turner. Her address is in the Directory. If you don't have a copy, email Jeannie at turnerjeannie48@gmail.com and she will let you know where to send it.

OFFICERS

Elected Officers:

President	Ron Smith
Vice President	Brittany Lord
Secretary	Linda Covelli
Treasurer	Julie Beyers

Chairs:

AdvWritrsTechniques	Mike Brandt
Coffee/Treats	Al Gilding
Conferences	Open
Critique Grps	Brittany Lord
Historian	Pat Biasotti
Librarian	Ron Smith
Membership	Jeannie Turner
Newsletter	L Paul Turner
Nominations	Y O U ????
Prgm/Speakers	L Paul Turner
Publicity	L Paul Turner
Raffle	Open
Sunshine	Nan Roark
Website	Wes Turner
Workshops	Gloria Cooksey
Podcasts	Gloria Cooksey

There's a spot in the list above for YOU!



WRITING INSPIRATION

SSWC podcast on the Internet at <https://anchor.fm/sactowriters> has inspiring topics.

Keep at it. You will finish that work you're writing or planning to write.

Keep at it. You will become a published author.

Got an idea? Spread the word.

Put pen to paper.



MEETING INFORMATION

7:00 - 9:00 PM

After November, our Next meeting is:

Monday, Dec. 12, 2022

**Pizza at 5501 Dewey Drive,
Fair Oaks**

And, not on Zoom

*All writers are encouraged to attend.
Membership not mandatory but brings privileges*