



Writing Right Newsletter

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A WRITER'S JOURNEY

The next meeting in the SA Writers' Centre, 2nd Floor, 188 Rundle Street will be held at 6.30 pm on Friday, September 21st .

While every writer travels a different road to get their book published, Jill Millburn's journey is unique.

She is going to help other writers to avoid the pitfalls she encountered and hurdles she overcame in her publishing journey at our next meeting.

Her 366 page murder mystery, *Broken Swallow*, written under the name J.J. Burn has been re-edited, re-printed and is now in bookstores. Jill has knocked on many doors and learned the hard way how to get a book into the marketing system.

Critique Session on
SATURDAY
SEPTEMBER 1st
at 12 Sandford St,
Kensington Gdns
(in cottage at rear)
Ph: 8332 6085
at 2.00pm

Next Meeting on
FRIDAY
SEPTEMBER 21st
at the SA Writers'
Centre
Rundle St,
2nd floor above
Cafe Buongiorno
at 6.30pm

A GREAT LITERARY EVENT FOR WRITING RIGHT

LAUNCHING OUR NEW SALES CAMPAIGN TO SELL MEMBERS' BOOKS

Monday September 3rd 6.30 pm

Queens Arms Hotel, 88 Wright Street, Adelaide.

NEWS FROM MEMBERS

WELCOME to:
Atha Asi-Stevens,
Lynley Hocking,
Hendrik (Henk)
McManus,
Christine Dorrian,
Melissa Smithen and
Lyn Arden.

Ruth Estelle
 Ruth has been offered an option from Cyan Films for her feature film *'Touched'*.

Daniel Stacey
 Daniel has had a frantic year working on a comedy-western adventure game, "Al Emmo and the Lost Dutchman's Mine" (www.alemno.com), which has been translated for the German market. **A Russian version will be available in the coming months.** Apart from working as a junior primary teacher, he is also working on his debut fantasy trilogy - "Iza's Chosen", "Seventh's Power" and "Una's Game" - the first of which is undergoing an assessment from Driftwood Manuscripts.

Barbara Brockhoff
 Barbara is packing for her exciting overseas trip. We wish her well and will miss her running the monthly meetings in the cottage.

Judy Fander
 Very exciting launch for Judy's book *The Mineral Detective*.

Monika Hein
 Back from Germany and back on the sales promotions round with her book.

Chris Ostermann
 Writing as Christina Carlisle, Chris has just had her trade paperback *Charlotte* released by Whiskey Creek Press and has her twelfth novel entitled *Captive Princess* coming out in early September with New Concepts Publishing

Jennifer Di'ane
 Reported in northern newspapers about Jennifer's book signings for *Ghosts On the Ghan*. And another book, *Gypsy Rover*, has just been published by Writing Right in cooperation with Kerrinda Printing.

Jane Haese
 Gossip around the traps that - Jane has completed her book - and we could hear more about a possible publishing in the near future.

Astrid Cooper
 This successful writer, now offering her editing skills to other writers (more information in this edition).

Anne Oliver
 Anne has just won the coveted Ruby Award from the Australian Romance Writers Association's annual conference for her book *Behind Closed Doors*.

Congratulations on this remarkable achievement - the competition is hot. Her book is coming out again in Harlequin's anthology *The very best Love Stories of 2007*. We believe Anne is dreaming of rubies these days!

Barb Fraser
 Barb is heading home after escaping winter to northern climes.

John Willanski
 A very successful launch of John's first art exhibition, *Ink Rain*, is opening more doors for him. Few people sell major works on their first showing but John has sold a major work, and other prints, and he has more good news in the pipe line. When told he was 'lucky' John said, "The harder I work the luckier I get."

Owen Carmichael
 Owen is a musician, TAFE teacher, travel writer and director of radio and TV programs and a great support to our members. He will be running a workshop on travel writing at the Willunga Library on Thursday, September 13 at 1.30p. He has a story in our latest anthology - see if you can pick it, it's written under his writing name!

NEWS FROM CYNTHIA STERLING

Working at a bookstore could be the latest route to publication for some aspiring authors. Borders Group, Inc. has launched an Employee Author program, the winner to be published under Borders proprietary publishing program. All 30,000 employees in Borders and Waldenbooks stores, distribution centers and corporate offices are eligible to enter a writing contest. Employee authors are eligible to submit manuscripts appealing to readers in any fiction category. At least one employee whose title is selected as the winner by a panel of judges at the corporate office will be awarded a book deal including the full support of Borders merchandising and marketing arsenal. This includes being featured in the Borders "Shortlist," an e-mail promotion for Borders Rewards(R) members, which now number more than 19.5 million. Employees have until January 31, 2008 to submit manuscripts.

"We are excited to discover new authors within our company and to promote their novels to the millions of loyal customers who rely on our recommendations," says Rob Gruen, executive vice president, merchandising and marketing for Borders

Group, Inc.. "We have such confidence in the talents of our staff that we are anticipating multiple winners and hope to publish fictional works ranging from mysteries and thrillers to romance and historical novels."

James A. Rock & Company <http://www.rockpublishing.com> have been publishing since 1977. They publish 10-15 titles a year in a variety of genres: nonfiction, mystery, science fiction, romance, horror, young adult, mainstream, humor, fantasy and more. A visit to the website shows the wide range of interests. Books are published in either hardcover or trade paperback, and electronically. They pay a small advance and royalties and will accept submissions from previously unpublished or unagented authors. Query James A. or Lynne A. Rock, Editors.

Feel free to pass along this newsletter and to encourage others to sign up to receive it. If you reprint or forward the newsletter, all I ask is that I be given credit for it. Anyone can sign up by sending a blank email to; cynthiasterling-subscribe@yahoogroups.com

ONE BOOK ONE BURNSIDE – 2007 A PRIVATE PERFORMANCE

Program of Events

Helen Halstead is having this great event at the Burnside Library.

Helen spoke to members and gave great advice about self publishing and then getting her book accepted with Random House.

Helen invites everyone to share one or more of these events with her at the Library.

1. Events start off with movie *Pride and Prejudice* on Thursday September 6 at 1.30pm in the Community Centre.
2. Jane Austen readings in the library – Tuesday September 18 10.30 – 12noon.
3. *Medicine in Austen's England* Wednesday October 3rd – 10.30am-12 noon.
4. Jane Austen's quiz night Thursday 11th October 6.30pm – 8.30pm.
5. Living Library where Helen is placed on loan for patrons of the library - Sunday November 11 – 2.30pm – 4.30pm
6. Program concludes with a Garden Party – with the Victoriana Society (will include harpist). Saturday November 24th 1.30pm – 3.30pm.

AN ORCHESTRAL ODDITY

Arnie Flugel had a Bugle,
Some people called it a nose.
Everywhere he went he blew his Bugle,
and cries if anger rose.

His family said, "Andy Lad, look ahead,
through life you cannot wander,
Blowing your nose,
at all and sunder, will surely cause you to ponder.

He went to the Philharmonic,
to try for an audition.
The Conductor said, his nerves a quake,
"Why inflict on me this sound so nasal,
it causes my baton, to quiver and shake.:"

So Arnie was given a minor part
where he became quite forlorn,
until he met a kindly lass.
whose name was Emma Horn.

Her nose was long and thin,
a curious type of Proboscis.
It curled a little at the tip.
then drooped towards her chin.
The dissimilar types, fell in love,
and moved in digs together.
As time went on. the produced a son,
a mixture of them both, a perfect heir.

Their son grew up, his talent blossomed,
and offers came from far and wide.
from London town to Sydney side.
A fabulous wind instrument was born,
the ubiquitous and noisy, Flugel horn!!

By Sir Anthony Bran

QUOTES: ALDOUS HUXLEY

Every man's memory is
his private literature.

After silence, that which
comes nearest to ex-
pressing the inexpressi-
ble is music.

From their experience or
from the recorded experi-
ence of others (history),
men learn only what their
passions and their meta-
physical prejudices allow
them to learn.

Pure Spirit, one hundred
degrees proof -- that's a
drink that only the most
hardened contemplation-
guzzlers indulge in. Bo-
dhisattvas dilute their Nir-
vana with equal parts of
love and work.

Folly is often more cruel
in the consequences
than malice can be in the
intent.

In the democracy of the
dead all men at last are
equal. There is neither
rank nor station nor pre-
rogative in the republic of
the grave.

To his dog, every man is
Napolean, hence the
constant popularity of
dogs.

THE PERILS AND PITFALLS OF E-PUBLISHING

Despite excellent reader comments and reviews of my books, for the last 6 months I had not one sale of any of my e-books which caused me to:

1. re-evaluate my writing -- "I'm obviously not good enough" and the readers are "voting" their dislike with not buying my e-books.
2. re-evaluate my income sources.

16th August:

I received an email via a publisher's list to advise that a new website is operating where members of that site for a monthly fee of \$11 can download free copies of books, music, software, games, etc. On making the recommended search, I discovered my books were there, so no wonder no sales...why would any reader pay when they can get the same thing for nothing?(regardless of the morality of doing so - the website owner and the readers who "trade"). It is illegal, an infringement of copyright...

Most non-writers see this as being OK -- it's like selling books to a second-hand shop who then sell them on (they say to me). *Excuse me—NO!*

We're talking of an unknown number of books - e-books aren't the same as print (print books that get traded-on in second hand shops are finite in number -- ebooks can be reproduced forever. If you want a copy, just pay the download and click: *voilà!*). A few free copies aren't going to hurt anyone (so I'm told). *NO!* My book sales and income stopped overnight, as did the incomes of other authors.

Now these books are out there for "free", I expect little or no future return for my titles. The other authors are similarly depressed/distressed/disgusted.

This site has been put on notice and the titles removed, but the damage is done for my current titles. Other sites will open up—as a site gets discovered and "dealt with", new sites pop up. Do I want to have more books published electronically? (tough decision!)

So if you're thinking of e-publishing, be warned of the perils and pitfalls – this is just one of them. There are many others—and by no means restricted to "e-publishing" (I could write a book on all the scams I have encountered and maybe I just might...one day!)

Any authors who are worried about their books being on pirate sites, please check with your publisher first.

Searches for your books on the internet will reveal legitimate sites mixed with the scams (and some pirates lok legit) please DO NOT go after any site on your own until you have checked their credentials with your publisher. If you're a self-pubbed e-author, then I recommend you join E.P.I.C. which is a huge organisation for the e-publishing industry--this group usually manages to sniff out the pirates and it is from their site that most authors and publishers learn about the pirate sites.

Beware. Be careful. But do not give up--continue to write.
Astrid Cooper

WELL LAUNCHED

Judy Fander created records at the launch of her Book, *The Mineral Detective*, a biography of the remarkable life and career of her husband Hans Fander. Some estimated more than 80 or 90 people attended the launch, which was a record. And selling more than 60 books is indeed a record. We generally estimate on selling less than half the number of those attending, because most people bring a partner and buy a book between them.

When launching the book, respected journalist and editor, Peter Charles said, "Biography – at any level seems to me to be a most challenging genre on which to launch your entry to publication. The luxury of letting your imagination run free, available to authors of fiction or poetry, is not available to the biographer. Serious biography must be tied to facts. Even then, assertions of fact in biography are frequently challenged by others who have alternative sources of information or who make different interpretations of the facts discussed. There's always someone out there to say you've got it wrong."

He went on, "I thought I had a good sense of an urbane and civilised man, prominent in his scientific field and the possessor of a quite dramatic personal history. I was quite unprepared for the sheer complexity and drama of Hans' childhood and upbringing with a highly idiosyncratic mother which traversed England, Germany, China, South Africa and Japan.' *The Mineral Detective* was published by Lythrum Press and is available for \$25.

SELLING YOUR BOOKS

We are arranging to take part in a Literary Weekend at Partridge House on Saturday October 26 from 10 am until 5 pm. A trestle table will be supplied, but we need to know how many writers want to be involved in the day and what books they wish to sell. I will arrange a meeting for wanting to be involved and we will set up a roster and plan how the books will be displayed. Please get in touch with me at dyo@ozemail.com.au or phone 8332 6085 to arrange details.

SELLING YOUR BOOKS

Writing Right members have published 38 books in 19 months. This is a mantra...which we will keep repeating because it proves we can do it and keep doing it better. This also proves we have the formula right.

We can get books written and we can get books published.

Now we must get those books selling and the authors known.

The first step is to launch a campaign which will

take place at our dinner party on Monday, September 3rd at the Queens Arms, 188 Wright Street Adelaide at 6.30 pm.

We have a number of initiatives on the drawing board and they will be announced that night.

Writing the books is only the first step in becoming an author. These days ALL writers, even Best Sellers, have to do publicity and marketing.

Writers find it difficult to make the first step in writing a book and once they get the swing of it, with a skills under their belt, they love the process. Marketing and sales can be just as easy and just as rewarding – it's all a matter of knowing how.

On Monday September 3rd we will publicly and officially launch our site and that will be quite a celebration to show how and why our formula is working and how we can improve our systems.

Getting the formula right is easier, when we all get together and support each other. Writing Right is a cooperative group and we don't mind shar-

ing that information – it is no secret – we simply help each other. And those that put the most into the cooperative – get the most out of it and achieve the most. People call it 'networking' these days – that is an unemotional description and doesn't quite explain the passion we share in helping each other within this group. When one gets published – we all celebrate. I hope this just becomes one perpetual party of celebrations the power, unity and strength of Writing Right. Sometimes it is easy to believe that as individuals we are not important to the group and that we will not be missed. Believe me! Every member is important and every member imparts their own special skills and abilities to every meeting. We can always learn from each other and we all have the ability to share our thoughts, beliefs and understanding of writing. We are all links in this system of writing, sharing, publishing and marketing.

HOW TO SELL YOUR BOOK

You have written the best book you can write – what is the next step. Before you can sell your book – you will have to get it published or printed and this may take some research Go through your checklist.

Is the manuscript properly formatted with the right font, the right layout and the right presentation? There are books and information available on the web to help you

Do you know your market? Who is likely to read your book? What is the genre? What publisher is likely to look at your manuscript?

Which Publisher? Once you know the genre and the market you can choose the right publisher. Most publishers have their guidelines up on their

websites to let you know their requirements.

Publisher’s addresses are listed in Writer’s Marketplace. The book is expensive, but most libraries will be able to obtain it for you.

Whether you are writing short stories, articles or book you have to keep records of where you send your work and its history of rejections or acceptances.

Your book has been accepted and printed – now comes the marketing. Every writer has to become involved in the marketing – and we can’t all be Tara Moss, and have all the launches, signings and media publicity done for us. Some of us will have to market and promote their own books.

The key is – knowing your market. This is worth repeating – KNOW

YOUR MARKET. Knowing your market saves a lot of wasted energy.

+++

Writing Right became a publisher last year – we work with Kerrinda Printing to do partnership publishing. And because we are a not-for-profit organisation we are the cheapest and because writers have a say in the design of their books – we believe we are unique.

This is not for everyone, and not all books are print-ready - but it is another opportunity for our members to get their books out into the market. And now with our website we have a chance to sell books.

In October we will have a stall in the Glenelg Literary Weekend – and members will have a chance to sell their books. More information will be given at our September 3rd Dinner.



Writing Right

- Meetings: Third Friday of each month at 6.30pm
in the SA Writers’ Centre. 187 Rundle Street, Adelaide 5000
(Upstairs above Buongiorno café lift to 2nd floor)
- Critique groups First Saturday of each month from 2 pm at 12 Sandford Street, Kensington Gardens.
- On Line Critiquing: Link through our webpage <http://www.writingright.com.au>

[MEMBERSHIP application FORM](#)

Writing Right, 12 Sandford St, Kensington Gardens SA 5068 8332 6085 dyoz@ozemail.com.au

ANNUAL FEES \$25 A YEAR DUE Jan

Name.....

Address.....

.....

Tel:.....Mobile.....email.....

KOPPER KAT PRODUCTIONS

'KopperKat Productions' is my manuscript editing and appraisal service, as well as my publishing company (N.B., I don't accept any manuscripts for publication at this time).

Many authors offer a manuscript appraisal and editing service. Not all of them should. What makes me different? Judge for yourself...

My experience and qualifications:

I write under the name of 'Astrid Cooper' and I've been professionally published for approx. 12 years. I am traditional print published in Australia, UK, Europe and USA and e-published. Details of publishing credits, awards, workshops presented, etc. go to: www.astridcooper.com.

For over 25 years I have written for, edited and published approx. 100 'fanzines', as well as numerous magazines and newsletters for historical groups, speculative fiction and romance writers. I am familiar with the editing and writing process both for non-fiction and for commercial genre fiction (particularly, fantasy/s.f., romance and erotica). I have been contracted by a U.S. publisher to compile and edit a print 'fantasy' anthology (due: 2009).

I am currently studying 'editing techniques' at college.

I have assessed/edited manuscripts for publishers, national writing competitions and writers' organisations.

I am a 'tough', pedantic editor (of my own work) and yours.

MY MISSION STATEMENT:

I am here to assist you and your work. I want the best for you and your work.

I will provide a professional, careful, confidential, unbiased assessment/edit of your work.

I am not here to show you how to submit to a publisher/agent.

I am not here to 'teach' you how to be a writer. There are industry 'basics' that every writer must know. If I believe that a client needs to study the craft of writing, then I will make recommendations in the overview document as to the 'problem' areas in the writing. Some freelance editors will not make this recommendation for fear of offending an author (losing business). For me, there is no greater offence than 'stringing a writer along', taking their money for editing and re-editing a work when it is obvious that the client needs to 'go back to writing school'. I HAVE PREPARED A 'FREQUENTLY ASKED QUESTIONS' DOCUMENT FOR POTENTIAL CLIENTS (please email me for a copy).

I will discuss the needs and expectations of the client and modify my basic contract for services.

My editing/assessment process, together with fee quoted, time frame and other parts of the process will form part of my contract. I believe that the responsibilities, rights, expectations, etc. of both client and editor should be transparent.

A sample of the basic contract will be made available on re-

quest to potential clients.

HOW MUCH DO I CHARGE?

I FOLLOW STANDARD INDUSTRY RATES. That means I am not cheap.

There are other assessment services, so please compare prices and service and credentials.

I can supply a detailed summary of the levels of service I offer and the charge for each.

Before I supply a written quote with the contract, I ask that a potential client send me the first 2 pages of their manuscript. From this sample, I can see the level of editing required. I will supply a sample of the editing, together with a brief overview of problem areas, etc. This is at no charge. To give you an idea of my fees for 2 categories:-

BASIC OVERVIEW: Reading of the work with general overview of the work (basic mistakes). UP TO 50,000 WORDS = \$100-00 Report provided only.

LINE BY LINE EDIT: Reading of the work with detailed overview identifying all 'issues' and/or mistakes and such to be noted on work (or elsewhere) as agreed between client and editor. UP TO 35,000 WORDS = \$250-00. UP TO 60,000 WORDS = \$350-00.

I have more levels of assessment with costs and time frames, so if interested PLEASE EMAIL ME AT: kopperkat@gmail.com

Gillian Curtin writing as Astrid Cooper.

SYNOPSIS: PAIN & PASSION

A DREADFUL MISTAKE. In the book, *Writing Made Easy*, I made it particularly hard for anyone trying to write a synopsis – I left that chapter off the end of the book. Don't know how in hell it happened but it was a very bad error. So for those who have already got the book – here it is.

Writing a strong synopsis is a tough skill. The ridiculous part is that by the time you get to be a 'best selling' author you will only have to write a brief blurb to sell your story-line to your editor/agent.

Everything gets easier as we practice –these are the basic rules to get started.

A synopsis is written in the third person, present tense and is a narrative summary of a book which is written with passion and feeling.

Your synopsis gives the editor/publisher/agent a taste of what the book contains while showcasing your skills. And most importantly the synopsis, hooks the reader, into wanting to read more. So the synopsis is full of hooks. Every paragraph hooks the reader to read further. And every transition between paragraphs goes smoothly into the next – as you would in a well written story.

A synopsis is a refined plot – or the essence of the main characters, the strength of the major conflicts and the style of the book. The synopsis will reflect the style of the book. The reader should know from the style of the synopsis, whether the book is academic, literary, humorous, serious historic or contemporary by the way the characters and story is depicted. And the characterisation is clear.

The synopsis could be described as an expansion of the book's back

cover blurb. But more than merely being hooked by the blurb, the publisher/editor/agent wants to know the end without any cute teasing. They want to know if the writer has concluded the story with a satisfying or credible ending.

A synopsis is NOT a chapter by chapter description of its contents.

A synopsis is NOT a begging 'please please' read my book.

A synopsis IS a professional piece of writing that showcases the writer as a capable writer who can provide a polished piece of work and a précis of a story line.

There is no cover page on the synopsis because it follows the query letter which has your name and address included and is before the cover page which fronts the first three chapters in your submission. The synopsis is labelled in the header with the Title, Genre and your identifying tag as you would do on your manuscript.

Before starting to write the synopsis, define what your central characters want, and what barriers they have to overcome. Definite clearly the main motivations or conflicts those characters must face to get their goals.

Sometimes it helps to write a summary of your story in one sentence (which may be the opening of the synopsis) Then expand that to a paragraph. Then expand the story to a page and wrap it up with the conclusion. Or think of it as a three act play. Set the conflict with the main characters in the first act, show them overcoming those problems in the second act and then wrap it up in the third act. And then you are merely summarising a three act play.

Understanding the theme of your

story enables you to categorise the story. For example: Redemption; Greed; Love; Quest; Survival. And writing down a list of words that summarise aspects of the story helps when you come to writing down the highlights of your book. If the book is a murder mystery the task is easy. 'Who done it,' and why, where, when, how and what was the outcome. And the same applies in a synopsis, Who is affected, How does their life change and Why, Where is the setting and When did it happen.

Analysing the essentials to the story means bringing the plot right down to the bare skeleton and then fleshing out that skeleton with the passion of the characters, the style of your writing and the driving forces and human motivations that make your story unique.

In the synopsis, cut out any subsidiary characters that are background to the plot, cut out any subplots that move and pace the story, just stick to the main thread of the story.

When the synopsis is written check that your opening paragraph is a punchy, interesting, alluring and has a strong hook to keep the editor/agent reading.

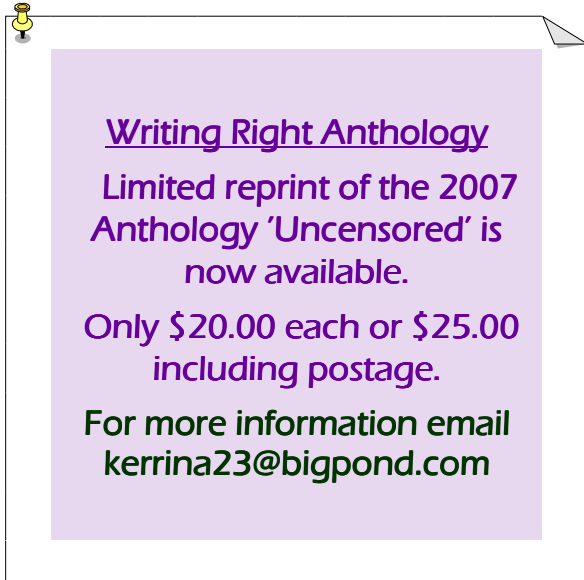
Make sure your characters and their conflicts are obvious and ensure the reader relates to the characters and feels sympathetic enough to want them to succeed or reach their goal or solve their problem in some manner. Or at least reach a satisfying conclusion.

Check that you have outlined how the main conflicts are resolved.

Finally check if you used the present tense throughout, that your punctuation, spelling and grammar are right and that the pages look professional.

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Writing Right Anthology
Limited reprint of the 2007 Anthology 'Uncensored' is now available.
Only \$20.00 each or \$25.00 including postage.
For more information email kerrina23@bigpond.com

HELP US TO HELP YOU IN 2007

TELL US WHAT YOU NEED?

WHAT INFORMATION WOULD HELP YOU TO GET PUBLISHED?

DO YOU WANT MORE WORKSHOPS?

DO YOU WANT MORE SPEAKERS? – WHAT SUBJECTS?

SEND YOUR EMAILS TO dyo@ozemail.com.au



Ensure the book trade has the complete picture!

Ensure the book trade receives a full bibliographic record of your local releases by providing cover images directly to the Nielsen BookData/ James Bennett data collection team.

Simply email to images@bennett.com.au with your cover image in JPEG format, height 648 pixels, resolution 100 dpi, saved as ISBN.jpg. Dust jackets/books for scanning can also be sent to NBD/ JB Data Collection, Locked Bag 537, Frenchs Forest NSW 1640.

For more information please contact our helpful data collection staff on (02) 9986-7084.

**** REMINDER ****

A GREAT LITERARY EVENT FOR WRITING RIGHT

LAUNCHING OUR NEW SALES CAMPAIGN TO SELL MEMBERS' BOOKS

Monday September 3rd

6.30 pm

Queens Arms Hotel

88 Wright Street, Adelaide.