

Member News Reminder

Reminder: Send along your news – new books published, upcoming author appearances or speaking engagements, articles appearing in major magazines or on websites (with links), and so on. Send the info to MemberNews@writers-editor.com and I will post to the Member news Web page, located in the section targeting editors and clients. See more details at www.writers-editors.com/Need_a_writer/Member_News/member_news.htm

Referrals

Introduce a writer to our Writers-Editors Network and earn five credit dollars toward your own membership renewal. Have your new recruit write “referred by Your Name” on his or her application or letter requesting information, or tell it to us over the phone: (603) 922-8338, or on the sign-up page at www.writers-editors.com/Writers/Membership/membership.htm

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Do Freelancers Need a Platform?

You keep hearing the term *platform*, and you’re aware this is something book authors need. But what if you write for magazines, e-zines and websites – do you need a platform, too? Actually, yes.

In fact, if you’ve had some of your articles published, you’ve established a platform. Now your job is to keep adding to it.

A platform for a freelance writer might consist of credits, connections, and experiences related to the type of work he or she does. Your platform will be designed to impress the editors or employers you hope to work for. It will resemble a resume. Some of the building blocks of your platform may already be in place, even if you have not been widely published. For example:

- List your prior writing experience – as editor of the church bulletin, contributor to two association newsletters within your area of interest and publisher of your own newsletter, for example.
- List individuals and companies you have done writing work for – a brochure for a local water district, sales letters for a couple of small businesses, and a query letter for an author of a memoir, perhaps.
- List your affiliations. This might consist of president of a local writers group and membership in three national journalist organizations.
- Reveal any schooling you’ve had related to writing: creative writing courses, writers conferences, MFA degree in creative writing, etc.

And here’s the important part of the platform issue – building on it. How can you add to your platform?

- Write and submit numerous articles or stories to the types of magazines you want to write for. Start racking up credits. If you have to, start small, with low- or non-paying publications in your area of interest or genre.
- Begin and maintain an active blog and/or newsletter in your area of interest.
- Become active in organizations related to your topic.
- Hone your speaking skills and go out and speak on this subject to civic organization groups as well as at appropriate trade shows and conferences.
- Establish connections with the right people and organizations in the field you cover.
- Keep a close eye on your industry and try to get in on the ground floor as a columnist at appropriate magazines/websites.

If you hope to break into a certain field of writing or a higher level of publication, you had better take the steps necessary to establish a platform that will get the attention of the editors you hope to impress.

Written by **Patricia Fry**, Ojai, Calif., executive director of SPAWN (Small Publishers, Artists and Writers Network), www.spawn.org. Download her free e-book, *50 Reasons Why You Should Write That Book* at www.patriciafry.com.

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Abbreviations Used

B/W black & white
POA pays on acceptance
POP pays on publication
Q query
MS manuscript
MSS manuscripts
SASE self-addressed stamped envelope

Copy & Ad Deadlines

Copy for any issue must be received by the 1st of the preceding month (e.g., Nov. 1 for December issue). Unclassified ad rate is 50 cents per word per insertion. Discounts for multiple insertions. Contact *FWR*, PO Box A, North Stratford NH 03590, for current advertising rate sheet including unclassified, display and inserts.

Success Tips

Following are a few tips from the July 19 #ConnectChat with freelance writer Robert McGarvey, whose new e-book is *25 Secrets for Successful Freelance Writers* (<http://tinyurl.com/452se3t>). The full chat transcript is posted at <http://tinyurl.com/3z8jhum>.

💰 Rates today suck, to be frank. But I still think you ought to go in high and see what happens. I used to think \$100k per year was easy – now I am preaching \$75k. Reality. It stinks, but this is where we are. Don't even think about writing for pennies. Tell the SEO and content mills to shove it. Ditto for #HuffPo. Hit the road, Arianna. Can you imagine paying editors market rate and writers bupkus? You can do better.

💰 Fire your least profitable client. Do it as soon as you can. It's all about time. That's all I have to sell. Sometimes the "high" payer is the business killer. For me, the PITA (pain in the a\$\$) mainly is folks I just plain don't like, an indulgence I can afford as a freelancer.

💰 Know what you will and won't do. I don't write for women's magazines. I tried. I was no good at it.

💰 Time/project management are key skills for self-employed freelance success. I talk about this in the book.

Follow Up to Get More Gigs

If you never follow up with editors and potential clients, you will never know what happened, what they thought, or whether they received your pitch. You can follow up months or years later, when the opportunity has passed, and find out they never got your email – when it's way too late. This actually happened to me. Or you can follow up when their writer guidelines tell you to, or a couple of weeks after submission and get all kinds of helpful results.

By following up, you may discover the editor is holding the idea for a later issue, the editor wants more pitches, the editor wants your pitches to include something else, the editor doesn't want pitches (you can then spend that time constructively pitching someone else), or that you are pitching the wrong editor and whom you should pitch instead. Following up may even lead to assignments with no explanation as to why you got the work by following up when you didn't get it on the first try. Seriously.

How to follow up – Follow up by sending the same email with a new subject line or additional information in the subject line and a new message above previous message and pitch.

A sample successful follow-up subject line: "How did you like my samples?" inserted before the existing subject line, with a simple message in the body saying, "Hi [First Name], How did you like the writing samples? Were they appropriate to judge my suitability for writing for [Publication Name]?" Followed by a signature with your professional website address.

Be very specific about what you are looking to do for the publisher and what you are seeking from them. Clarity is crucial.

Capitalize on responses to follow ups – When someone says they are not looking right now, this could change at any moment or it may be that they will never use outside writers. If you can be patient and tactful, try to uncover what is really happening at the publication. Do they never hire freelancers? Do they not have a budget for them right now? Is the editor just swamped and without time to discuss the matter? What do you need to do right now to someday interest the editor?

When an editor says they don't have a budget for freelancers, check the size of the organization. They may have to grow quite a bit before they can afford and benefit from using freelancers. Ask whether they plan to grow to the point where they might use freelancers. Ask when you should check back again, what kind of approach you should be prepared with next time, and what you should do in the meantime.

If an editor says they are looking for something else right now, deliver that. If they ask you to tailor the pitch differently, make sure you know what they want and rewrite the pitch.

If the editor is on the fence, do your best to sense what would push them over to your side and press on gently but wisely and enthusiastically. Hold their attention until you get to the idea they will approve.

Written by *David Geer*, Ashtabula, Ohio.

E-Singles Update

So far, Amazon is dominating the e-singles space. Amazon launched its Kindle Singles program in January, publishing original pieces on "compelling ideas expressed at their natural length," usually around 5,000 to 30,000 words, and priced between \$0.99 and \$4.99. The Singles are shorter than a full-length book but longer than what you'd find in a magazine. Books normally run 80,000 words on up.

Right now, most e-singles are nonfiction. Most cover newsy topics like scandals and celebrities; there's also lots of humor, essays and memoir. But there are also some fiction Kindle Singles. Kindle Singles aren't required to be exclusive to Amazon, but most of them are. Content has to be not previously published to sell it as a Kindle Single (and not given away). (See *FWR*, 12/10, "Writers Wanted" for more info.)

Source: Southern Review of Books, http://anvilpub.net/southern_review_of_books.htm

Market Updates

Schofield Media has ceased publication of all U.S. titles after losing financing from Wells Fargo. The folded publications include **American Executive**, **Beverage World**, **Manufacturing Today**, **Retail Merchandiser**, and **US Business Review**.

Art Journal has named Lane Relyea as its new editor-in-chief, effective July 2012.

Business In Yuma has ceased publication as a stand-alone print magazine, and will now be part of the *Yuma Sun*'s monthly business section.

Elizabeth Galentine has been promoted to editor-in-chief at **Employee Benefit Adviser** magazine; (571) 403-3850; elizabeth.galentine@sourcemedia.com; <http://eba.benefitnews.com/>

IDG's **GamePro** will go from a monthly to a quarterly in November. At the same time, the format will expand to coffee-table style, with 50 more pages per issue, a focus on engaging features, and a games buyers' guide that can be consulted over time. Breaking news, previews and the latest reviews will become more the domain of GamePro.com. The magazine will provide mini-reviews but of a more personalized nature. The feature content will explore gaming's impact culturally and its history.

David DiBenedetto has been promoted to editor-in-chief of **Garden & Gun**. The upscale lifestyle magazine celebrates the magic of the South — the sporting culture, food, music, art, literature, the people and their ideas; www.gardenandgun.com

Meg Scott-Coppe is the editor of **Illuminations**, a contemporary writing magazine at the College of Charleston (SC).

PublishersLunch reports that Margaret O'Connor has left Renaissance Literary & Talent to start her own agency, **Innisfree Literary**; Margaret@InnisfreeLiterary.com. She is looking for "commercial and up-market fiction, including historical, paranormal, quality women's fiction, and YA memoir, narrative nonfiction, sports, pop-culture, humor, cookbooks, and food/wine narratives."

Kate Maxwell has joined **Jetsetter** as editorial director. She will be relocating to London at the end of August to help launch **Jetsetter UK**, and will retain her

position as editorial director of the U.S. edition; kmaxwell@jetsetter.com; www.jetsetter.com.

PublishersLunch reports that Kristin Lindstrom has closed her agency, **Lindstrom Literary Management**, after 15 years to open a new business, Flying Pig Media. she will provide a range of publishing services to authors from craft/content editing to creative management of the electronic and print-on-demand books.

The **Los Angeles Times Book Review** will no longer use freelance book reviewers or non-staff columnists. All reviews and book-related columns will be done in-house in a cost-cutting move.

Rodale has announced that David Zinczenko has been promoted to editorial director for **Organic Gardening** and **Prevention** (*FWR*, 05/11). He will be responsible for the magazines' online and print editorial, plus will continue as editor of *Men's Health* and as editorial director of *Women's Health*.

Active Interest Media has acquired print, digital and events assets from Dominion Enterprises for **Passagemaker** (boating and powerboat cruising), **Soundings** (recreational boating), **Soundings Trade Only** (marine industry), and **Woodshop News** (small woodwork shop owners). The *Passagemaker* and *Soundings* staffs will remain based in Annapolis, MD, and Essex, CT, respectively. *Woodshop News* is also based in Essex.

Dan Costa Has been promoted to editor-in-chief of **PC Magazine**, (212) 503-5240; dan_costa@pcmag.com; www.pcmag.com.

Maia Larson, a new associate editor at **Pegasus Books**, is interested in acquiring historical fiction, fantasy, history, and biography.

PW Daily reports that **PoliPoint Press** closed on June 30, 2011. Rights to those titles not previously sold to other presses reverted to the authors. PoliPoint was distinctive for its progressive books about culture and politics.

Social Media Monthly (*FWR*, 07/11) does not yet pay writers.

Steve Maich has been appointed publisher and editor-in-chief of **Sportsnet** magazine, launching in late September

(*FWR*, 08/11). His responsibilities include "assembling one of the most talented teams of sports writers, editors, photographers and designers in (Canada)."

Jessica Jacobs has been appointed editor-in-chief of **Sycamore Review**; syca@more@purdue.edu; www.sycamorereview.com.

The **University of California Press** will suspend its poetry book series "New California Poetry" after 2012 due to budget cuts.

PW reports that **WestSide Books**, a two-year-old publisher focusing on edgy, realistic teen fiction, has been put up for sale and staff are being laid off.

Publishers Lunch reports, "**Writers House** has learned that a series of fake emails claiming to be from WH agent Jodi Reamer have been circulating to self-published authors. 'These emails, which contain a number of false statements, have not in fact come from Jodi Reamer and should thus be disregarded.'" If you receive any emails purported to be from Writers House, or especially from Jodi Reamer, check with the company for authenticity.

Olde Lessons

Four years ago, Freelance Writer's Report gave readers information that's as useful now as it was then. It's worth repeating.

- Authors can generate publicity, even for fiction titles, by writing tip sheets that tie into the topics of their books, adding an "About the Book" section at the bottom of each tip sheet. *Examples:* For a book on how to get into a top college, go with a tip sheet on "Six Routes to the Ivies." For a novel that prominently features a golden retriever, write up a tip sheet on golden retrievers. For a poetry book for toddlers, try a tip sheet on ways parents can introduce young children to poetry.

Writers Wanted

106 requests for freelance writers or editors or material were posted on our Network Bulletin Board during **July**. Best strategy is to check that page on www.writers-editors.com several times a week. If you don't recall your password, contact password@writers-editors.com.

New Markets I

(New magazine info is published as it comes in, almost daily, on the Writers-Editors.com "Latest Markets" page in the Members section. Check it out regularly for a head start in contacting editors. A few non-paying markets may be listed below (a) as an alert not to waste your time, (b) as an alert should the target audience be useful in promoting your books, or (c) where a valid literary journal may be a worthy showcase to editors for your fiction and poetry.)

Astonish, PO Box 563, San Francisco CA 94104; (415) 529-5024; submission@astonishmagazine.com; www.astonishmagazine.com. Publisher: Ryan Chua. Editor-in-Chief: Forvana Etonne. Quarterly print and digital upscale fashion magazine, first print issue fall 2011, circ. 50,000, read digital edition on website. Target audience: International. *Nonfiction*: Emerging artists, photographers, and designers. Interviews.

Cricut Magazine, Northridge Publishing, PO Box 1570, Orem UT 84059; (888) 225-9199; submissions@northridgepublishing.com; <http://create.northridgepublishing.com/tag/cricut-magazine/>. Editor: Tammy Morrell. Monthly craft magazine, first issue 2011. Focus is on cards crafted using the Cricut personal cutting machine.

Edible Michiana, 403 S. Williams St., Nappanee IN 46550; (574) 320-3784; victoria@ediblemichiana.com; www.ediblecommunities.com/michiana/. Publisher/Editor: Victoria Brenneman. Quarterly magazine, first issue Summer 2011. Focus is on local food culture of northern Indiana and southwest lower Michigan. *Nonfiction*: Stories about and profiles of the farmers, growers, fishers, home cooks, chefs and others who energize the local culinary community.

Frederick Gorilla, All Saints Publishing, 119 East Patrick St., 2nd Floor, Frederick MD 21701-5677; (301) 693-5550; pattee@frederickgorilla.com; www.frederickgorilla.com. Co-Publishers: Pattee Brown and Harby Tran. Bimonthly business magazine, first issue July 2011, circ. 10,000. Media kit on website. Will focus on business, lifestyle and politics within the city of Frederick, the surrounding county and its various municipalities.

Joy of Kosher with Jamie Geller, Kosher Media Network LLC, 1575 50 Street, Brooklyn NY 11219; (646) 543-1555; victoria@joyofkosher.com; <http://joyofkosher.com/>. Bimonthly food maga-

zine, second issue July 2011, circ. 70,000. Founding editor: Jamie Geller. Managing editor: Victoria Dwek. *Nonfiction*: Travel ideas, tips from expert chefs.

Middle Tennessee Home & Garden, Luxury Home Publications LLC, PO Box 1147, Brentwood TN 37024; (615) 371-9665; Info@MidTnHomeMagazine.com; www.midtnhomemagazine.com. Editor: Sharon Henline Thomas. Bimonthly regional home design magazine, first issue August 2011. Focus will be on upscale home decorating and design.

M.L.T.S., 1404 East Bristol St., Philadelphia PA 19124; (267) 918-9789; editorial@mltsmag.com or rosella@mltsmag.com; www.mltsmag.com. Editor-in-Chief: Rosella Eleanor LaFevre. Quarterly print and digital magazine, first issue June 2011, first issue can be downloaded from website, 58 pages. Target audience: Ambitious young women. *Nonfiction*: Beauty, careers, college, fashion, film, literature, romance, music, relationships, entertainment.

New York Tennis Magazine, United Sports Publications Ltd., 1220 Wantagh Avenue, Wantagh NY 11793; (516) 409-4444 ext. 312; eric@usptennis.com; www.newyorktennismagazine.com. Publisher: David Sickmen. Editor-in-Chief: Eric C. Peck. Bimonthly magazine, first issue July/August 2011, circ. 20,000. Target audience: Tennis enthusiasts of all ages in New York City. E-edition available on website. Does not pay for material. *Nonfiction*: Features, pros, college tennis, high school tennis, Junior tennis, leagues, coaching, fitness & nutrition.

Pynk Magazine, 349 Fifth Ave, 4th Floor, New York NY 10016; (646) 701-7032; info@pynkmag.com; www.pynkmag.com. Editor-in-Chief: Shanel Odum. Two issues in 2011 (Summer & Fall), bimonthly in 2012. Target audience: Multicultural urban women, ages 21-34, in the U.S. *Nonfiction*: How-tos, sophisticated fashion at a variety of price points, celebrity, style, beauty, careers, shopping, and more — all from a uniquely urban perspective.

Recreational Cheerleading Magazine, Recreational Sports Media Inc., 2319 FM 1794 W, Beckville TX 75631; (903) 678-1113; valerie@cheercoachmagazine.com; www.reccheermagazine.com. Publisher: Heather Portnoy. Editor: Valerie Ninemire. Quarterly magazine,

first issue fall 2011. Target audience: Participants in recreational cheerleading — athletes, coaches, parents. *Nonfiction*: Cheerleading techniques, health, fitness, safety rules, top programs across the country.

Reign, 945 S. Humboldt St., Denver CO 80210; (303) 997-9749; betsy@denverreign.com; www.denverreign.com. Publisher/Editor: Betsy Martin. Digital lifestyle magazine. Target audience: Fashion-conscious, affluent women living in Denver. *Nonfiction*: Fashion, beauty, dining, home, happenings, kids, culture, travel, giving, and weddings.

Spark Magazine, Huntsville Times, 2317 Memorial Pkwy. SW, Huntsville AL 35801; (256) 532-4429; spark@htimes.com or anna.vollers@htimes.com; www.al.com/spark. Publisher: Bob Ludwig. Editor: Anna Claire Vollers. Bimonthly regional lifestyle magazine, first issue August/September 2011, available on website, circ. 30,000. Target audience: Affluent residents of Huntsville and Madison County, Ala. *Nonfiction*: Home decorating, local arts and entertainment, fashion, food, and culture.

Reverb Monthly, 1008 Western Ave., Suite 300, Seattle WA 98104; (206) 623-0500, fax (206) 467-4338; music@seattleweekly.com; <http://blogs.seattleweekly.com/reverb>. Managing Editor: Chris Kornelis. First issue September 2011, circ. 77,500. Focus will be on the Seattle music scene. *Nonfiction*: New releases from local bands and music labels, essays on the city's culture and personalities.

Space Quarterly, PO Box 3569, Reston VA 20195; or SpaceRef Canada Interactive Inc., c/o Marc Boucher, 300 Bloor St. E, Suite 602, Toronto, Ontario M4W 3Y2; USA (703) 652-0973, Canada (416) 619-9203; marc.boucher@spaceref.com or randy.attwood@spaceref.com; www.spacequarterly.com. Publisher: Marc Boucher. Managing Editor: Randy Attwood. Quarterly magazine, first issue September 2011, circ. 350,000. Target audience: People, government and industry interested in commercial space travel. See query submission form on website. *Nonfiction*: Commercial space, space policy, military space, and other timely topics.

As you begin your Holiday gift lists, be sure to check out books by our members. Book Bag: <http://tinyurl.com/3as64bn>

New Markets II

Sportboat Magazine, Source Interlink Media, 831 S. Douglas St., El Segundo CA 90245; (310) 531-9900, fax (310) 531-9370; sportboat@src.com or edit@sportboatmagazine.com; www.sportboatmag.com. Publisher: Joe Rode. Editor-in-Chief: Matt Trulio. Quarterly magazine, first regular issue Fall 2011, circ. 100,000. Covers performance boating. *Nonfiction*: Powerboat and tow-vehicle reviews, cost-effective engine and propulsion system upgrade articles, hands-on technical information.

Strategic Alliance Magazine, 960 Turnpike Street, Canton MA 02021; (413) 345-1624; mburke@ASAPmedia.org; www.strategic-alliances.org. Editor-in-Chief: Michael Burke. Quarterly b2b magazine, first issue June 2011, circ. 5,000. Target audience: Association of Strategic Alliance Professionals (ASAP) members. Focus is on the many facets of joint business ventures. *Nonfiction*: Tools, processes and technologies that go into effective alliance management.

Sustainable Money, Nomad Editions, 245 Fifth Avenue, Room 2345, New York NY 10016; (212) 918-0992; jbenditt@nomadeditions.com; <https://nomadeditions.com/sustainable-money/>. Editor-in-Chief: John Benditt. Editor: Darrell Delamaide. Managing Editor: Dakila D. Divina. Weekly digital magazine formatted specifically for the iPad, first issue July 2011. Shares “substantial” percentage of revenue with contributors. Focus is on personal finance and wealth management. *Nonfiction*: How to invest, make and save money.

TabTimes, 58 Paulding Street, San Francisco CA 94112; (415) 488-5001; contact form on website; www.tabtimes.com. Business office: 41 Madison Avenue, 31st Floor, New York NY 10010. Editor: George Jones. A continuously-updated digital news magazine presented in a tablet application on the iPad platform, debuts fall 2011. Target audience: Influencers and decision-makers worldwide. Focus will be on how to best use tablets for the readers’ their own benefit and for their organizations. *Nonfiction*: Profiles of innovative tablet professionals, the best apps for businesses, reviews of tablet devices in their role as work and productivity tools; tablet deployment by organizations in sectors ranging from healthcare and education to retail and publishing, with an eye to-

wards evaluating the return on investment of these deployments.

Book Successes

➤ Add D.B. Henson to authors finding success as self-publishers. Henson, who lives in Nashville, worked as a real estate agent for 10 years and as the director of marketing for a construction company for seven years. She self-published her debut mystery *Deed to Death* as an e-book in spring 2010 and sold more than 100,000 copies. Word-of-mouth helped promote the novel, which was named a Best of 2010 Kindle Customer Favorite. Today the book is available as a paperback from Touchstone, an imprint of Simon & Schuster.

➤ John Green’s next novel, *The Fault in Our Stars*, is already a runaway success – even though the book is still unfinished and almost a year from release (tentatively May 2012). Nevertheless, the book on July 1, 2011, was the single best-selling book on Amazon.com and No. 2 on BarnesandNoble.com.

Green’s unusual pre-publishing success is being attributed to his savvy use of social media to promote the still unwritten book. He has 1.1 million followers on Twitter, 560,000 subscribers on YouTube and hundreds of thousands more on Tumblr, Facebook and a forum called YourPants.org.

Green has been aggressively advertising the \$9.89 proto-book, offering every pre-release buyer a signed copy. He has read the first chapter of the book live over the Web, encouraged his followers to try their hand at designing a cover for the book, and even asked them to vote on the color of Sharpie pen he should use to do the wrist-cripplingly huge numbers of signings.

Source: Southern Review of Books, http://anvilpub.net/southern_review_of_books.htm

PDF Version

If you’re reading the print edition of *FWR*, and your CNW membership is current, you can download the PDF edition at www.writers-editors.com/Members/FWR/fwr.htm (use the same Login/Password as you do for the Bulletin Board). Save the PDF files and use them to click on links and for easier searching of past issues.

Your Website Page Titles

Next time you open your website in an online browser, look way up there at the top of your open window, and you should see the page title for your Web page. Do you have a descriptive name? Such as “Editing Services”? or “Romance Novels”? Or does it say simply “Home”?

(For example, if you visit www.writers-editors.com, you will see Writers-Editors Network, and if you look up there as you click through our website pages, you will find a new page title for each page, such as “Writing Contests” on our contest listings page.)

Too often, writers do not give their pages titles. If you have not, you are missing out on free marketing aids.

According to Daniel Will-Harris, a Web design pioneer and guru, page titles are a vital element in getting your page found on the Web. He says most search engines treat a page title as the most important “tag” above those other meta tags you read about.

Also, page titles become bookmarks/favorites. Descriptive titles help people find what they’re looking for later, when they go to their bookmarks or favorites to revisit your site. Will they “see” your page(s) when they look in their bookmarks? I just now looked in my “Writers” favorites folder and I see several bookmarks that say “Home” or “Index” “Default.” If I were looking for a writer or editor, no way would I go to those websites first – there’s nothing there to invite me.

E-Marketing

In social media marketing, your priorities, in order, should be: build community, increase awareness, and sell books. Your most basic goal on any social media site is simply to meet people. As you interact in the community, people interested in your books (or editorial services) will naturally gravitate toward you to pick your brain about your expertise and your books.

Source: “3 Ways to Engage Your Audiences Through Social Media” by J. S. McDougall, *Book Business*, July/August 2011; www.BookBusinessMag.com

Contest Info

■ 2011 Quid Novi Writing Contest for short stories and essays; theme: What's new? Maximum 20 d/s pages. Award: \$1,000 top prize plus certificates. Entry fee: \$25 first entry; \$15 additional entries from same author. **Deadline:** September 8, 2011. Info: www.quidnovi-festival.com/?page_id=30

■ Zouch Magazine's infamous Lit Bits Fiction writing contest. All submissions must be less than 140 words. Submissions will be judged on their literary merit, creativity, resourcefulness and originality. Awards: Various items of merchandise — see website. No entry fee. **Deadline:** September 20, 2011. Info: <http://zouchmagazine.com/zouch-magazines-lit-bits-fiction-contest/>

■ Sentinel Literary Quarterly Poetry and Short Story Competitions; any subject or style. Up to 40 lines (poem); 1500 words (short story). Awards: (each category) £150, £75, £50, 3 at £10 (Highly Commended). Entry fees: £3/1, £12/5 (Poems), £5/1, £9/2/, £12/3 (Stories). **Deadline:** September 20, 2011. Info: www.sentinelquarterly.com/poetry-competition-oct-2011/ or <http://sentinelquarterly.com/short-story-competition-oct-2011/>

■ Fault Zone: Stepping Up to the Edge Short Story Contest. Previously published work will be considered. Novel excerpts must stand on their own. Maximum 2,500 words. Awards: \$300 and publication in anthology, \$100, \$50. Entry fee: \$15. **Deadline:** September 30, 2011 postmark. Info: www.carmel.com/fault-zone-writing-contest-e1285992

■ Lee & Low Books Annual New Voices Award for a children's picture book manuscript by a writer of color. Award: Cash grant of \$1,000 and standard publishing contract including a basic advance and royalties. Honor Award will receive cash grant of \$500. No entry fee posted. **Deadline:** September 30, 2011. Info: www.leeandlow.com/p/new-voices-award.mhtml

■ Dragonfly eBook Awards - 50 categories. Awards: \$300 grand prize, \$100 first place in each category. Entry fee: \$50 for one title in one category, \$45 per title when multiple books are entered or \$45 per category when one book is entered in multiple categories. **Deadline:** October 1, 2011. Info: www.fivestarpublishations.com/bookcontest/ed_book_contest.html

■ 15th Annual Zoetrope: All-Story Short Fiction to 5,000 words. Awards: \$1,000, \$500, \$250 plus 7 honorable mentions; all winners will be considered for representation by several agencies. Entry fee: \$15. **Deadline:** October 3, 2011, 11:59 pm. Info: www.all-story.com/contests.cgi

■ The TRYangle Project Short Story and Poetry Competitions 2011 for previously unpublished short stories and poems on the theme of "Domestic Violence & Abuse" up to 1,500 words (short story) or 40 lines (poem). Awards: (each category) £150, £75, £40, (High Commendation) 2 at £10. Entry fees: £5 story, 1 poem (£4.00), 2 poems (£7.50), 3 poems (£10.50), 4 poems (£12.50), 5 poems (£14.00). A third of net entry fees goes to The TRYangle Project. **Deadline:** October 10, 2011. Info: <http://easternlightepm.com/excelforcharity/tryangle-short-story-competition-2011/> or www.easterlightepm.com/excelforcharity/tryangle-poetry-competition-2011/

■ Sentinel Annual Poetry Competition 2011 — up to 50 lines, on any subject, in any style. Awards: £500, £250, £125, 5 at £25 (Highly Commended). Entry fees: £5 per poem. **Deadline:** October 15, 2011. Info: www.sentinelpoetry.org.uk/competitions/sapc-2011/

■ Smashcut Screenplay Contest for feature/pilot and short scripts. Award: Trip to the 2012 Sundance Film Festival including travel and lodging. Finalists will be submitted to a Hollywood literary agency. Plus other prizes. Entry fees: \$50 feature, \$20 short when submitted by September 15; \$55/\$25 when submitted by October 31. **Deadline:** October 31, 2011. Info: www.smashcutter.com

■ Tennessee Williams/New Orleans Literary Festival 2012 One-Act Play Contest. Award: \$1,500, staged reading at the 2012 Festival, full production at 2013 Festival, VIP All-Access Festival pass for 2012 and 2013, publication in *Bayou*. Entry fee: \$25. **Deadline:** November 1, 2011. Info: www.tennesseewilliams.net/contests

■ Illinois State Poetry Society 18th Annual Contest. Categories: free verse, formal verse, a poem on Personal Growth (physical, mental, emotional or spiritual). Awards: \$50, \$30, \$10, honorable mentions. Maximum length one standard page. Entry fee: Non- ISPS members, \$6.00 for up to 3 poems, \$1.00

each additional poem. ISPS members, \$3.00 up to 5 poems, \$1.00 each additional poem. **Deadline:** postmarked by November 10, 2011. Info: www.illinoispoets.org/contest.htm

■ The Irish Writers' Centre Novel Fair Competition for first-time novelists. Any style or genre. Award: Introduction to major publishers and agents. Entry fee: €35. **Deadline:** November 11, 2011. Info: info@writerscentre.ie or www.writerscentre.ie

■ Tennessee Williams/New Orleans Literary Festival 2012 Fiction Contest. Award: \$1500, domestic airfare (up to \$500) and French Quarter accommodations to attend the 2012 Festival in New Orleans, VIP All-Access Festival Pass, public reading at the 2012 Festival, publication in *Bayou*. Entry fee: \$25. **Deadline:** November 15, 2011. Info: www.tennesseewilliams.net/contests

■ InkTears Short Story Writing Competition 2011 — stories may have been previously published (prior to April 30, 2011) or unpublished. Length: 1000-3000 words, any theme. Awards: £1,000, £100, £25. All prize-winners get their story published to the InkTears Readers and consideration for a short story collection/anthology publication. Entry fee: £4.50. **Deadline:** November 30, 2011. Info: www.inktears.com

■ Whispered Words open genre prose competition. Fiction or nonfiction. Maximum 1000 words. Awards: \$1,000, \$400, \$200. Selected honorable mentions plus first three winners will appear in *Whispered Words* anthology and receive \$25 plus a contributor's copy. Entry fee: \$20 Canadian; \$25 international entries. **Deadline:** November 30, 2011. Info: http://wcdr.ca/wcdr/?page_id=1479

■ Third Annual Bottle Tree Productions One Act Play Competition For Writers for 2011. Awards: \$1,000, \$250, \$100 in Canadian dollars. One-act plays of up to 70 minutes may be submitted. Plays can have previously been produced but not professionally. Entry fee: \$25. **Deadline:** November 30, 2011. Info: www.bottletreeinc.com/script_contest.html

Note: Contests are posted regularly on www.writers-editors.com — usually the day I receive the information. Those with deadlines way into the next year are posted on the website, then reprinted here two months prior to their deadlines. Go to www.writers-editors.com/Writers/Contests/contests.htm

FYI

▶ A Japanese company debuted an e-book vending machine prototype at the Tokyo Book Fair. The user inserts money into the machine, and the machine then dispenses a receipt with a QR code on it along with other information. The user can then scan the QR code with their e-book reader or smartphone, and proceed to redeem it.

▶ If you write historical romances, you'll want to read "How to Undress a Victorian Lady in Your Next Historical Bodice Ripper" by Alexandra Alter in the July 19 *Wall Street Journal* — <http://tinyurl.com/3s2qj83>. An excerpt: "It took an hour for Ms. Gist to squeeze into a dozen layers that a lady would have worn in the 1860s — stockings, garters, bloomers, chemise, corset, crinoline or hoop skirt, petticoats, a shirtwaist or blouse, skirt, vest and bolero jacket. By the end, workshop attendees were skeptical that seductions ever occurred, with so many sartorial barriers."

▶ Need a selling point for your Web proofreading or copyediting services? A UK entrepreneur says an analysis of website figures shows a single spelling mistake can cut online sales in half. Sales figures suggest misspellings put off consumers who could have concerns about a website's credibility, he adds. Read more at www.bbc.co.uk/news/education-14130854

▶ A college journalism student has created an iPad app called SoundNote. Jim Colgan at Poynter.org describes it as "a simple note-taking application that lets you record from the iPad's internal microphone. It matches your notes with the timeline of the audio recording, so you just click on a word in your notes to jump to the related point in the audio. If you're interviewing someone, you point the iPad in the direction of your subject and jot down a few keywords as the person answers." The app costs \$5.99 on iTunes; info is at <http://soundnote.com/>.

▶ Who knew? The F+W in F+W Media (publishers of *Writer's Digest* magazine and scores of books for writers) once stood for "Farmers and Writers." The company now publishes books, magazines, and digital products for a variety of enthusiast categories, from arts and crafts to hunting and firearms. *Source*: "Publishers and E-Commerce Together" by Matt Kinsman, *Folio*., July 2011.

▶ If you need help staying away from distractions like email and instant messages, take a look at "The Rise Of Distraction-Free Text Editors" by John Biggs, the *New York Times* Gadgetwise blogpost on August 3 — especially the comments, which suggest additional tips and apps: <http://tinyurl.com/3cqfood>

▶ At this year's Romantic Times convention, New York Times Bestselling romance and mystery author Jennifer Ashley said it is definitely worthwhile to self-publish the novels in your backlist. Her own mystery books with Berkeley Press went out of print, but she retained the copyright, and released them as e-books on Amazon. And, to her delight, they sold extremely well. *Source*: "Why Authors Should Self-Publish Their Backlist" by Brian Felsen, <http://blog.bookbaby.com/>, July 21, 2011.

Get Ready for Fall

Now is the time to get organized for fall — to gear up your marketing campaign, stock the shelves, re-commit to your best clients, and determine what actions you will take to make this your best year ever.

Here are a few suggestions:

1. Determine what numbers you want to create by the end of the year — how many sales, clients, publications, dollars, e-books published, chapters written, or whatever.

2. Map a strategy to hit your numbers. Do a mailing of several ideas each week, call or email one or two past clients or editors every day, delegate more tasks, whatever it takes.

3. And, do one *new* thing. Take a risk and buy some advertising, launch a new service, or syndicate articles from your inventory of information. Take action to expand your versatility and build your business within four months.

September marks the end of summer and the beginning of fall. Now is the time to plan your 2012 marketing campaigns. Now is the time to attract new clients and editors — you won't get them during December.

Source: The Innovative Professional's (TIP's) Letter by Philip E. Humbert, PhD.; www.philiphumbert.com

Book Of Interest

Write Your Book Now! by Gene Perret. Quill Driver Books, 2006 S. Mary Street, Fresno, CA 93721; (800) 345-4447; www.QuillDriverBooks.com on Amazon.com: <http://tinyurl.com/3kklqk7> Paperback, 132 pages. \$15.95.

Subtitle: A proven system to start and FINISH the book you've always wanted to write! As the title implies, this book is of particular interest to the writer who is good at short material, but never seems to get to that book project he or she has been thinking about for quite awhile. You may be short on time or intimidated by big projects. Perret, a noted comedy writer and heralded writing teacher, assumes you know how to write, but recognizes that you need some motivation and a system — which he provides. In the process, he covers reasons why books do not get written (and a cure for each reason), how writing your book is do-able, three important attitudes, defining your book, chipping away by building the book's structure one idea at a time, refining and organizing your list of chapters, expanding your notes, writing a chapter, planning your writing schedule, the market place, writing it chapter by chapter, sticking to your schedule, rewriting, and preparing for publication.

Crossword Tips

⇒ I come up with the theme to the puzzle first, then the grid. Clues come last.

⇒ You start with the longest entries first, then you put in the entries that span the longest entries, then you work simultaneously across and down until you hit a corner.

What are the "rules" that a crossword has to obey?

⇒ Odd number of squares on a side, grid should have 180 degree symmetry, no more than 1/6th of the grid is black square, word count something like 78 words for a 15x, 72 words if there's no theme, no repeated words — even in the clues.

Source: "A New York Times Crossword Writer Explains His Craft" by Adam Martin, *The Atlantic Wire*, August 2, 2011; <http://tinyurl.com/3gZR4hg>

E-Book Pricing

Vook, maker of enhanced e-books, has released a white paper on what it has learned about pricing in the not quite two years since it launched. You can download it as a pdf at www.vook.com/blog/

A few points from their report:

✓ Optimal pricing is highly content specific.

✓ In general, apps cannot support as high price points as e-books.

✓ Some stores do better at different prices, and there's really no explanation other than it's a quirk of the store.

Source: "Vook Explains Why \$3, \$4, or even \$9.99 Isn't Always the Best Price for an E-Book" by Nate Hoffelder, Mediabistro's eBooknewser, August 4, 2011.

Writerly Snacks

Recently, columnist Wendy Mac Naughton began to wonder what fuel writers have relied on to keep their spirits up. The novelist Vendela Vida swears by pistachios. A few classics:

✂ John Steinbeck kept cold toast and stale coffee at the ready.

✂ Emily Dickinson snacked on her own home-baked bread.

✂ F. Scott Fitzgerald ate canned meat (straight from the tin) and apples.

Source: "Snacks of the Great Scribblers" by Wendy Mac Naughton, *New York Times Sunday Book Review*, July 31, 2011.

WordPress for Writers

It's extremely important for every journalist to have a portfolio online that profiles their work, and WordPress makes it extremely simple to do this. Another great selling point for WordPress is the ability to switch up the design of your site on a whim using a theme, transforming it from a mere blog into a real showcase. For seven WordPress themes that emphasize content and also look great, visit <http://tinyurl.com/3lmy8px> — and they're free, too!

Source: "7 Free WordPress Themes for Journalists" by Maurice Cherry, *MediaBistro 10,000 Words*, July 7, 2011.

Sell in Canada

I love Michael Bubl 's voice; Celine Dion's, too, and Mark Stein cracks me up with his political satire. What do these three have in common? They all hail from Canada. Montreal is a frequent travel destination for many people where I live in upstate New York, and their Jazz Festival can't be beat. So I have them in mind for stories and articles quite frequently and have had successful sales there. You can, too.

Some areas are easier than others to tap into. Religious material, human interest pieces, essays, parenting, sports, and children's stories all have universal appeal. Likewise, if you have some area of expertise in science, medicine or health, the welcome mat is out. Regional publications that rely on knowledge of local events and sensibilities may be more difficult.

How do they pay? This seems like a silly question, but I wondered myself. The pieces I've thus far sold to Canadian markets were paid by check, through the regular mail, and I had no problem simply depositing them. And if you're uncertain about how a particular market pays, you can always ask the editor. Often publications will pay using PayPal as well.

Are you ready to consider Canada? Here are a few markets to get you going.

Alive Magazine: Must query editor. www.alive.com/contact.php

Globe and Mail: Pays \$100 and up. www.theglobeandmail.com/help/ (scroll to bottom of page). Special travel writing guidelines are at www.theglobeandmail.com/life/article821526.ece

Explore Magazine: Canada's outdoor magazine. Pays \$1500 upwards. <http://explore-mag.com/feedback/contact/>

Montreal Magazine: Fill out the form for guidelines. www.montrealmagazine.ca/MM/component?option=com_contact/task/view/contact_id,2/Itemid,10/

Canadian Biker: For motorcycle enthusiasts. Payment negotiated. www.canadianbiker.com/writers-guidelines.html

Abilities: Disability lifestyle magazine Pays \$50-\$325. www.abilities.ca/writer_guidelines/

Cottage Life: Rates range from \$75-\$250 for Waterfront items; \$750-\$2,000 for columns; and \$1,800 to about \$4,000 for features. <http://cottagelife.com/contributor-guidelines>

Today's Parent: Articles range from \$700 to \$1,500 based on length and amount of research. www.todayparent.com/corpinfo/article.jsp?content=20030416_171629_4196

There are ten provinces in Canada and each has hundreds of potential markets for your work. If you haven't already, open yourself to the possibility of becoming an international writer. Sounds good, doesn't it? And there's no better place to begin than with our friendly and vast neighbor to the north.

Written by *Susan Sundwall*, Valatie, New York.

Conference Info

• Travel Classics West 2011, Vancouver BC, Canada; October 6-9, 2011. Editor presentations and panel discussions. Scheduled one-on-one meetings with 6 or more editors. Fee: \$750. Info: www.travelclassics.com/conferences

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