

Gold Country Writers Digest

Our Mission is to Support Local Authors



Guest Speaker Stephanie Chandler

At the March 21, 2018 GCW Meeting, Ms. Chandler delivered a wealth of information on building a writers online marketing plan. Mrs. Chandler writes nonfiction but her advice is just as applicable to all genres.

The key is to first identify your Target Audience. She advised to have separate websites for each genre you write in. Have a responsive website design that is tablet and phone friendly.

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100-Word Contest HATS OFF!

Guidelines: Darlene Cooke is Coordinating

- **March 7** – Kick Off Date
- **May 2nd will be the due date** for submissions.
- One entry per member.
- E-mail entries to GCW5991@gmail.com
- Entrants must be a GCW member in good standing
- Hyphenated words count as ONE word
- Title and pen names NOT included in the word count
- Send entry in the BODY of an E-MAIL, NO ATTACHMENTS!
- NOTE: This is BLIND judging, there will be 3 mystery judges
- DO NOT INDICATE YOUR REAL NAME in the body or in the subject line that you can update often.
- The Examiner will delete your email information and forward your story with pen name only to judges for consideration
- Entry should have:
 - Title
 - PEN NAME ONLY
 - EXACTLY 100 words
 - "100-Word Story Contest" in the SUBJECT LINE
 - Your story or entry
- Celebration will be May 30 at the Sizzler, Cost-\$18.40

PROSE



FROM THE PRES

In our monthly safety announcement, I've teased about many of Ray Bradbury's aliens being friendly. But it's not just his writing that draws me – it's his writing process.

"I don't need an alarm clock. My ideas wake me," he says (in William Brohaugh's *Just Open a Vein*). "Before I go to sleep at night, I may think of what I might be doing the next day, but the important time is the waking-up time, when you are in and out of the subconscious. You pose questions and they are answered in that half-dream state."

That's not the reason he writes science fiction; it's the reason he writes. He says the key to being a writer is not so much talent as rehearsal. "Just write every day of your life," he says. "Read intensely. Then see what happens. Most of my friends who are put on that diet have very pleasant careers." Careers or not, it's a great way to live.

April is a wonderful time to embrace something new. With spring upon us, watch for new growth in your writing life, and share it with the rest of us!

Betsy

Writer's Digest Self Published Book Award

You could win: \$8,000 in cash, a feature article about your book in the March/April, 2019 Writer's Digest, and a paid trip to the Writer's Digest Conference. For more info. go to: writersdigest.com/competitions

GCW Meeting Schedule

Join the **Gold Country Writers** each Wednesday from 10 a.m. to noon at the Bethlehem Lutheran Church, 1279 High St., Auburn 95603. Our regular monthly schedule is:

First Wednesday: Business Meeting to discuss organizational business. All are welcome to come. This is followed by a closed meeting of the Lead Team.

Second & Fourth Wednesday: Drop-In Critique. Members present samples of their writing to the group (a maximum of five pages, double-spaced), and everyone at their table gets to offer his or her critique.

Third Wednesday: Special educational programs of general interest to all, open to the public. Topics change each month. See Page 6 for the Speaker of the Month.

Fifth Wednesday: On the rare occasion that there is one, we have a special program at the church, or meet at a local restaurant for brunch. Join us for fun and socializing with members and guests.

KUDOS

Michael O'Haver has solicited his first Book Signing (in addition to Face in a Book) at the **Wild Birds Unlimited** store in Grass Valley, on a date yet to be determined. This is for his children's book *The Little Dog With the Big Bark*, about his dog Tippy. He also sold 5 copies to the store.

Sheri McQuinn will be teaching a workshop at Sierra Community College this summer. It will be in the Sierra Community College Summer catalog - Community Education "**Self-Publishing for Educators**"

Wednesday, June 27, 6:30-9:00 PM

Roseville Campus

\$35 + \$10 for the text (Sheri's *Self-Publishing for Schools*)

Special Events



Event Planning Session for Com. Chairs

April 4 at Chery's Home, Contact her for details.

GCW Special Guest Program

April 18, 2018, at the church. 10 AM – 12, Al Gonzalez, "Story Telling in the Digital Age"

Monthly Meeting for GCW Read & Review

April 25, 2018, 10:00 AM – Possible visit by One Book, One Community Author Michael Wallis, *The Best Land Under Heaven*, also an Evening with the Author, Placer High Auditorium, 7 PM

Open Mic for the Spoken Word

April 28, 2018, Auburn Library, 1 PM, Rebecca is the Coordinator
This is now a GCW Event

Specialty Spin-off Critique Groups

Coordinator - Pauline Nevins -530/637-9163

Books: Contact Betsy Schwarzentraub 530/333-0852. They meet the 2nd and 4th Wed., 12-3 p.m. at Depoe Bay.

Historical Fiction: Contact Kathy Ward, 209/704-0719. They are back to meeting on the 4th Thursday, of each month at 11 a.m. **The New location is Chevys, located on Highway 49 & Old Airport Road.**

Children's Lit: Contact Norma Lehr 530/878-8421. They meet at the restaurant at the Ridge Golf Course on Bell Rd. on the 4th Thurs., 2-4 p.m.

Science Fiction/Fantasy: Contact Rebecca Inch-Partridge 530/889-1520.

Memoirs: Contact Susan Thompson 530/941-3778. They meet at Northridge Restaurant, 21515 Higgins Rd, off Combie Road between Auburn and Grass Valley, the 1st & 3rd Thursday of each month at 2 p.m.

Novel: Contact Ann Reh 530/823-1870. They meet Tuesdays, 2:00 – 5:00 p.m. at a member's office. Call for directions.

Evening Mixed Genre: Contact Rebecca Inch-Partridge, 530/889-1520, 5:45 PM, 1st Wed. of each month, April 4, **NEW PLACE**- Round Table Pizza, in Elm & I-80 Center, Auburn, CA 95603

GCW Officers, Board Members & Committee Chairs

President: Betsy Schwarzentraub
530/333-0852 Genre ~ Christian Nonfiction, Book Reviews

V P - Internal Affairs: Susan Korn 530/888-9971 Genre ~ Self-Help & Corporate Culture

V P – External Affairs: Joyce Rule 916/521-5177

Genre ~ Short Stories

Treasurer: Joy Hemp
650/799-5828 Genre ~ Self- Help & Inspirational

Secretary/Newsletter: Michael O'Haver 530/268-2490 Genres ~ Christian Children's, Hist. Fiction, Memoirs, Self-Help & Poetry

Assistant Secretary:
Kathleen Ward 209/704-0719
Genre ~ Short Stories

Mentor Coordinator: Susan Korn
530/888-9971

Marketing GCW & Events: Joyce Rule 916/521-5177

Author Opportunities: June Gillam 530/820-3020

Genre ~ Suspense Thrillers & Poetry

Membership & Guest Speakers:
Margie Yee Webb 916/213-0798

Genre ~ Gift Books

Public Relations: Chery Anderson 530/613-1153

Genre ~ Short Stories

Web Master, Graphics & Cyber Security: Skip Michael: 916/601-1044 Genre ~ Science Fiction

Spin-off Critique Groups

Coordinator: Pauline Nevins
530/637-9163 Genre ~ Memoirs

GCW Read & Review: Peter Stafford (530) 367-2309 Genre ~ Science Fiction

GCW Writer's Platform Group

March, 2017 – February, 2018

Rev. Dr. Betsy Schwarzentraub

The Gold Country Writers Writer's Platform Group began in March, 2017, prompted by Teresa LeYung-Ryan's January presentation to Gold Country Writers and her workbook, *Build Your Writer's Fanbase in 22 Days*. Several marketing workshops I attended at a writers' conference that month in Mount Hermon further supported the idea. From March on, five to fifteen GCW members met to learn together and strengthen our online writer's platforms.

The monthly gatherings included interactive workshops on the following subjects. I led most of them with notes from writer's conference workshops (especially by Mary DeMuth and Joanna Weaver). But other GCW members presented, as well:

- Using Twitter for Marketing, by Shelley Buck;
- Creating a Website Design, by Michael O'Haver;
- Writing an Author's Bio and Doing Our GCW Bio Page, handouts from Chery Anderson;
- Online Presence Makeover;
- Developing an Author Brand;
- Helping Our Readers Find Us on the Web;
- Crafting an Author's Website and Choosing a Server;
- Engaging and Working with an Agent;
- Using Teresa Le Yung-Ryan's Workbook to Expand Our Internet Connections;
- Designing Postcards and Bookmarks to Advertise Our Books;
- Writing a Winning One-Sheet Instead of a Query; and
- Developing or Being Featured in a Podcast.

The group also prompted individuals to follow-up in specific areas. For example:

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Stephanie Chandler Continued from Page 1

Start your own blog and do it often. Leverage blogging – seek out those who reach your target audience. Ask to guest blog, give an interview, donate your book for contests and give aways. Leverage your content, consider – videos, teleseminars, webinars, internet radio and print publications. Tap into the community you seek to reach-online, in-person, trade assoc., etc. She advises build your mailing list by holding contests, giving your book as prizes. Check out ConstantContact. Generate book reviews, seek out book clubs, and even paid services (if they give honest reviews). There is a free download – 50 Ways to Generate Book Reviews at bit.ly/bookreviewlinks.

Access online media. Pitch yourself as a guest for podcasts and internet radio shows. Or, you can even start your own podcast. Develop a speaking tour with one or more topics associated with your book, not necessarily about your book. Start pitching yourself as a speaker with trade associations, service groups, schools, cooperate lunches, conferences and learning sessions.

Embrace social media, it's not going away. But, don't think you have to do it all. Pick 2 or 3 and stick to them, whatever your target audiences uses. There are useful tools on Hootsuite.com for scheduling blog posts and Tweetdec.com for monitoring tweet activity. You can contact authors who reach your target audience and ask them to recommend your book to their Facebook fans. Offer to sponsor the post.

Seek out reviews for your book, reviews sell books. Start a podcast, not necessarily directly about your book, but consider spin-offs. Remember to keep your content fresh. It's all about your content. Research what people are podcasting about and if you can find a hole, fill it. Add a Speaker page to your website. Take advantage of Google Analytics, its free. She advises to give yourself 2 or 3 marketing items/week to accomplish.

GOLD COUNTRY WRITERS

READ AND REVIEW

March 2018

***“ALICE”* by SHERI McGUINN**

This novella offers a touching portrait of Nina, a slightly precocious thirteen-year-old, during the trials and triumphs of her family and neighborhood.

The story is set in the summer during the Great Recession. Nina is getting ready to begin high school. Her mother, Alice, is a high school teacher, recently laid off. Money is tight and keeping up with the house payments becomes challenging. Into this mix enters Jack, the long-estranged hippie father of Alice.

When Alice's bank engages in shenanigans to drive down the value of neighborhood homes, Alice, Nina, and Jack become united in a common cause, leading to the story's denouement.

The first few pages set the scene and depict Jack's arrival. After this, narration takes a backseat to easy-flowing, straight-forward dialog that effortlessly carries the story along through the succeeding chapters. Only when a threatening letter from the bank arrives does the story's focus shift from the tentative rapprochement between Jack and Alice to responding to the bank's action.

Woven into the book are references to the power of grass-roots movements, especially the Rosa Parks-inspired Montgomery Bus Boycott. The only loose end remaining is what becomes of the developing relationships among Jack, Alice, and Nina. This leaves room perhaps for a further book.

This is a warm, enjoyable read, easily accomplished over an hour or two. By focusing on the highs and lows of emerging relationships and common financial challenges, the story resonates with contemporary families and appeals to teens as well as adults.

Betsy's Writer's Platform Cont. Page 4

- Skip Michael and Michael O'Haver have been researching comparative website formats, and alternate designs and functions for a new website for GCW;
- I presented "Helping Readers Find You: Taking Action to Build Your Writer's Platform;" and
- Kathryn Shields showed her beautiful "Wonder All Around" video to GCW as a whole.

In addition, the group has unearthed further resource people in our midst, from whom we might learn in the future, including Wendy Coles-Littlepage about using Goodreads, Kathryn Shields on producing videos, and Skip Michael on marketing our books through Facebook.

In its twelve months of existence, the GCW Writer's Platform Group has sparked greater awareness of how essential an online presence is as part of a writer's life, and our activities have encouraged us all to include marketing as part of our writing.

Face in a Book Cont. Page 1

Margie Yee Webb did an outstanding job organizing the 6-Author Event for Gold Country Writers at Face in a Book, March 25, 2018. There was an enthusiastic audience that listened to our presentation about Gold Country Writers and each of the author's experiences writing their books. There were several books sold. And one book was given away to an appreciative fan. The participants were Suzanne Blaney, Jo Chandler, Sheri McGuinn, Michael O'Haver, Virginia Simpson & Margie Yee Webb.



Gold Country Writers

Third Wednesday Meeting

Wednesday, April 18, 2018

10 a.m. to 12 noon

~ Gold Country Writers proudly presents ~

Al Gonzalez

Storytelling in the Digital Age



How do you take a written story and transform it into a video program for others to see? Al Gonzalez will present examples of documentary television (TV) spots and public service announcements (PSAs), as well as behind-the-scenes on location TV and movie examples.



Al Gonzalez is an executive producer and director, a “get it done” business coach, and a certified mediator with California Lawyers for the Arts in Sacramento. He has been in the film and television business for over 25 years, and brings strong leadership experience and creative vision to event coordination, professional speaking, filmmaking, and video production. He began his career in radio, moving into live theater, then film and TV production-special events technical director-announcer.

Al has written, produced, and directed several independent films; and continues to mentor students in social media and film production, especially in producing and camera operations.

Always active in the business community, Al served as an ambassador for the Hollywood Chamber of Commerce for five years, was named ambassador for University of Southern California in 2005, and served on the Board of the Entertainment Industry Business Council for the Century City Chamber of Commerce. He is also a graduate and valedictorian of the 2006 Southern California Leadership Network program for the Los Angeles Chamber of Commerce.

For the past five years, he is a sought after guest instructor/coach at UC Davis for their annual Cesar Chavez Youth Leadership Conference. Visit Al's website at <http://quadaircom.com/>.

Join us! Meetings are free and open to the public.

Bethlehem Lutheran Church, 1279 High Street, Auburn CA 95603

(enter and park in back)

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**Gold Country Writers: “Writers Working Together To Promote and Improve Their Work”**

~ A 501(c)(3) Nonprofit Organization ~

Meetings are held every Wednesday of the month. Third Wednesdays: guest speaker presentation. First Wednesdays: business meeting. Second and Fourth Wednesdays: “Drop-In Critique” for members to get feedback on their work. For months with Fifth Wednesdays: social event. See website for details.

<http://GoldCountryWriters.com/>