

Coeur d'Alene Chapter Idaho Writers League

Lakegazette



Celebrating our 66th Anniversary 1943-2009

September 2009

P.O. BOX 1113, Hayden, Idaho 83835

COEUR d'ALENE IWL MEETINGS:

September 9

Jewett House

9:00 AM – Noon

Speaker: Elizabeth Brinton

Program: The Importance of Place
in Writing

Two-Minute Reader: Elizabeth
Brinton

September 17

Lutheran Church

6:30 – 9:30 PM

Speaker: YOU

Program: "Open Mic" Night

Two-Minute Reader: Ken Staley

October 14

Jewett House

9:00 AM – Noon

Speaker: Linda Jurgensen

Program: Writing Dialogue

Two-Minute Reader: Lillian Lind

October 15

Lutheran Church

6:30 – 9:30 PM

Speaker: Liz Mastin

Program: The Forms of Poetry

Two-Minute Reader: Open

September Birthdays

Dave Welts 9-01

Nancy Barnes 9-04

Sherrie Hibberd 9-09

Mary Jo Kringas 9-13

Alexa Smith 9-22

Mary Jane Honegger 9-25

Barbara Brock 9-27

Michael Marsden 9-29

Happy New Year!

For most people, the new year starts in January. But school kids everywhere understand that the REAL new year happens in September, when school starts. In September, a whole world of knowledge stretches before you, just waiting to be explored. Remember? All those new textbooks, unspoiled and unscribbled-in; the freshly-sharpened pencils, with intact erasers because no mistakes yet had been made; the sheer heaven of the first page of a fresh clean notebook; new teachers, new friends, and all those promises to parents (and ourselves) that This Year Will Be Different?



Jennifer Leo

Face it—by January, the notebook was in tatters and stained with some unidentifiable substance, the eraser was reduced to a mere nub, the algebra teacher had adopted a permanent pained expression, and all of gym class knew we could not climb a rope to save our lives. Yep, back in the day, everybody knew that September was the real new year.

This year, why don't we writers take a cue from the school children and start fresh in September? Here are some ideas:

(1) Blow the dust off those New Year resolutions. If your ambitious 2009 goal of writing so many words per day or sending out so many queries per week is but a dim memory, there are still four months of the year to go. Think of how far you can get by January 1 if you start now!

(2) Why should kids have all the back-to-school fun? Consider taking a class at a local college or online. Sign up for a writing or literature class, or study a subject related to your favorite topic matter, like finance if you write about business, or Imperial Russia if that's when your novel is set.

(3) If taking a formal course is impractical right now, then teach yourself! Choose a topic, search online for course syllabi and other free resources, check books out of the library, and start exercising your brain, on your own time and at your own pace.

(4) Visit an office supply store and treat yourself to some new "school supplies": a fresh clean notebook, your favorite pens, colorful Post-Its. Savor the little high that comes from exploring an office supply store (or maybe that's just me . . .).

(5) And remember: Few things can fix a day gone wrong like a handful of cookies and a glass of milk at three o'clock. Just don't spoil your supper!

Happy writing!

Jenny

Open Mic Meeting



Come and Strut Your Stuff at our Second Annual Open Mike Night at our evening meeting Thursday, September 17 6:30 – 9:30 PM.

**Entertain your fellow members.
Read...Recite...Sing...**

Perform...the choice is yours.

You'll have up to five minutes, and a microphone to wow your way to fame! Everyone had a grand time last year so don't miss this fun and entertaining evening.

Join us at the Lutheran Church on the corner of N. Ramsey Road and Kathleen.

WE WANT YOU!



It's that time of the year again!

Our nominating committee is looking for candidates to fill board vacancies for the upcoming year. If you have an interest in helping to guide our organization, please consider giving your time and talents by serving as an officer.

Remember, IWL works best when it serves its members, which in turn, requires members to serve IWL. If you are ready to do your part, email Nancy at nancyowensbarnes@yahoo.com. Job descriptions are available. **THANK YOU!**

IWL Lending Library



Our Coeur d'Alene Chapter IWL Lending Library consists of a list of more than 200 books related to the craft of writing, offered for loan by members to members.

Any member who has not received a copy of our Lending Library list, please email Nancy Barnes at nancyowensbarnes@yahoo.com and she will email you a copy.

Hard copies of the list are also available at IWL meetings.

We encourage all members to take advantage of this great resource!

Opportunities Abound

The Chapter Board will be seeking new faces. Will yours be one of them? Have you ever thought about stepping into a leadership role here in the IWL? Opportunity will soon be knocking at your door. Will you answer?

It is fun to steer the ship! Now might be the time to let YOUR ideas take OUR group to the next level.**Think about it!**

Two-Minute Reads

Thanks to all those who have signed up for our Two-Minute Reads. We have only **ONE SLOT** left for 2009, our October 15 evening meeting.

NEWSLETTER STAFF

Jim Turner - Editor

(208 664-9244) jimturner1@juno.com

Nancy Barnes - Assistant to the editor

Ann Story - Assistant to the editor

Peggy Chapman - Assistant to the editor

**Deadline:
the 25th of each month.**

Chapter Meeting Highlights

Wednesday Morning

Peggy Chapman

Our July 8 meeting provided a powerful, positive way to start the day with Nikki Arana's condensed presentation of her workshop "Your Book is Written, NOW WHAT?". There is just nothing like a presentation from a professional and this definitely applies to Nikki.

Nikki plunged into her writing career in 2002 without a bit of experience. She found all she needed was right here in North Idaho, starting with the IWL and it's members. With the determination of a winner she studied and worked at developing her craft. Check her website at www.nikkiarana.com and see what perseverance can do.

The changing economy has not left this business untouched, and thus Nikki's first recommendation was to secure a successful, respected agent. Make sure your manuscript is as refined as if it was going to the publisher.

To get started you need to create a resume and you do this by joining writing groups, submitting to writing contests, building your sphere of influence in literary circles by attending conferences and meeting editors and agents, learning how to pitch your material (she recommends having it in written form) and developing a one minute "elevator" pitch about your book. You can find conferences at www.shawguides.com. In addition, she recommended joining critique groups and eventually moving onto professional editing: copy, line and substantive editing.

Nikki reminded us that we all have only one chance to make a first impression and thus your manuscript must be perfect. The competition is horrendous with one out of a hundred being published by good paying publishers. According to Natasha Kerns, a national leading editor, it takes 10 years to learn to write a successful novel.

Nikki suggests your query letter be one page and the first paragraph should tell what your book is about. Your next paragraph should tell what type of book, it's length, your target audience and what publishers would be interested in it. Next introduce yourself, i.e., contests you've won, your pertinent background, why you are the only one who can write this. Make it 750 to 1,000 words.

Nikki provided a "14 Point Checklist for Evaluating Your Novel".....briefly, they are:

1. Is it an original idea?
2. For commercial fiction, there must be an internal and external plot
3. Must start with an inciting incident
4. Not too much back story in the first chapter
5. Can your readers relate to the characters (not too perfect)?
6. Is it too preachy?
7. Check every time you use "was" or "wasn't"..... be sure to show, not tell
8. Every time you use "it", make sure a proper name isn't more appropriate
9. Is there a hook at the end of every scene?
10. Does everything move the plot forward?
11. Does the narration identify the character?
12. Every set-up must have a pay-off and every pay-off a set-up
13. Every big scene must have your character respond to it
14. Watch your pacing

The morning could have gone on and on, it was obvious we all were enjoying the presentation. But alas, Nikki would have to put on the entire seminar if we were to keep picking at her brain. So all too soon, the morning presentation ended with all of us being a bit more enlightened, nourished and ready to put the imparted wisdom into practice!

The August 20 kick-off meeting for the 2010 conference generated a lot of energy and good ideas. More details will be coming soon!

Many thanks to all who participated.

Board Meetings

Board meetings are held on the Monday before the Wednesday meeting each month. The October 12 meeting will be at Perkins Restaurant in Coeur d'Alene at 10:00AM.

All members are welcome to attend.

IWL History Shorts

From the desk of the Historian.

Second segment:

In January of 1945, newly elected president Mrs. Edward Hanson, presided at the first meeting of the year. The writers answered roll call with, "How can I best be helped by the Writers' League? President Hanson made a motion that was voted on and carried to reduce the early dues from one dollar per year to fifty cents. In the event that more funds were needed, the members could be assessed up to an additional fifty cents.

During the year, guest speakers were in abundance on topics about article writing, how to get your work published, correct English, book reviews, and the art of writing poetry. Members also read from their own works of prose and poetry. Six dollars was sent to the Boise club to help finance a set of Braille dictionaries for a deaf and blind student.

In November, a nomination committee was named to select the next slate of officers, and since a motion was carried to skip the December meeting, the great news as to who would be the next president was put on hold until January. The year ended with twelve paid up members and a total of \$6.50 in the treasury.

POET'S CORNER

From
b. j. campbell

Linda

my Sister-Friend
never chided me for childness
she understood my wondering
my discoveries
her delight
my wise link with insight
in early days on the planet
I pointed and exclaimed
she explained the way things are

today, my car hurtles eastward
homeward in rush hour traffic
toward thunderheads building
Linus-like, I note a cloud column
roils into George Washington's portrait
hanging on my fifth-grade classroom wall
smug, floating forever on his white cloud
as I drive, he transforms
now to George C. Scott as Patton
now to Daffy Duck as himself
I must point and tell my Sister-Friend
on her birthday
today even wiser
she will explain

REFRESHMENT VOLUNTEERS NEEDED

We need a few folks to step up for the

October and November meetings.

If you will be attending one of these meetings, how about bringing a snack to share. If we get a couple of folks to contribute at each meeting, the burden is light. Bring what you like to eat and share it with the group!

Please take a turn bringing refreshments to these meetings. Please contact Hospitality Chair **Barbara Rostad, 777-1030**, to volunteer.

IQ # 8

Larry Telles

How many of the following “great first lines” from literature can you identify. Give yourself a point for the book title and the author of the five following examples. The year the book was published is provided as a hint. Ten points is a perfect score. Give it a try!

1. Something a little strange, that’s what you notice, that she’s not a woman like all the others. (1976).
2. Under certain circumstances there are few hours in life more agreeable than the hour dedicated to the ceremony known as afternoon tea. (1881).
3. He was an inch, perhaps two, under six feet, powerfully built, and he advanced straight at you with a slight stoop of the shoulders, head forward, and a fixed from-under stare which made you think of a charging bull. (1900).
4. There were crimson roses on the bench; they looked like splashes of blood. (1930).
5. The boy with fair hair lowered himself down the last few feet of rock and began to pick his way toward the lagoon. (1954).

What’s your score?

10 – 09 points: Genius!

08 – 07 points: Very good, you’ve done your homework.

06 – 05 points: Your just average. You’ll do better next time.

04 – 03 points: Get a library card.

02 – 01 points: Can you read?

ANSWERS:

1. Kiss of the Spider Woman. Manuel Puig.
2. Portrait of a Lady. Henry James.
3. Load Jim. Joseph Conrad
4. Strong Poison. Dorothy L. Sayers.
5. The Lord of the Flies. William Golding.

Jim Doran Moving to New Mexico

I have just taken a position as the Executive Director of the New Mexico Forest Industry Association. I am in the process of moving to Santa Fe, New Mexico.

This is a very different place from the deep green moist ferns and cedar and forested mountains of north Idaho. Here the skeleton of the earth is bared and hard as bones. Maybe it is a metaphor to me to get down to the essential realities; the fluff is gone now. But life is good. The monsoon season just brought rain and I have told locals that it was for me so that I could adjust to this dry climate more easily.

I will have to take my creativity with me. It is fairly strange that one of the main characters in my novel, Broken Fences, took a journey to New Mexico in the course of his personal transformation. I guess it was a foreshadow of my own life. I won’t be moving forward with the “Spoken Word Revival” in CdA. Maybe it will happen in Santa Fe.

I really enjoyed my involvement with the IWL. I got some very good information and connections to editors and agents and I enjoyed the camaraderie. I’ll say good things about IWL in my rounds here. I need to say so long to the Idaho Chapter.

I am also looking for someone to rent my nice little 2 bedroom bungalow. I have fixed it up very nicely. It is in a good quiet part of town, 10th and Pennsylvania, in the “Garden District”. If you know of anyone who might be interested in renting a place, unfurnished or furnished, let me know. I expect to be fully out by the end of September. Jenny suggested that I ask you to put a notice in the September Newsletter.

Thanks,

Jim Doran - Independent Contractor

Community Forestry Resources

(208) 667-0463

cell (509) 293-1535

Louise Shadduck

Honored at the CDA Library

Visit the display of works by former IWL member Louise Shadduck September 12 at the Coeur d’Alene Library. Louise, a contributing author to our award winning Kaleidoscope Book passed away last year after a long and prolific literary life.

Submitting Your Article

Larry Godwin

You've written a dynamite article. How do you persuade your target magazine to accept it? The first step is to read several recent issues cover to cover, to familiarize yourself with the content, tone, and audience. Then go online and study the submission guidelines.

Some venues prefer that authors query before submitting, but most expect us to send the article uninvited, with an attached cover letter. Check your target's website to confirm, as well as the preferred mechanism: e-mail or postal mail. While you're at it, browse the guidelines for policies on focus, word count, simultaneous submissions, etc.

If you submit the article without a query, keep your cover letter to a single page. Find out the specific name of the acquisitions editor and organize your letter, paragraph by paragraph, according to this example, a submission to a natural-foods magazine:

Dear Ms. Snow:

Start with a strong lead.	The psychiatric community believes serotonin therapy is the procedure of choice to treat situation-based depression and generalized anxiety disorder. But many anxious and depressed persons respond to neither the leading health food supplements for this purpose, 5-HTP and St. John's wort, nor to prescription drugs that enhance the calming neurotransmitter serotonin.
Point out why your article is relevant to this magazine, why people will want to read it.	Fortunately, health food store customers who suffer from these mental disorders can seek out an alternative: products that enhance the other major inhibitory neurotransmitter, GABA. These individuals will want to acquaint themselves with the advantages of GABA therapy and with the associated natural foods products they can easily purchase at local stores.
Point out why you are the perfect person to write this article.	I enclose my informational article, "GABA: Serotonin's Cousin." I have had a strong motivation to research GABA, for I have struggled with anxiety and depression for twenty years. I tried 5-HTP, St. John's wort, and many other natural foods products, as well as two dozen psychiatric drugs, without success. Within a few days, GABA reduced my anxiety level.
Mention your credits.	Previously I wrote articles on St. John's wort and 5-HTP and shared these with natural foods product manufacturers. I wrote a monthly column, "Supplement Showcase," for Health First Magazine from 2003-2006, and for the past two years, I have edited and published my own monthly newsletter, Healthy Lifestyles, with a regional circulation.
Wrap it up.	Please consider the enclosed article for publication in The Natural Foods Digest. At 1,300 words, it is structurally similar to "Tea Leaves Promise Well-Being" in your November 2008 issue. I will be happy to furnish published clips, if you desire, and enclose a SASE for your reply.
	Thank you for your time.

**Sincerely yours,
Henry Styles**

Craft your article cover letter according to this model to maximize the chances the target editor will accept your work.

Vo kab u lere

Norm de Ploom

Is your new novel, how-to guide or vacation plan going to include a setting in or trip to Great Britain? Beware that the same spoken words in British English and American English can vary, leading to confusion, misunderstanding or embarrassment. Use of this abbreviated dictionary from Wikipedia.com may help in understanding British “English”.

Athlete = one who participates in running, jumping or throwing sports event

Biscuit = baked sweet or savory cake in general

Blinder = excellent performance in a game or race

Blinkers = flaps on horse’s head to obscure views to the side

Bottle = courage, “Jon showed a lot of bottle today.”

Caravan = towed RV or trailer

Casket = small case for jewelry, especially antique pieces

Chippy = carpenter

Cowboy = unscrupulous or unqualified tradesman

Crèche = day care

Crib = nativity scene

Dead = finished a glass, a cup, or a cigarette, etc. “It’s dead,” said Ben rising to get another beer.

Dummy = pacifier

Flannel = washcloth

Flyover = overpass

Footpath = sidewalk

Geezer = gangster

Hob = stove top

Hog = yearling sheep

Hole-in-the-wall = automated teller machine

Hoover = vacuum cleaner; used as a verb. “I hoovered the front parlor today.”

Lorry = truck

Nappy = diaper

Pants = underwear of poor quality

Parkway = railway station with parking for commuters

Read = to study at a university, “Jon is going to read physics at Oxford.”

Redcap = military police officer

Seeded = seeds left in fruit or vegetables

Snout = police informant

Squash = fruit cordial drink

Stall = front seats in a theatre; U.S.=orchestra seats

Stove = hot house or greenhouse

Tailback = queue of vehicles as in a traffic jam

Tank top = woman’s dress with a scoop neck and sleeveless

Tie = a game between two sports teams “Soccer tie at 2:00 pm, stadium field.”

Truck = railway vehicle for carrying goods

Winger = fender of a car

Letters....

It’s all in the way you arrange them!

When you rearrange the letters:

PRESBYTERIAN =
BEST IN PRAYER

ASTRONOMER =
MOON STARER

DESPERATION =
A ROPE ENDS IT

THE EYES = THEY SEE

GEORGE BUSH =
HE BUGS GORE

THE MORSE CODE =
HERE COME DOTS

DORMITORY = DIRTY ROOM

SLOT MACHINES =
CASH LOST IN ME

ANIMOSITY = IS NO AMITY

ELECTION RESULTS =
LIES - LET’S RECOUNT

SNOOZE ALARMS =
ALAS! NO MORE Z’S

A DECIMAL POINT =
I’M A DOT IN PLACE

THE EARTHQUAKES =
THAT QUEER SHAKE

ELEVEN PLUS TWO =
TWELVE PLUS ONE

AND FOR THE GRAND
FINALE:
MOTHER-IN-LAW =
WOMAN HITLER

Marketing

Why Your Book Isn't Selling

Over the past several days, I've fielded a number of calls from authors frustrated with their progress. "Nothing is happening", "Am I doing this right?" and "My book isn't selling," are some of the biggest complaints I hear when authors are marketing on their own. Especially now, when we feel the pressure to make every marketing effort count, marketing effectively is becoming more of a concern.

Authors like to blame it on the downturn in the economy but the truth is, books are a low dollar item and likely to sell better over the holidays than the spiffy new iPhone. So here's a little reality check, mixed with some inspiration and a few ideas to hopefully kick start your momentum!

1) **Goals: it's good to have them but make sure they are realistic.** If you're not sure, ask someone who can be objective.

Yesterday I was speaking to an author who was really discouraged she hadn't met her sales goal for the year. She had set herself a goal of selling 20,000 books. Now that's a great number to aspire to, but not a realistic figure. Why? Because it was her first book, because she self-published it and because she didn't have a distributor in place and didn't have a platform. All of these things are factors to consider when setting these types of goals. What's more realistic? Well, it depends on your market, but 2,000 to 5,000 especially if you're starting out is a much better target. Keep in mind though, that if your book has limited distribution, this number could drop drastically.

2) **What's your plan?** While setting goals is important, it's equally important to have mini-goals or milestones that you can reach and check off your list. I outline my big goal, let's say it's finding a traditional publisher for my book, and then I outline the hundreds of mini-goals I need to reach before I can even be considered by a mainstream house.

When you work your goal setting this way, it will feel like you are accomplishing things because you are. So often the larger scope of what we do is comprised of micro-efforts, things that might go unnoticed and unseen if you don't write them down or somehow keep a log of them.

In all the years I've worked in marketing and publicity, the single most discouraging thing is when you do a million pieces of invisible work and don't keep track of it. Make a roadmap: you would never drive from San Diego to New York and not have a map.

Much like a trip from West to East you'll need a map to keep you on track. It doesn't have to be formal, just a list of things you want to accomplish today, this week, this month and the next six months. Keeping yourself on track will keep you on the right road, if not you could end up being someplace you never planned on. Like Peoria.

3) **Am I doing the right thing?** No one markets well in a vacuum, so if you have questions, get answers from someone you trust. You might be doing all the right things, but it might just be a matter of timing, patience, effort, and oh, did I mention patience? The important thing is to ask someone in the industry and someone who will give you honest feedback without trying to sell you their stuff.

4) **Brainstorm and get creative:** again, no one works well in isolation so get out there and brainstorm with people who are in a similar situation. If that's not possible, then start attending classes whether in person or teleclasses. The point is, get out there and start those creative juices flowing or just sit with a speaker you like and get inspired. Re-ignite your campaign.

5) **Reevaluate:** if you keep hitting a brick wall, it's time to reevaluate your marketing. Are you hitting the right targets? Are you going after your niche market or are you shooting too wide? Are you spending time and money on things that aren't leveraging results? If so ask yourself why? Are you doing it because everyone else in your writing group is? Ask yourself some critical questions.

6) **Stuff only works if you do a lot of it:** whatever you focus on, you should plan to do it consistently. If you blog, blog consistently. Radio? Same thing. Get yourself in a social networking site then be social. Don't "dabble" - someone once told me they've dabbled in this and that. Trust me, dabbling doesn't work. Diving headlong into marketing does.

7) **Put a lot of lines in the water:** I don't fish, so I'm not sure where that analogy came from, but you get the idea. Put a lot of stuff out there. Don't just blog and expect that to be your singular source of marketing. Blog, social network, do radio if it's appropriate to your book, do talks, book events, network, and go to conferences.

8) **If you do nothing, expect nothing:** your book is not the field of dreams, if you write it, people won't just beat a path to your door. Get yourself out there, do whatever you need to market the book.

Sending postcards to your mailing list might get you a few "Hey, great to hear from you" emails, but it won't sell books. Surprisingly enough, most authors don't sell but a few books to their immediate social circle. Break out of that circle. Mom can only buy so many of your books. I queried this on my Facebook page earlier, and someone responded by saying that she's frustrated that her clients don't market the books they publish. Hmmm.

9) **Realism will keep you sane:** the truth is that unless you get a ticket to her show, you'll probably never meet Oprah. That's ok. There are a million other things you can do instead of sitting by the phone waiting for her to call. Realism will not only keep you sane, it'll keep you on target. Having dreams is a great thing, everyone should have a dream, but realism will keep you from being discouraged and keep your marketing momentum on track.

10) **Don't throw money at something** just to feel like you're doing something: throwing money at a problem isn't always a good thing; in fact, sometimes it's the worst thing. If you're going to invest in your marketing (and you should), make sure you're investing your money wisely. There are great deals out there, but some of them are a waste of your time and certainly, your money.

Make investments wisely. I've known authors to blow through a \$5,000 marketing budget \$99 at a time and still have nothing to show for their efforts. Also, while it's tempting and easy to do, don't place ads. Ads (especially online) don't work. Media blasts aren't recommended either. It's tempting, I know. Blasting thousands of media at one time with your message should result in something, right? Not always. Be smart with your marketing dollars. If you're blasting the

media, ask to see the media targets first. You don't want to be pitching your romance novel to Car and Driver.

So what's the solution to all of this? Here are some guidelines to help you navigate this marketing and PR path:

1) **Become part of the conversation,** wherever that conversation exists. If your book is a New Age topic, go to web sites, blogs, and even consider attending some conferences. If you're following blogs, comment on those blogs, get to know the big bloggers out there. If you have a social networking site work it, make friends, comment, be helpful.

2) **Don't get into the Internet with the idea you'll make a lot of money.** Get online and be helpful, the money will follow. If you do it in reverse you'll have a very short-lived time online. Offer tips, link to other blogs or web sites you find helpful. Offer guidance, insight, wisdom, inspiration, whatever works for your market.

3) **Want to sell books? Then go for exposure.** Repeat after me: marketing and PR doesn't sell books - it gets you exposure. Exposure gets you an audience, and an audience gets you book sales. Whatever effort you're going to put into your book, understand it's for the exposure, not for sales. Much like point #2, if you attack your marketing with the idea of selling books, you'll be disappointed. If you tackle it with the idea of gaining exposure, you'll be pleasantly surprised, and it's likely that book sales will follow.

4) **When you make up your list of things to do to market your book, ask yourself what can give you the best exposure.** That's one of the reasons I love the Internet, because the exposure is limitless. Don't go for flash in the pan marketing ideas, go for substance.

5) **Having 35 social networking accounts is only a good thing when you use them all.** People ask me how many social networking pages should they have, I say: how many can you manage? If you can't keep up 35 pages, then start with one and go from there. Better to have one very active page than a bunch of pages that are blank.

6) **Do one to five things a day to market yourself and your book.** Keep on track with your marketing

efforts and stay in the marketing “zone” by crafting a list that lets you chip away at your goals, one goal at a time.

7) **Please, please, please get a web site.** It’s your 24/7 sales tool and should be one of the first things on your list of must-do marketing tasks.

8) **Get help from a professional you trust.** I know you’re loving this “going alone” thing, but let’s face it, at some point it might make sense to bring in a professional who can help you, someone you trust who will give you a straight answer and good, solid advice. Stay away from anyone offering guarantees in sales. This is a huge red flag, no one can predict this, nor can anyone predict a bestseller.

The more you can approach your marketing plan with goals, a dash of realistic expectations and a lot of hard work, the more successful you’ll be. The truth is there are hundreds of thousands of books that get published each year that end up dying a quiet death due to lack of focus, goals, and exposure. Get yourself on a path and then find a manageable plan that will work with you, not against you!

Reprinted from “The Book Marketing Expert newsletter,” a free ezine, offering book promotion and publicity tips and techniques. <http://www.amarketingexpert.com>

Lakegazette

Guidelines For Submissions

Keep your piece to one page. 600-750 words or less. Submit as a WORD 2002 document, e-mail attachment. No need for any fancy formatting. Times New Roman 12 pt, single spaced works well for insertion into the newsletter.

Photographs should be submitted as a JPEG file. (DO NOT EMBED PHOTOS IN A WORD DOCUMENT!)

Please title your piece and include your by-line.

Submit to jimturner1@juno.com.

Deadline: 25th of the month.

Language in a STATE of Flux

The European Commission has just announced an agreement whereby English will be the official language of the European Union rather than German, which was the other possibility.

As part of the negotiations, the British Government conceded that English spelling had some room for improvement and has accepted a 5- year phase-in plan that would become known as “Euro-English”.

In the first year, “s” will replace the soft “c”. Certainly, this will make the sivil servants jump with joy.

The hard “c” will be dropped in favour of “k”. This should klear up konfusion, and keyboards can have one less letter.

There will be growing publik enthusiasm in the sekond year when the troublesome “ph” will be replaced with “f”. This will make words like fotograf 20% shorter.

In the 3rd year, publik akseptanse of the new spelling kan be expekted to reach the stage where more komplikated changes are possible.

Governments will enkourage the removal of double letters which have always ben a deterrent to akurate speling. Also, al wil agre that the horibl mes of the silent “e” in the languag is disgrasful and it should go away.

By the 4th yer people wil be reseptiv to steps such as replasing “th” with “z” and “w” with “v”.

During ze fifz yer, ze unesesary “o” kan be dropd from vords kontaining “ou” and after ziz fifz yer, ve vil hav a reil sensi bl riten styl.

Zer vil be no mor trubl or difikultis and evrivun vil find it ezi tu understand ech oza. Ze drem of a united urop vil finali kum tru.

Und efter ze fifz yer, ve vil al be speking German like zey vunted in ze forst plas.

Your Bio Goes Here

Send the Lakegazette a short biography of yourself. Something that you would use on a book jacket.



Let us know a little bit about who you are and what you like to write.

Send your submission in a Word document.

Pictures should be in jpeg format.

SUCCESS STORIES

Something is
missing
HERE....

Could it be
YOUR success
story?



Toot Your Own Horn

Let your chapter members know about your successes. Any success can be an inspiration for others.

Now it's *your* turn to let us know about your accomplishments. Remember that all authors have to get involved in self-promotion. Let it start here!

Send an email telling about your work; what it is and where we can look for it. Let others be inspired by *your* success!

Send your **SUCCESS STORIES** to
jimturner1@juno.com

SCBWI Conference This Month

The Society of Children's Book Writers and Illustrators is having its Fifth Annual Regional Conference in Spokane on September 12, 2009.

Beginnings Middles and Endings will be held at the cathedral of St. John the Evangelist 127 East 12th Ave, Spokane from 8:00 a.m. to 6:00 p.m.

For more information check www.SCBWIWAID.org

Notes, News, Announcements and other unpaid political incursions

Spokane Authors & Self Publishers

Nancy Owens Barnes

In an interest to share information with other writing groups, the Coeur d'Alene Chapter of IWL and Spokane Authors and Self-Publishers (SASP) have agreed to share program information. In this regard, following are upcoming programs for SASP.

September 3

Speaker: SASP member Doug Huigen.

Huigen will tell of his experiences in bringing his book to publication.

Spokane Authors & Self-Publishers (SASP) meets on the **FIRST THURSDAY** of each month at the **OLD COUNTRY BUFFET**, 5504 N. Division, Spokane, WA. The meeting room is open at 11AM for us to eat lunch. Our formal meeting starts at **NOON** with our featured speaker or other event. SASP encourages guests to attend meetings—*one time only please. To continue, you need to become a member.* (Personal guests of members are welcome at any time.)

Membership dues of **\$15** are due in January. For additional information visit www.spokaneauthors.org.

HIGH DESERT JOURNAL is a literary and visual arts magazine dedicated to further understanding the people, places and issues of the interior West, a distinct region abounding in history, creativity and flux.

For submission guidelines, visit www.highdesertjournal.com.

WRITING FOR THE SOUL CONFERENCE.

Christian Writers Guild, Feb. 18-21, 2010, The Grand Hyatt, Denver.
www.christianwritersguild.com.

**Coeur d'Alene Chapter
Idaho Writers League
P.O. Box 1113
Hayden, Idaho 83835 USA**

ADDRESS CORRECTION REQUESTED

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Position OPEN Sunshine Committee

Who is the Idaho Writers' League?

Purpose of the organization:

The Idaho Writers' League is organized exclusively for charitable and educational purposes for the promotion of social welfare including:

- A. To promote and maintain a high standard of literary output and to recognize accomplishments of Idaho writers.
- B. To stimulate public respect and support for the art and profession of writing.
- C. To provide a unified organization for writers and those with serious interest in writing and literary skills.
- D. To encourage new writing talent, to exchange ideas through the League publication, and local and state meetings.
- E. To stimulate writing by means of contests and recognition awards.
- F. To encourage regional activity among neighboring chapters.