

Breakfast Networking

WEN's monthly meetings offer an ideal environment to refine your knowledge of the writing and editing business through our guest speakers, and also to network with peers from your own community who have similar interests. There is generally an opportunity to purchase autographed copies of guest speakers' books. Our breakfast buffet provides a variety of hot and cold dishes and a selection of fresh fruit and pastries for your enjoyment.

Breakfasts are held at the Canadiana Restaurant located at Six Points Plaza, 5230 Dundas Street (Dundas and Kipling) from 9 am to 11:30 am.

Advance registration is required. This is your last day to register. Please contact Anna Stitski by replying to this e-mail (breakfasts@wenetwork.org) or at ibanana@hotmail.com or by phone at 905-272-1478. If you have registered but find that you cannot attend, please let Anna know as soon as possible.

Cost is \$15 for WEN members and \$20 for non-members.

April 21, 2012: Monica Pacheco

Monica Pacheco is a literary agent with Anne McDermid and Associates. The McDermid agency represents literary novelists and commercial novelists of high quality and writers of non-fiction in the areas of memoir, biography, history, literary travel, narrative science, investigative journalism, and true crime.

Monica's clients include actress/writer/director Sarah Polley whose children's picture book she sold to HarperCollins Canada, Yves Meynard whose epic fantasy was recently published by Tor/Macmillan, Madeline Ashby whose science fiction novel she sold to Angry Robot in the UK in a two-book deal, actress Katie Boland whose short story collection she sold to Brindle & Glass, and Bram Stoker Award-winning horror writer David Nickle.

May 19, 2012: Andrew Pyper

Andrew Pyper was born in Stratford, Ontario, in 1968. He received a B.A. and M.A. in English Literature from McGill University, as well as a law degree from the University of Toronto. Although called to the bar in 1996, he has never practiced.

The Guardians, Andrew's fifth novel, is to be published in Canada (Doubleday Canada) in January 2011, the U.K. (Orion) in February 2011.

Attention! *There is a change to the speakers' line up. Previously, Shane Serra was scheduled to speak on April 21 and Monica Pacheco was scheduled to speak on June 16. Sorry for the inconvenience.*

Organizational News

Membership renewal

Thanks to the many members who were due to renew in March and did so. We encourage members to spread the word about WEN and to invite their talented friends to attend as guests.

Members who have not yet renewed their membership which will be charged the guest price at the April breakfast. Many people's were scheduled to renew their membership in March. If you are one of these people, contact Susan Winlaw (Membership Director) membership@wenetwork.org.

Web corner: create your own personal web page

Easily create your own personal webpage on the WEN web site at www.wenetwork.org and best of all, it's free. To create your own webpage, simply:

1) Login to the members area of the web site from the home page. After logging in, at the upper left corner of the screen, you will now see a new feature called "Create a Personal Web Page". This is an exciting new feature I am hoping will be of interest to many of you. Note that there are five menu items listed under the "Create a Personal Web Page": Page Search, Page Admin, Page Delete, Page Display, Page Edit.

2) Select Page Edit. This brings up the WYSIWYG (What You See Is What You Get) editor provided by the web site. Put a title at the top (usually your name) and then enter some text or cut and paste from your computer. You can also cut and paste small photos (I emphasize small since the webpage is limited in size).

Consider using a similar look and feel to other webpages so that there is some consistency amongst all the member pages. Select Page Search to view pages created by other members.

Once your webpage is created, via the Page Admin function, you can select private or public. If you select private, your page is only visible to WEN members who log in. If you select public, it is visible to anyone who visits the WEN web site.

Visitors to the WEN web site can view your site select the button "View WEN Member Personal Web Pages", (half way down on the home page). They will be presented with a list of member pages including yours.

WEN

Nathan Medcalf
Newsletter Editor
nathan_medcalf@hotmail.com

Can't make it to **breakfast**
to hand out business cards?

Put one here and let the
newsletter **distribute**
it for you.

If all of this is too complicated and you don't have the necessary computer skills, simply send me a note at treasurer@wenetwork.org and I will help out.

Maurus Cappa

Treasurer and Webmaster

Member News

Where are the editors at?

Joan Chisolm asks: Is it possible for WEN EDITORS to give us a talk about the process of editing as so many members are self-publishing?

Some questions to address could be:

How do you choose an editor?
Should you ask for an example of their work?
What are the different types of editing?
What do editors charge?
What if you don't like the editing?

Perhaps we could have a list of WEN editors, their bios, and the type of work they have done and are most interested in editing.



A letter from an admirer

Hi Nathan and the rest of the Board members of WEN,

It's a fantastic development to implement a pilot for selling advertising to WEN members and others!

We have a vibrant and working organization that produces results for its members and I'm so happy that the Board sees the need for it to be taken to a higher level.

Improving WEN's programming which could allow more members to publish their work is the ultimate goal for me. A lot of members are self-publishing and we need to know more about the marketing and distribution side of book publishing. Revenue generation creates better programming.

Thanks to all members of the Board of WEN for their fantastic work!

Joan Chisholm

Newsletter Advertising Proposal

The newsletter will be 8 pages and include no more than 25% (2 pages) of advertising averaged over 12 months.

Throughout the trial, business-card-sized ads are \$10 and 1/4-page-sized ads are \$25.

At these rates, if the newsletter sold five business-card-sized ads and two 1/4-page-sized ads in each issue, (equivalent to one page of advertising), the newsletter would bring in \$1100/year.

This is the equivalent of increasing the cost of membership by \$10.

(This is a 1/4-page-sized ad)

Criteria for an ad

- Services or products for the publishing industry
- Services or products for small businesses and freelancers
- An industry-related event with an entry fee

Criteria for an announcement

- News from a WEN member about her or himself
- News about a recent event in which a WEN member participated
- News about a project or work undertaken by a WEN member

Seventh Flash Prose Contest

Deadline: April 18, 2012

[WriterAdvice](#) is searching for flash fiction, memoir, and creative non-fiction that grabs, surprises, and mesmerizes readers in 750 words or less. If you have a story or memoir with a strong theme, sharp images, a solid structure, and an unexpected discovery, please submit it to the WriterAdvice Flash Prose Contest.

Submissions: All entries should be submitted to [Writer Advice](#). You may enter up to 3 stories, but each is a separate submission with a separate fee of \$12.

Please include your name, address, phone number, current e-mail address, and the story title at the top and skip about 6 lines before beginning your story. No bio, please.

1st Place earns \$200

2nd Place earns \$100

3rd Place earns \$50

plus publication!

Judges: Former prizewinners Madeline Mora-Summonte, Alice Romano, Whitney Mackman, and Janine Kovac are this year's judges. Read their pieces and biographies by clicking on the Archived Contest Entries button at www.writeradvice.com.

Names of all winners will be announced in the summer issue of [WriterAdvice](#). E-mail questions, but not submissions to editor B. Lynn Goodwin at Lgood67334@comcast.net.

Web tool feature of the month:

The new like my _____ social media platform



Pinterest, (pinterest.com), is a web site that allows users to “pin” items that are of interest to them to their Pinterest web page and to view other people’s Pinterest web pages. Pinterest pages are designed like a series of corkboards, which are often categorized, such as favorite recipes, holiday ideas, or potential future husbands.

For the author, this web site gives the ability to pin a JPG of the cover of their book(s) (and book and sales information). People who view your page and like what you have posted, can pin it on their page. In this way, it is similar to Facebook, specifically the “Like” feature that allows a person to like another page, except that in Pinterest, a person pins an image of your book/recipe/shoe. And, just like in Facebook you can give prizes and use other tactics to increase your Likes and drive up your page’s ranking in searches.

Pinterest is slightly better in this way because when a book, for example, gets pinned, a second JPG of the cover of the book goes to that person’s page.

In January, Pinterest
attracted more than
11 million unique visitors.

Fast facts!

In February, Pinterest
directed **more traffic** to
book publishers **than Twitter**.

The site is also like Twitter, because you can “follow” people. But it is better than Twitter because you can pin something. When someone pins something on Pinterest not only lets all that person’s followers that she has pinned something, it stays on that person’s page until the person decides to remove it. On Twitter and Facebook, the “Jimmy is following I Love the World” and “Janie Likes I Hate the World page” messages only last until enough new content has been created to bump the information off the page, which can be just a few hours.

“Likes” also stay on a Facebook page until the user decides to unlike it, but a lot of people will say they Like your book. Pinning it shows the person truly likes it by committing an image of it to their corkboard.

Also, Pinterest allows affiliate links. Therefore, when someone, (including the pinner), clicks on a product that they like, the product could be purchased and the seller gets a commission.

Upcoming Events

The 100 Mile Literary Diet

A weekly event that features local writers and literary presses with new and backlist titles for sale.

Saturday, April 14
8am-12pm and sometimes untill 1pm
The Stop’s Farmers’ Market
601 Christie Street south of St. Clair Avenue

The April 14 date showcases Theo Heras, Susan Glickman, and Judie Oron.

The April 21st instalment features Mansfield Press while the Arpil 28th instalment features Pedlar.

Mansfield Press Spring Poetry Party

Features new poetry books by
Nelson Ball,
Alice Burdick,
Jaime Forsythe, and
David W. McFadden.

Hosted by Denis De Klerck and Stuart Ross.

Monday, April 16 at 7:30pm
The Monarch Tavern, 12 Clinton Street, Toronto.

This is a free event.

For more information, visit www.mansfieldpress.net
or follow MansfieldPress on [Twitter](#).

Book Publicity Tips for Fiction Authors

“Fiction is too hard to publicize! Fun to read, but . . . HARD to spread the word.”

It’s a common complaint among fiction authors and book publicists alike. This is why Oprah has been the bane of every publicist’s existence for the past decade or so, because authors think that Oprah is the only way to sell your fiction book.

I’ve got two things to add to that point, the second of which I’ll be discussing at length. Those are:

1) Huge national shows (Oprah, TODAY, etc.) tend to pluck their guests from smaller media outlets, and
2) Smaller media outlets like books that get people talking. I’m going to show you how to pitch them. When publicizing a fiction, the biggest thing to keep in mind is relevance. Sadly, media members just don’t care if your book is beautifully written. I wish that weren’t the case, but it’s true. Over one hundred thousand books are published each year, many with heart-achingly gorgeous prose. But the ones that sell are those that – prior to being opened – already have some immediate relevance to a person’s life. So let’s talk about five ways to accomplish that.

1) BE A HOMETOWN HERO. I probably don’t have to tell you that the best way to launch your readership is to go for broke in your hometown. Instead of an extensive book tour – which are being phased out these days anyway – focus on throwing one fabulous launch in your hometown.

2) BE A SHAPE-SHIFTER. A kindergarten teacher-turned-thriller writer. An accountant-turned-chick lit maven. Whatever you are, one of my favorite ways to position fiction authors is to draw an interesting point of distinction between their “day” self and their “writer” self. Think of J.K. Rowling: Who hasn’t heard about her former poverty, prior to becoming the most beloved children’s author in the world? The story: Single mom-turned-fantasy writer. How poignant that she was writing about magic, then created some magic of her own. This tip is relevant to anyone else who can relate to your “day” self, who is also a single mom/accountant/kindergarten teacher. And, not yet a famous author.

3) OR, BE A WORKPLACE SPY. You could always try the opposite approach, like John Grisham: lawyer-turned-legal thriller writer. Did you draw inspiration from your real life? Particularly, your workplace? If so, position yourself as an insider with unique behind-the-scenes knowledge of hospitals, restaurants, courtrooms, etc. Approach media that reports on these types of places, and offer your novel as a slice-of-life look at their inner workings.

4) BE SEASONAL. Did you write a novel about a mother? Pitch it around Mother’s Day. About an awkward new kid? Pitch it for back-to-school season. Look for annual holidays, events, etc. that crop up every year, and think about people’s gift needs. Allow yourself plenty of time BEFORE said date to pitch it to media, too: They plan gift guide suggestions way in advance, and if you land your own feature story or blog post, you’ll want to give consumers time to read it and react (hopefully with a purchase!)

5) BE TRENDY. By which I mean, make a case for your book as germane to a larger news trend. How does your novel add to the national conversation about, say, sustainable living? Vampires? The massive cupcake trend currently sweeping the country? Fit your book into the public’s existing interests, even if they are silly and/or pop culture-centered. It might be the first (and only) time you can say you’re reading People magazine for research purposes.

Tolly Moseley is a publicist for PR By the Book (www.prbythebook.com). As a reader, she enjoys fiction novels of all stripes, from Bronte to Bukowski. Sometimes she watches Oprah.

Digital Marketing for Authors

Digital Marketing is a great way for established brands to reach new customers. But how cost-effective would it be for an ambitious author to use the same method to reach new readers?

To send an email message, you would need to rent a mailing list (costing as much as \$500 for every 1,000 email addresses), design your HTML creative with working links and landing page, and, due to Privacy concerns, pay a third-party to broadcast your message.

SMS marketing campaigns might be effective, especially if you can use GPS technology to detect when your target is walking by a bookstore!

But these campaigns can add up to thousands of dollars. How many books would you have to sell to recoup your investment? And how many of your mail pieces will wind up in spam filters or simply ignored?

So what's the alternative?

Social media marketing is much more cost-effective way for both traditionally or self-published authors to execute themselves and interact with people all over the world.

Tip of the Month: Never purchase Social Media marketing services through any third-party, even your self-publishing company (if you self-published your work). They're overpriced – grossly overpriced.

Richard S. Todd is a Toronto-born, author, blogger, and social media guy. His works include novels Raincloud and The Orphans of the Creek (publishing in 2012) and the short story Clive.

web: www.richard-todd.com

email: richard@richard-todd.com

blog: raincloudbook.wordpress.com

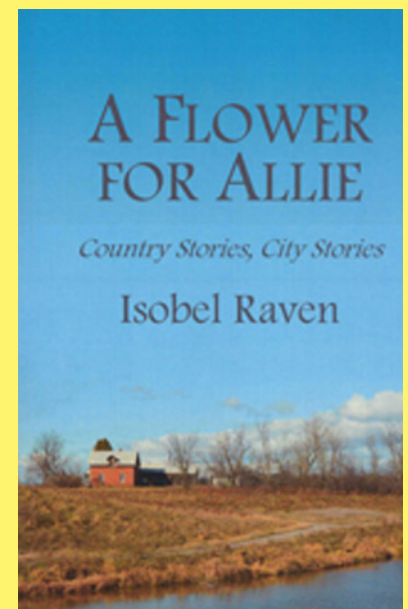
facebook: www.facebook.com/pages/Author-Richard-S-Todd

Twitter: [authorstodd](https://twitter.com/authorstodd)



Correction

In the March issue, it was stated that "A Flower for Allie" was available on Kindle. We would like to apologize for the error. The book is not available on Kindle; it is only available as a "Search inside the Book" feature on Isobel Raven's Amazon.ca page that enables prospective customers to read up to 20 per cent of the book on their screens.



At our upcoming Annual General Meeting,
WEN members will be electing volunteers.

View positions on page 8.
Could one of them be you?

Mission Statement

The Writers & Editors Network is an organization dedicated to encouraging and promoting the art and skill of writing and editing. WEN aims to foster literacy and to assist, empower, and provide moral support to writers and editors from all disciplines. WEN will network, mentor, and educate members independently and in cooperation with other organizations.



www.wenetwork.org

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president@wenetwork.org

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vice-president@wenetwork.org

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secretary@wenetwork.org

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treasurer@wenetwork.org

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breakfasts@wenetwork.org

Communications Coordinator: John Ambury

communications@wenetwork.org

Membership Coordinator: Susan Winlaw

membership@wenetwork.org

Program Coordinator: Maria Marchelletta

programs@wenetwork.org

Newsletter Editor: Nathan Medcalf

enews@wenetwork.org

Web Master: Maurus Cappa

treasurer@wenetwork.org

Director at Large: Vacant

directoratlarge@wenetwork.org

Board Appointments

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Say WEN is produced by The Writers & Editors Network

The Writers & Editors Network publishes Say WEN as a service to members and friends. WEN freely publishes news about members and events in which our members participate and welcomes other news and events that may benefit our members. WEN does not verify the accuracy of submissions.

Say WEN is distributed the first week of each month, excluding August, to more than 100 WEN members and it is posted online at wenetwork.org.

Submissions to Say WEN are directed to the Newsletter Editor. The cut off date for submissions is the 1st of the month.

Next submission deadline: May 1.

Newsletter editor: Nathan Medcalf

Contact: nathan_medcalf@hotmail.com