

Say WEN

July 2012

www.wenetwork.org

Dedicated to encouraging and promoting the art and skill of writing and editing.

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.

July 21, 2012: Members Readings

The July breakfast meeting is our last meeting before the summer break and it's always a special event. Talented WEN members will entertain us with readings from their own works, including poems, published fiction, and both creative and experiential non-fiction. The varied and exciting program is full; be sure to come out and hear what your fellow writers are creating!

Attention. There will be no newsletter in August. The deadline for the September issue is August 25. Have a great summer.

Nathan Medcalf, newsletter editor

Member News

Summer of the speaking author

Bianca Lakoseljac will be signing copies of her new novel, *Summer of the Dancing Bear*, at the following Chapters/Indigo locations:

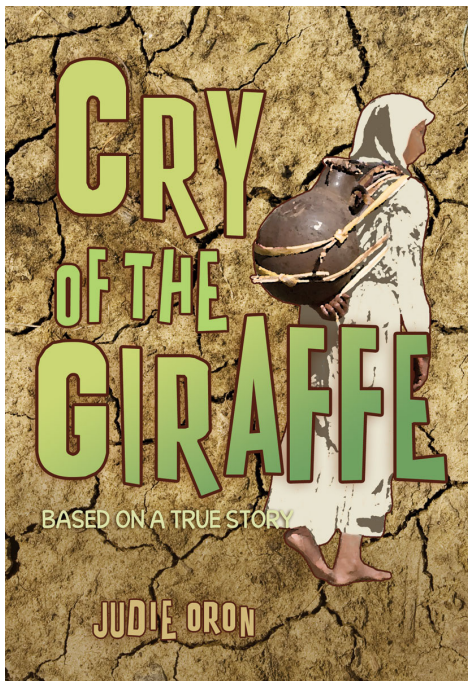
July 14, 1 to 4 pm: Chapters/Indigo, Richmond Hill

July 19, 7 pm, Words Alive, Newmarket

July 28, 1 to 4 pm: Chapters/Indigo Bayview Village

Home for the summer

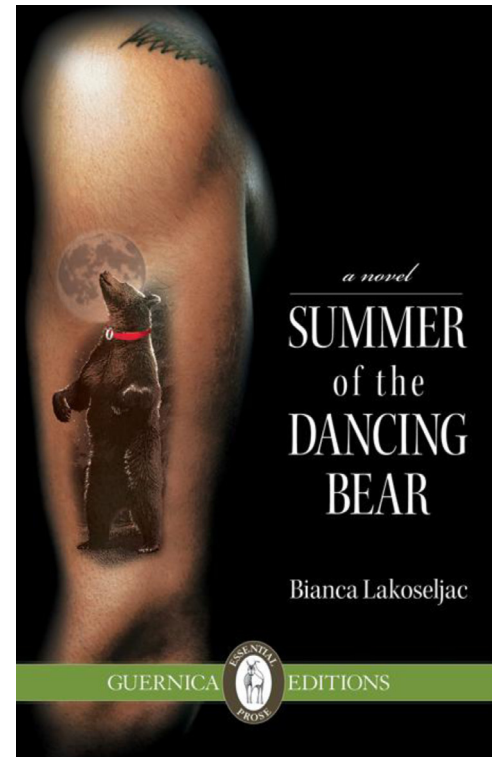
Whew!!! This has been a jam-packed year for *Cry of the Giraffe*! Now that summer's here, I'm hoping for some quiet time to write, recoup, and babysit my new grandson, two-month old Zev!



I am, however, looking forward to what promises to be an exciting speaking venue, coming up on August 17. 'Investing in Children,' London, Ontario, will be holding their Annual Summer Book Camp for young writing enthusiasts and I'll be giving an author talk-cum-writing workshop for young adults and their parents. The event will be held from 12:30 to 2:00 PM at the Wolf Performance Hall in London's Central Library.

Then, this coming fall's line-up includes a trip to Israel for the launch of the Hebrew version of 'Cry of the Giraffe' and a book tour to several Florida venues.

A productive but still restful summer to all! Judie



Starting in September, newsletters will have themes, mainly related to aspects of publishing.

Which themes should the newsletter embrace?

Give your feedback to Nathan at nathan_medcalf@hotmail.com.

A true-colour presentation

You are cordially invited to:
A unique, colourful and fun-filled launch of...

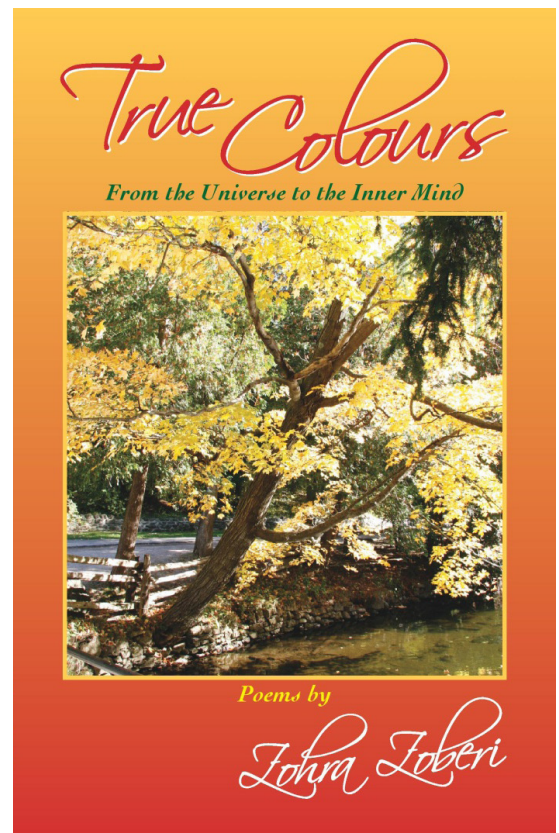
Dramatic presentation of poetry by artists/poets from various ethnic backgrounds

Date: Sunday, July 15, 2012
Guest Reception and registration: 3:00 pm
Program begins 3:30 pm sharp
Book signing: 4:30 pm

Location: The Living Arts Centre
Bank of Montreal Room
4141 Living Arts Drive,
Mississauga, Ontario L5B 4B8
Free underground parking

Hosted by:
Bridging the Gap Productions
(Enlightenment through Entertainment)
and ... Dr. Mujeeb H. Zoberi

Refreshments on the house



Upcoming Events

Rachel Hartman, Kelley Armstrong - I Haven't Read The Book Club

July 19, 2012 from 6:30pm to 8:00pm
Toronto Public Library, Northern District
First Floor Program Room
40 Orchard View Blvd
Toronto, Ontario
Canada

Want to swap dragon-slaying tips with your literary heroes? Rachel Harman, will discuss her eagerly awaited debut novel Seraphina (Doubleday Canada) with Kelley Armstrong, and conduct a short writing exercise for teenage wordsmiths, at the I Haven't Read The Book Club.

One Book One Markham Launch with Author Vincent Lam

July 14, 2012
Thornhill Community Centre
7755 Bayview Ave
Toronto, ON

Timeline:
11:00am - 12:30pm Award-winning author Vincent Lam - reading, Q&A, book signing
12:30pm - 3:00pm Awesome children's activities (face-painting, crafts, and a special storytime)
1:00pm - 3:00pm Live action-packed performances including: Lion Dance and Martial Arts, Classical Indian Dance, YorkSlam Spoken Word, Classical Chinese Dance

Book Review

The Priest and His Karma

A novel by Ben Antao

Review by Jaime Polychrones, USA

Set in the 1960s, *The Priest and His Karma* is a thrilling novel that takes readers on an adventure they will never forget as Heaven and Hell battle for the soul of a priest named Sebastian Lobo.

Clouded by a fog of confusion, anger, despair, regret, and depression, Sebastian finds himself under attack by a host of fallen angels who want nothing more than to drive him away from his flock. Just as had been the case with his predecessors before him, the demons are successful and celebrate what they assume is a great victory.

Ten years later Sebastian finds himself living under a new identity in Panjim, Goa. Working as a newspaper reporter, he has successfully hidden who he used to be. Those around him have no idea that he used to be a priest, but he finds it impossible to hide the truth.

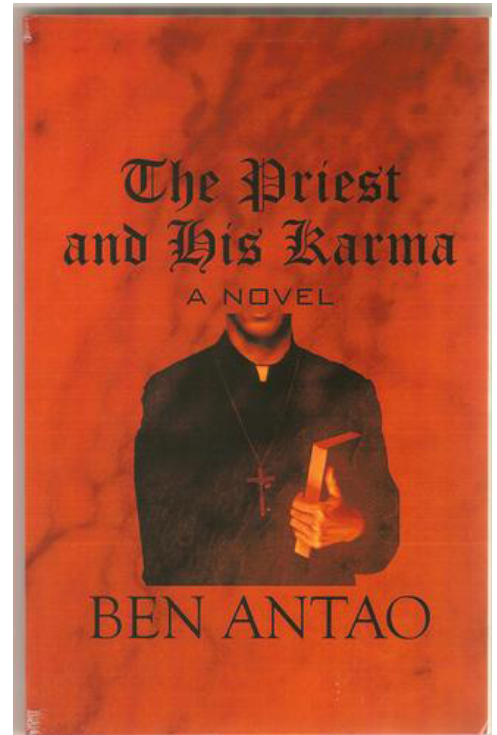
As a moth to the flame, Sebastian finds himself drawn back to Goa.

Laugh Out Loud

Book Hangover:



Inability to start a new book because you're still living in the last book's world.



An overwhelming desire to experience the sacrament of

confession and to feel the healing touch of God's Holy Spirit comes over him.

But as he settles into the confessional and begins his journey toward retribution, he discovers with horror that the priest on the other side of the wall knows exactly who he is and what he has done. Unwilling to forgive past trespasses, the priest refuses to give Sebastian the sacrament, leaving him discouraged and struggling to find peace he so desperately needs.

Sebastian soon finds himself on a whirlwind journey across the globe with stops in Bombay, Montreal, Toronto, and finally back to Goa. He is hunted day and night by God and Lucifer, one who wants to restore salvation and the priesthood and the other who wants to damn his soul for all eternity.

Sebastian struggles to see justice prevail and is forced to confront former adversaries, his past, and his future.

June/2012

Published by PublishAmerica of Baltimore (2009), the novel is available from Amazon.ca.

How to Make Your eBook More Valuable and Increase Your Business

You may already have an eBook out in Kindle, PDF, or another format. You may not know that when you include certain final touches to your ebook, you add additional value. Value that widens your reach and increases your regular business sales.

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Use a picture on the left side or right side. Tell something about yourself. Include your name or business brand here to get more visibility. Here's where your reader can know you and trust you. Include your URL to your subscription page for extra opt-ins.

4. Table of Contents.

Includes your introduction, but probably not a foreword as you would in a print book.

5. Introduction.

Make it less than one page like a mini sales letter. Give reasons for the reader to finish reading your ebook.

6. 3-5 Chapter Titles.

These should brand your work. Include links within the chapters to other products you sell – even affiliates.

7. Screen Shots and Graphics.

You can use a service like Snagit. Place these on the right or left side of your pages. You can copy and paste them in. Pictures add value and make your book more interesting and readable.

8. "Pull Quotes"

Text you want to emphasize, usually in a larger font in a box.

9. End Remarks.

Here's a chance to review the benefits to your

If you want your book profiled in an issue of Say WEN, just submit a book review and a copy of your book to WEN, c/o Nathan Medcalf. Submit your 200-to 300-word manuscript.

new readers. You can include these at the end of your chapters and at the end of the ebook.

10. Resources and Resource Page.

Give short write-ups for these you already mentioned within the ebook and include links to purchase them.

11. Final Page.

List and describe other ways you can help your audience that include audios, coaching, seminars and other more expensive programs in your sales/marketing funnel.

Book Coach Judy Cullins helps you transform your book idea into a helpful, entertaining, and engaging book. Now you can get far more visibility and credibility for your business. Author of 13 business books include "How to Write your eBook or Other Short Book-Fast!" and "LinkedIn Marketing: 8 Best Tactics to Build Book and Business Sales."

Free weekly tips at <http://bookcoaching.com/help-writing-a-book.php>

Shopping for an Editor?

Here are some important things I considered when I was in the hunt for a new freelance editor:

- 1) Arrange for a free sample edit: Send 750 - 1,000 words for them to work on at no cost for a peek at their editorial style.
- 2) Ask for references: Don't be too intimidated to request an editor's references. It's worth it. And unless you're asking the editor's mother, most people will be honest with their opinions.
- 3) Check their cost flexibility: Will they charge the actual number of billable hours worked or a pre-approved flat rate, whichever winds up less?
- 4) Get an itemized list of services: How many rounds of edits will your editor agree to do within your budget? Can they also include a proofread or jacket copy?
- 5) Is an Installment Plan available? A must for writers!
- 6) Ask to see an agreement beforehand: They're usually simple in nature but help protect you before you're committed.
- 7) Support: A great editor should be available to answer questions or address concerns during the process (or even still offer feedback after the job is complete, within a reasonable time frame).

Simple stuff, right? Editors need writers as much as writers need editors so, like with any partnership, choose wisely.



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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: August 25.

Newsletter editor: Nathan Medcalf
Contact: nathan_medcalf@hotmail.com

Advertising orders are submitted to the Newsletter Editor. Payments for ads are due within 30 days of publication, and can be submitted to the Treasurer. Payments may be made at a breakfast networking event, or can be sent by mail to:

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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.

WEN!
Writers & Editors Network