

Say WEN

October 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)
9 am-11:30 am

Advance registration is required. 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.

October 20: Dennis Topp

Dennis is now semi-retired after practising law for 25 years, and consulting for the City of Toronto for 16 years. These days he works on contract for the City of Toronto, Municipal Licencing and Standards Department, as the City Wide Chairman of Property Standards, adjudicating appeals, settling disagreements between the City and its property owners, and overseeing the activities of the sixteen adjudicators.

He developed his literary creativity by planning and writing new legal documents, such as an entirely new form of franchise contract and a new form of family trust document. He has successfully obtained literary and artistic copy-rights both for clients and for his own three published books.

For fun, when he has time and he is not riding his bicycle around town, he writes poems and short stories, preferring the humorous and the ironic.

November 17: Kathleen Hicks

Kathleen A. Hicks started her writing career in 1962. Since her debut in this field, she has had over 800 items published and nine historical books. Between 1972 and 1977, she was an editorial columnist with the Mississauga News. She has been published in numerous other papers and magazines, including the Toronto Telegram, Toronto Star, Etobicoke Guardian, Today's Seniors, Friends & Neighbors Today, and Mature Lifestyles Magazine. She has done over 1,000 interviews, many of which were cover stories, such as Christopher Plummer, Anne Murray, Pierre Berton, Paul Anka, Al Waxman, and former Lieutenant Governor of Ontario, Hilary Weston.

For later dates, click [here](#).

*Newsletter focus: Training**November's focus: Fiction*

Letter from the President

The WEN Board of Directors and Board Members have worked diligently and have approved the new WEN Constitution. Please find attached the final copy of the WEN Constitution for your perusal and consideration. This constitution has been through several revisions since basically 2007.

The Constitution reflects the current organizational structure of WEN. It is clearer and better organized and addresses all Board Members positions which were previously not mentioned in our current Constitution.

Come out to vote on your New Constitution.

The Board has also approved an anthology and guidelines will follow shortly.

Our October speaker Dennis Topp will speak about protecting and passing on copyrights and other intellectual property rights.

Hope to see you then.

Maria Marchelletta
President, WEN

Organizational News

WEN Writer's Circle *Book reviews with exercises*



WHEN: Saturday, November 3, 2012, from 9-11 am

WHERE: Lorne Park Library 1474 Truscott Dr. at Lorne Park Rd.
Mississauga, Ontario (south of QEW and north of Lakeshore Rd. W.)

COST: WEN members are \$10; non-members are \$15. (Payment at door.)

FACILITATOR: Ben Antao. Please RSVP Ben if attending at ben.antao@rogers.com or 905-615-4845.

Send your fiction to **Nathan Medcalf** for a chance to be announced the winner of the Say WEN fiction contest, and have your fiction published in the November issue of Say WEN.

Entry must be a maximum of 1,000 words, and be received by October 25.

Member News



WEN Member Launches Latest Book in Burlington

Ian Elliot, owner of A Different Drummer Books in Burlington hosted the launch of Jennifer Maruno's latest novel for children *Cherry Blossom Winter*, Dundurn Press.

Cherry Blossom Winter is the sequel story to *When the Cherry Blossoms Fell*, the story of nine-year-old Michiko, interned during World War II.



WEN member tours west

October is shaping up to be a very busy month, (after an equally busy summer) for Bianca Lakoseljac's new novel, *Summer of the Dancing Bear*, Guernica Editions, June, 2012.

Here is a list of book signings at various Chapters/Indigo locations:

October 13, 1-4 pm, Chapters/Indigo, New Fairview Mall, Geneva, St. Catharines, Ontario.

October 14, 12-4 pm, Chapters/Indigo Runnymede St, 2225 Bloor St. W., Toronto.



From October 19 to 28, Bianca will be visiting Alberta, and has the following book signings scheduled:

October 19, 2-5pm, Indigo Crossiron Mills, Unit 346, 261055 Crossiron Blvd., Calgary

October 20, 1-4 pm, Chapters Chinook Centre, 6455 Macleod Trail, Calgary

October 21, 1-4 pm, Chapters Crowfoot, 66 Crowfoot Terrace, Calgary

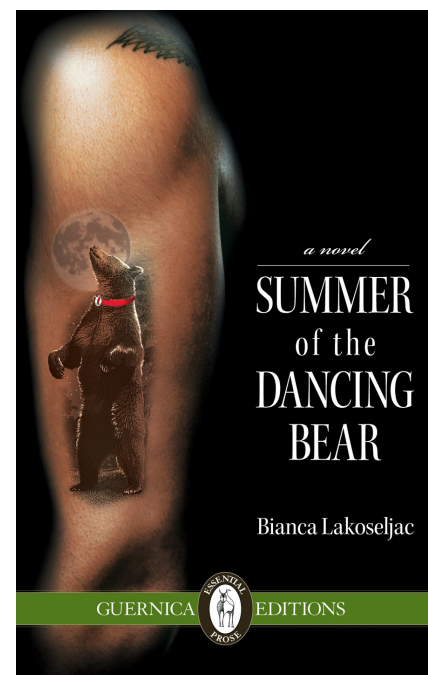
October 23, 1-4 pm, Chapters Edmonton Mall, Edmonton

October 24, 1-4 pm, Chapters Westside, 9952 170th St., Edmonton

October 25, 1-4 pm, Chapters, 5250 - 22nd Street, Unit #10, Red Deer

October 27, 2-4 pm, Indigospirit, Cascade Plaza, 317 Banff Avenue, Banff

All events are free of charge, and everyone is welcome!



Measuring Success

Here in North America, one of the first questions you're asked when you first meet someone is "What do you do for a living?" And, because success is too often equated with money, status, and possessions, the rest of the conversation (and ensuing relationship) could very well hinge on your answer.



For authors, success should be measured by accomplishments, not by book sales. I've had many people (writers and non-writers alike) call me a success simply because I wrote a book and had it published. People seem astounded, without even knowing any sales figures.

And, now I've written a second. Amazing!

So for all you writers out there, the next time you are disappointed at lagging sales, be proud that you were committed enough to see such an enormous project straight through to the end. I know it's not easy. And I can attest to the fact that many people admire your efforts as well.

Come to think of it, the only ones who consider low book sales as a sign of failure are the traditional publishers. So self-publish away and hold your head high!

You're already a success. Believe it.

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Upcoming Events

Going It Alone: Adventures in Self-Publishing

Join Cory Silverberg, Bill Freeman, Christine Cowley, and Vivek Shraya for a lively conversation about self-publishing. They'll tell you about Kickstarter, how to decide if self-publishing is for you, and where they think the industry is going. Discussion followed by Q&A.

WHEN: October 17, 6:30 pm

This free event is presented by: Toronto Public Library. For more information, contact Muriel at 416-395-5639 or cllispamfilter@torontopubliclibrary.ca

WHERE: Lillian H. Smith Library, 239 College St., Toronto

<http://www.torontopubliclibrary.ca/detail.jsp?Em=1&Entt=RDM117637&R=117637>

Write better by taking the seminar: the Secrets of Syntax

We've all flipped a sentence around, or dismantled it and then recombined it, only to discover better clarity, emphasis, or flow. Why does that happen, and how can we become more adept at manipulating word order – or syntax – to improve prose? This seminar looks at syntax from various angles, including how to shape it for different documents and readers. Topics covered include subordination and coordination, periodic versus cumulative sentences, proximity of subject and verb, echo words, and special techniques such as ellipsis and isolation.

The Editors' Association of Canada Hamilton-Halton twig presents The Secrets of Syntax.

WHEN: Monday, November 5, 9:30 am - 4:30 pm

WHERE: Bay Area Learning Centre, 860 Harrington Crt., Burlington ([map](#))

COST: \$210 members, \$240 non-members (HST extra). Lunch will be provided.

Early Registration (before October 29): \$180 members, \$210 non-members (HST extra). Register [here](#).

Instructor Frances Peck has taught for the University of Ottawa, Douglas College, and Simon Fraser University. Her publications include the Canadian edition of The St. Martin's Workbook, a grammar exercise book; the popular HyperGrammar website, which she co-authored; and Peck's English Pointers, an e-book of her columns for the journal Language Update. Frances lives in Vancouver and is a partner with West Coast Editorial Associates.

Book Review

The Sentimentalists

Authored by Johanna Skibsrud

Published by Douglas & McIntyre

Book review by Isobel Raven

It takes time to read this book. Time to unravel the long, convoluted sentences. Time to look back for an early reference to a name or an event. Time to piece together a coherent timeline, if that's important to you.

It's a small book, and every conversation, description, and seeming digression is there for a reason. If at times the book seems chaotic, Skibsrud intended it to. If there is unfathomable introspection, it is because the author, a poet, tries to word the ineffable. Often, she comes very close.

If you feel as you read that you're in an underwater chamber where images are dim and sounds vastly distorted, that's the author's intention too. The unifying metaphor of the story is Casablanca, a small Canadian settlement submerged in 1959 by the waters of the St. Lawrence Seaway. It stands for loss and sorrow, for time and memory, for the hidden levels of consciousness, and the undercurrents of lives. And for home.

The book is a mystery story, and the mystery is never solved. Never solved, because it is a true story, and the truth has been lost as if it had never happened. But the author's struggle to learn the facts of her father's war experience, the meaning of his wanderings and failures, and her finding a resolution in spite of loss and isolation make *The Sentimentalists* a book that stays with you, a book that you'll pick up again, a keeper.

Send a book review of your book to nathan_medcalf@hotmail.com.

How to Overcome Writers Block with Snake Dancing

Writer's block! Even columnist and author Dave Berry has it. He admits that at least 30 times a day when writing his humor column, he gets up from his computer to sip his Pepsi to divert his attention when he can't think of what to write. One day when he reached for the cola, he instead found a coiled snake. He tried barbecue tongs to carry it away, but when it landed in his pool he kept the dance going trying to catch the thing.

As a writer you may think you are blocked because you believe your book or whatever you are writing won't be significant enough, or since you aren't famous, your book won't sell. Or, like Dave, you can't think of something great to say.

What is Writer's Block?

To me, it's just that I'm distracted and don't seem organized enough with what's important to write for my particular audience. It's a signal that my brain won't focus temporarily. Like Dave Berry, I need a break.

To some of you, it's like stepping off a cliff and plunging into the abyss. You don't have all the answers to start, so it becomes overwhelming to even put words to paper.

I am an author/writer/poet
who just completed a
script/manual/book, and
am looking for an editor.
Contact me at awp@smb.com.

Don't forget to submit your classifieds
to Say WEN. This is a free service
for all WEN members.

Why do we have Writer's Block?

1) We have too many ideas and choices.

We shoot buck shot instead of staying laser focused. Remember men, who focus on one thing at a time? And women, who multitask their whole lives? Here's one time the men have it right! We need to focus on one thing at a time (hard for many of us crazy ones).

Writers' Block Tip: write down 3-4 topics you are passionate about. Take some deep breaths for a minute or two to let the #1 come forth. Write on one book or topic primarily and just put new ideas into your "Future Writing" folder. Stay with your #1 book until you finish it. When we don't finish a project, we feel guilty – and hence more stuck! When you finish your writing project, you feel new confidence, energized, and ready for more.

2) We get stuck in our fear.

Maybe you've heard this acronym? FEAR = "False Evidence Appearing Real." I took this to heart in the late 80's and decided to take action instead of staying stuck. I wrote several short business books that included "Small Business Marketing" and "The San Diego Networking Directory." Along with my seminars, these books sold well.

Our performance anxiety and fear of judgment keeps us from taking that next step. However, we can get direction and skills from a how-to books on book writing, a qualified book coach, or on online groups that focus on helping authors write and sell books. That is, if we are willing.

3) We usually just start writing.

We don't have enough information to move forward to write a clear, compelling book. Perhaps we aren't sure of how to publish our book. Or, we don't know how to put a chapter together. Book writing information is easily available on the

Internet. Do a Google search on "book coaching" and find helpful resources.

4) It seems an enormous task of time and money.

What most emerging authors don't realize is that they don't have to write the "end all, be all" book. It doesn't need to fit the old model of 250+ pages. Your readers today prefer shorter, to the point, books aimed specifically at them. Yes, you can widen your marketing net later, but when you narrow your focus and choose one focus such as solving one problem for one particular audience, your book writing and marketing will be so much easier. And, you'll sell more books too.

How to Get Unstuck

1) Warm up!

Writers need to relax, get into alpha state each time before they write. So take deep belly breaths for 1-2 minutes first. Or, hand write something before you commit it to your computer. Or, write a few lines on just anything, so you see print on the screen.

2) Got the blank page blues? Write a little the day before.

Then, you have a partial page to hook new related information onto. I wrote this article in two sittings because I didn't like my first introduction.

3) Switch tasks, but honor a time set aside for writing each day.

If you are stuck in #1 book project, add re-search stories, or how to's to the #2 book. If stuck on one chapter, start or work on another one. I recommend not writing chapter one first. Instead, choose the easiest one, the one you know almost by heart. When you finish one chapter fast, you will be confident to write the following ones that you see as a challenge.

4) Organize your book, both on your computer and in paper folders.

Since you will have many parts to your book,

make separate folders so you retrieve your good work fast. We can waste a lot of time looking for files (about 160 hours a year). In that time, you could write another book or 100 blog articles.

To your book folder, add files such as...

The introduction

Chapter One and the rest

Table of Contents with Chapter Titles

Your Nine "Hot Selling Points." (pre-marketing strategies)

5) Start a promotion/marketing folder.

Name one folder "traditional" and another one "online." Start adding files of promotion information as it comes to you. It may be this article. I advise you include a file with a 5-10 bullet list of your book's benefits, not features. This is one of the pre-marketing skills that many authors overlook. You need to write out a letter to your primary audience. Put a model of them by your computer. And write for them!

Then, when your book is almost finished, you'll have your promotion foundation ready to hit the ground running for fast, continuous sales that keep your cash flow going.

6) Love your topic.

When you have passion for your book, you won't have many blocks. You'll be excited to sit down and spend special time each week on it.

Remember, a page a day yields 365 pages a year. If you write shorter books of 50-100 pages, that's at least 3 books a year! And you can finish one in less than two months.

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 e-Book or Other Short Book-Fast!," and "LinkedIn Marketing: 8 Best Tactics to Build Book and Business Sales."

Get fresh, useful free weekly publications on book writing, self-publishing, and online marketing at <http://www.bookcoaching.com/help-writing-a-book.php>

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.

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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: September 25.
Next theme: Training

Newsletter editor: Nathan Medcalf
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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.

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