

# WRITERS' WIRE

The newsletter for women writers  
in the know.



## WOMEN WHO WRITE, INC.

ENCOURAGING, SUPPORTING AND EDUCATING  
WOMEN WHO ASPIRE TO WRITE

April 2011

Spring is when life's alive in everything.

Christina Rossetti

E-mail: [info@womenwhowrite.com](mailto:info@womenwhowrite.com)

Mail: P.O. Box 6167  
Louisville, KY 40206-0167

On the Web: [www.womenwhowrite.com](http://www.womenwhowrite.com)

Phone: 502-541-4670

## How to Sell Your Book

by Deanna O'Daniel

*Hello, all!*

First, a big thanks to all of you who have given me support in my endeavor, especially those who have attended my book signings or have purchased books.

My book sales have been going very well. I have completed my second printing and have sold most of the copies or placed them in bookstores.

That said, here are the major things I've learned in the course of getting *Kiss Your Elbow* to market:

- Have copies of your book with you wherever you go, and talk about it with everyone you meet. They may be interested in a purchase or be able to give you a lead.
- Take your book to bookstores yourself, and talk to the manager. Independent stores, in particular, will let you sell your book on consignment. And that personal contact can make all the difference in getting your book on the shelf.
- While you're there, ask store managers to host a signing. Most of them will jump at the chance. An event like a local author book signing gets people in the door – a prime goal of booksellers!

- Call or email all your friends and give them the great news. They've been following you through the process, just waiting for the first chance to buy your book. I was amazed at the number of people who told me so at my Carmichael's signing.
- Tell your neighbors about your book, especially if you belong to a neighborhood watch or social group. Tell people at your church and any clubs or classes of which you're a part. Ask about placing announcements in newsletters to build general interest.
- Contact any group that may have special interest in your book. For example, since *Kiss Your Elbow* is a historical book, I contacted Locust Grove and Farmington historic houses. And because it's about Hikes Point and Buechel, I contacted those Optimists Clubs.

[Continued on next page]



Women Who Write, Inc. was co-founded in 1992 by Carridder "Rita" Jones, a Louisville, KY playwright, author, and historian. Our mission is to encourage, support, and educate all women who aspire to write. We are a 501(c)(3) nonprofit organization, and we will gladly accept your tax-deductible donations. Contact information above and on back page.

## [How to Sell Your Book, continued]

- Have cards printed showing the cover of your book and give them to anyone who says they're interested but don't have the money with them. Ask them to help you pass the word. Publishing a book excites most people, because almost everybody wants to publish their own book.
- Ask a friend to host a book signing party. Volunteer to share the expense. Invite people who may not have heard about your book otherwise. You may even want to serve wine and simple snacks – make it a celebration!
- Call your local weekly alternative newspaper (in Louisville, it's the *Louisville Eccentric Observer*, fondly known as LEO) and see if you can get a book review. Local weeklies are usually free to readers, and they're a great way to get the word around.
- Be willing to give copies away free to managers of bookstores and gift shops. One clerk read the copy of *Kiss Your Elbow* I had left for the manager, and she bought five books for friends who had moved out of town. Sometimes "freebies" net a surprise bonus!
- Last – and probably most important – have faith. Something strong inside you made you write your book. Trust that something will also help you get it sold.

And always keep some books on hand. Random offers for book signings really do happen! Just keep talking – you'll see.

Marketing your book is a great adventure. Flow with it – it will introduce you to wonderful people and situations. Good luck!

Deanna O'Daniel is a member of Women Who Write and the author of *Kiss Your Elbow*, a memoir about growing up in Kentucky.

## Members in the News

Peggy DeKay's book is headed for the press! Check out these events to find out more and get on the road to publishing your own work:

- ***Self Publishing for Virgins, the first time author's guide to self publishing using Createspace and print-on-demand (POD) technology.*** Check with Peggy for publication date.
- **April 6, 7 p.m.** – Self-publishing overview at New Albany-Floyd County Library. **FREE.**
- **April 12-May 3 (four sessions), 6:30-8:30 p.m.** – Workshop on self-publishing at the University of Louisville [Shelby Campus](#). **Course # 119LPL** – [Register for How To Self-Publish Your Book](#). **Cost:** \$79, plus \$16 materials fee due to the instructor the first night of class.
- **May 10 and June 9** – Book signing at Joseph-Beth Booksellers, Lexington. Details next month.

If you've been published, reviewed, scheduled a reading – if you have *any* noteworthy news about your work – let us know! We want to spread the excitement.

E-mail [info@womenwhowrite.com](mailto:info@womenwhowrite.com) or call the editor at 502-905-3925.



## Editor's Note



When I was a kid (through at least last week), my favorite bit of spring-related poetry was, "Spring has sprung/Fall has fell/Winter is here/And it's colder than ..."

Oh, wait. Never mind. (And I use the term "poetry" loosely. *Very* loosely. But you knew that.)

It is my favorite season, though – full of promise, hope, bright ideas, and brilliant plans to bring those ideas to life.

Spring is when I talk to my dad. He passed away in May 2008 – but he was all about growing tomatoes. This is the time of year when I dig deep in the dirt of my yard and decide which tomatoes go where. Dirt under the fingernails: one of the first sure signs of spring.

The spring he died, Daddy told at least three relatives to remind me to plant no more than four tomatoes. I chose to interpret his advice as "no more than four *varieties*." Daddy probably had a great summer leaning over the Pearly Gates, watching and snickering at the mad efforts of his daughter and granddaughter to keep up with the canning.

This year, however you count them, there will be *only* four tomatoes – one good beefsteak, one hearty Roma, one striped variety, and one because it's interesting. I'll look for an heirloom variety, because preserving what went before is vital in our family. (Cherry tomatoes don't count as one of the four. They're a given.) Still, in the hours I park my stool in the garden and plant or weed or harvest, I'll talk (and argue) with Dad – about the merits of this or that tomato, the temperamental nature of English peas, and about how much we miss him.

One of my favorite actors, Helen Hayes, is quoted as saying, "All through the long winter, I dream of my garden. On the first day of spring, I dig my fingers deep into the soft earth. I can feel its energy, and my spirits soar." I know the feeling. My daughter and I get through the last long bit of winter on the strength of the promises in our seed catalogs.

But this is a *writers'* newsletter, not a gardeners' newsletter. What's this all about, then?

It's this: All through our careers, we encounter winter. Sometimes the dreary weather sucks the life out of our motivation. Other times, it's a winter of imagination – what the unimaginative call "writer's block."

Well, my answer to winter – literal or figurative – is this: ***Spring is coming. Pull up your socks and get to it!***

The way to get through winter is to reach. Reach forward to the promise of warm weather and sprouts in the garden – or back, for a memory that warms you. Put on some layers, get out the seed catalogs, and think warm thoughts.

If your writing is suffering the "winter blues," the remedy is much the same. As Anne Lamott says in *Bird by Bird*, "You're not blocked – you're just empty." Walk away from your desk. Sit in the sunshine – or the bakery, if it's grey out – and listen to people. Eavesdrop shamelessly. Collect ideas and quotes and thoughts and images. Fill your tank.

Back to Dad and the tomatoes: My extended family has debated for three years now what he meant by "no more than four." My daughter and I quickly concluded he meant four plants were the most any one gardener could manage. And as a side note, I'm starting to realize four stories are about my limit, too. Four ideas at various stages of development are all I can handle at any one time. Learning *not* to overload myself is one of this lifetime's greatest challenges.

As I write, it's still winter – wet and chilly and icky. But I can't stay here. I have to reach ahead. This note grew from the soil of one of my best spring memories – with dirt under my fingernails, debating tomatoes with Dad.

Come out with me. Spring will be here any minute – let the sun in and *write something!*

*A little Madness in the Spring  
Is wholesome even for the King.*

Emily Dickinson

*Cynthia C. Canada*

**Ready to take your work to  
market?**

**Your ad goes here!**

To find out how to place your  
advertisement in this space, email  
[info@womenhowrite.com](mailto:info@womenhowrite.com).

---

## Area News for Women Who Write – What's happening in April

---

### Area events:

#### Sunday, April 3

**Louisville** – **Marcia Thornton Jones** will read from and sign her latest mid-grade novels, *Ratfink*, *Champ*, and the "Keyholder" fantasy series. National Center for Family Literacy Conference at the Louisville Exhibition Hall, 5:30-7:30 p.m.

#### Wednesday, April 6

**Georgetown, KY** – **Susan Richards** and **Richard Taylor** will read their works from Larkspur Press. Scott County Arts & Cultural Center, 117 N. Water St., 7 p.m.

#### Thursday, April 7

**Bowling Green, KY** – **Janna McMahan** will speak on "The Modern South: So Much to Consider." Kentucky Live series, Barnes & Noble, 1680 Campbell Lane, 7 p.m.

#### Saturday, April 9

**Barbourville, KY** – **Redbud Writers' Row** on the Union College campus. For event and registration information, e-mail [diana.mills@unionky.edu](mailto:diana.mills@unionky.edu).

**LaGrange, KY** – **Persona Poems Workshop** with **Sheri Wright**. Oldham County Public Library, 2-3:30 p.m. Bring your pen and paper to this **FREE** event.

#### Saturday-Sunday, April 9 & 10

**Berea, KY** – *Master the Art of Workshop Presentation*, hosted by Berea Tourism and the City of Berea. For information, e-mail [patb@newwavecomm.net](mailto:patb@newwavecomm.net).

#### Sunday, April 10

**Frankfort** – **Second Sunday Readings**. Featured readers are **Maureen Morehead**, **Eric Sutherland**, and **Nana Lampton**; open mic follows. Please come ready to share your work. The Coffee Tree Cafe & Poor Richard's Bookstore Music, 235 West Broadway. Music begins at 1 p.m., readings at 3:30 p.m.

**Lexington** – **Kim O'Donnel** signs *The Meat Lover's Meatless Cookbook: Vegetarian Recipes Carnivores Will Devour*. The Morris Book Shop, 2 p.m.

**Lexington** – **Kentucky Playwrights Workshop**. New play readings and critique. 2-5 p.m. \$10 annual dues. For info, e-mail Bill McCann at [ky.playwright@yahoo.com](mailto:ky.playwright@yahoo.com).

#### Monday, April 11

**Georgetown, KY** – **Luncheon with Gray Zeitz and Larkspur Press**. 12 noon; for reservations, call Scott County Arts & Cultural Center at 502-570-8366.

#### Tuesday, April 12

**Lexington** – **Kentucky Great Writers Series** hosted by the Carnegie Center. **Silas House**, **Bianca Spriggs**, and **Lisa J. Parker** read from and sign their recent books. 251 W Second St. Open mic 7 p.m., followed by featured readers at 7:30.

#### Wednesday, April 13

**Owensboro, KY** – **George Ella Lyon** is the keynote speaker at Owensboro Community and Technical College for this semester's **Common Reading program**. Reading and book signing; event is **FREE** and open to the public. To find out more, go to the [Common Reading page](#) at the Website of Owensboro Community & Technical College.

**Louisville** – **Ann B. Ross** will read from and sign her latest novel, *Miss Julia Rocks The Cradle*. Barnes & Noble at The Summit, 7 p.m.

#### Thursday, April 14

**Georgetown** – **Open House with Jim Birchfield and Small Presses of Kentucky**. 7-8:30 p.m. at the Cardome Center.

#### Thursday, April 14

**Crestview Hills, KY** – **Dana Wildsmith** will read her creative work at Thomas More College's annual **Words Celebration**. This event launches the annual campus literary magazine, *Words*, and features award-winning TMC writers and artists. Steigerwald Hall; wine and cheese reception at 6:45 p.m., reading and book signing at 7 p.m. **FREE** and open to the public.

**Louisville** – **Carmichael's Bookstore** hosts National Book Award winner **Jaimy Gordon** with the new paperback edition of her novel, *Lord of Misrule*. 2720 Frankfort Ave., 7 p.m. For information, call 502-896-6950.

[Continued on next page]

[Area events, continued]

#### Thursday-Friday, April 14-15

**Morehead, KY – Aracelis Girmay and Patrick Rosal** at Morehead State University. Reading Thursday, April 14, 7 p.m. in Breck 002; craft talks/workshops beginning at 9:30 a.m. Friday in Radar Hall 222. Presented by the Morehead State Department of English.

#### Sunday, April 17

**Lexington – The Morris Book Shop** hosts Lexington author **Abigail Keam**, signing her second book, *Death by Drowning*. 12 noon. **FREE**.

**Louisville – Poetry Reading and Musical Serenade** with poets **Sonja De Vries** and **Sheri L. Wright** and songsmith **A Girl Named Earl**. The Bards Town, 8 p.m.

**Gravel Switch, KY – Kentucky Writers Day at Historic Penn's Store**, open again after last fall's devastating floods. Enjoy a literary afternoon on the front porch with members of the Elizabeth Madox Roberts Society. 2-3:30 p.m. Map to the store is on the Penn's Store [Website](#).

#### Tuesday, April 19

**Owensboro – Third Tuesday Writers' Coffeehouse** concludes its 15th season with the debut of the 2011 issue of *Open 24 Hours*, the regional literary journal produced by the Brescia Writers Group. Short readings by the new issue's writers and open mic for local writers of comedy, song, poetry, and prose. Woodward's at the RiverPark Center on Daviess Street, just off Second, 7-9:30 p.m. **Free**. For information, call David Bartholomy at 270-686-4203 or e-mail [david.bartholomy@brescia.edu](mailto:david.bartholomy@brescia.edu).

#### Monday, April 25

**Frankfort – Kentucky Writers Day** celebration in the Capitol rotunda. Governor Beshear will appoint **Maureen Morehead** as Kentucky Poet Laureate.

#### Tuesday, April 26

**Lexington – The Carnegie Center** welcomes school safety and digital cultures expert **Doris Settles**, who will discuss and sign her book, *Understanding i-Kids*. 5 p.m.

#### Wednesday, April 28

**Hazard, KY – Evening With Poets**, a reading to celebrate the publication of Hazard Community and Technical College's literary magazine, *Kudzu*. The featured poet is **Glenis Redmond**, a 2005-2006 NC Literary Award recipient and Denny C. Plattner Award winner for Outstanding Poetry from the journal *Appalachian Heritage*. 6:30 p.m.

#### Friday, April 29

**Hazard – Spring Writers Conference**, Hazard Community and Technical College. Featured writers are **Glenis Redmond**, **Derek Nikitas**, and **Gurney Norman**. Sessions begin at 10 a.m. **FREE, with no advance registration**.

To find out more about literary events at HCTC, contact Scott Lucero at 606-487-3200 or 800-246-7521, ext. 73200, or e-mail [Scott.Lucero@kctcs.edu](mailto:Scott.Lucero@kctcs.edu).

#### Saturday, April 30

**Lexington – The Morris Book Shop** welcomes Kentucky's **Maggie Green** as she signs *The Kentucky Fresh Cookbook*. Joining the author will be cover designer **Sara Turner** of **Cricket Press**. 2 p.m. **FREE**.

**Louisville – Carmichael's Bookstore** hosts multi-talented filmmaker and writer **Sonja DeVries** presenting her latest book of poetry, *Planting a Garden in Baghdad*. 4 p.m. Call 502-896-6950 for details.

#### Contest:

##### 8th Annual Screenwriters' Challenge

<http://www.nycmidnight.com/Competitions/SC/Challenge.htm>

Early entry fee (until April 7) \$39 – after April 7, entry fee is \$49. Use code SCRIPTAW for \$5 off your entry fee.

**Top prize is \$1,500.**

**Final entry date is May 12.**

##### Three rounds of competition:

**Round 1 (May 13-21, 2011)** – Writers are given a genre, subject, and character assignment, and have eight days to write an original short screenplay (12 pages max) based on the assignment.

**Round 2 (June 23-26, 2011)** – **125 writers from the first round will advance to the second round.** Writers are assigned a new genre, subject, and character, and have only three days to write an eight-page (maximum) screenplay.

**Round 3 (July 22-23, 2011)** – **25 writers will advance to the third and final round.** These writers receive another genre, subject, and character assignment and have just 24 hours to write a five-page short screenplay.



*Heads up!*

**Our annual retreat at Hopscotch House is  
in June this year instead of in the fall.**

**We'll discuss details at the April 7  
meeting - be sure to be there!**

## **WOMEN WHO WRITE MEETINGS AND MEMBERSHIP**

Our goal is to encourage, support, and educate all women who aspire to write. Our group is diverse and dynamic. Whether you're just starting out, a newly published writer, or in the middle of your career, there's something here for you.

### **Benefits of membership**

Writing critique  
Annual retreat

Free workshops  
Annual anthology

Cookbook contest  
Guest lectures

Public readings  
Annual awards ceremony

### ***Come and grow with us!***

#### **Regular meetings:**

First Thursday each month in the Highlands Branch, Jefferson County Free Public Library, Mid City Mall  
1250 Bardstown Road, Louisville, KY  
6:30 – 8:30 P.M.