

WRITER'S WIRE

The newsletter for women writers in the know.



Women Who Write, Inc.

www.womenhowrite.com

WOMEN WHO WRITE, INC.

ENCOURAGING, SUPPORTING AND
EDUCATING WOMEN WHO ASPIRE TO WRITE

Around the Town for Writers

July 2010

Saturday July 9 –Rudyard Kipling hosts the Green River Writers & Poets Friday night 6:00 PM You are welcome to buy dinner and eat with the GRW.

Saturday July 10 Ohio River Valley Chapter of Sisters in Crime presents Special Event. This month we will have Mr. Tom Owen as our guest speaker discussing historic Louisville crimes. 1:30 PM The Shoppes at Plainview 801 South Hurstbourne Pkwy, Louisville, KY 40222

Mon Jul 26 -- Louisville -- Joel Brouwer & Wendy Rawlings are featured in the Sarabande Reading Series at 21C Museum/Hotel

Wed Jul 28 -- Louisville -- Carmichael's Bookstore hosts author Susan Coventry reading and signing her novel *The Queen's Daughter*. 7:00pm

PROFESSIONAL BLOGGING

BY SAN DEE CRABTREE

Professional blogging can be profitable. My story was one of preparation meeting opportunity. My primary focus for this past year has been to become a “consistently paid writer.” Every activity and decision has been made with that thought in the background. I talked to everyone who would listen and told them that I was becoming a consistently paid writer, and put the idea out there that they could use a writer. I made it a point to find a reason everyone needed a writer in their business or life.

This article is more about getting the blogging jobs than doing the blogging. We are all writers and with some practice anyone can learn to incorporate the client’s keywords into whatever material they require. The problem is getting the opportunity to do the writing. The opportunity comes by thinking like a salesperson. Do things like carrying business cards, and have a thirty second message ready to recite in order to answer the question, “What do you do?” If you can develop one that is novel and brands you, that is even better.

Blogging can pay little or much depending on how prolific you become. The first couple of week’s blogging, I was lucky if I made anything, but soon that changed as I developed a system. When the opportunity of a new client was presented, I made time to listen and ask lots of questions about their business and what they wanted to accomplish. I learned the hard way that much of writing is subjective and clients sometimes don’t really know what they want until they start seeing your blogs and say, “This isn’t it.” A clear definition early on saves much frustration.

Cont'd page 2

Professional Blogging cont'd page 1

Most business writing requires research. It only takes a little practice to become efficient. I was never an outline writer but that changed. I was off the cuff, spill my guts, ponder all over the page, and at some point take all the free writing, and make some sense out of it. That worked for my creative spirit but was time consuming.

It became a necessity for me to be quick. In order to meet the deadlines and maintain any level of sanity, I needed a guideline. My outlining process is not your normal detail but more of a concept and a list. I start with developing a thesis statement or purpose of what I'm about to tell them. Depending on the topic, I often add some history or definition before my basic statement. Then I proceed to list three points about this statement and often include one opposing point. Then I sum up what I just said. When possible I add humor and always provide some educational content. I am also in the music business and as they say, "the show must go on." Deadlines are the "show" and they must be met. Becoming a person that others can depend on, is the most important step, so you too can be a consistently paid writer.

San Dee Crabtree can be reached at blondie.crabtree@gmail.com. Ms Crabtree is a member of Women Who Write.

Names in the News

This month we had our first ever training on how to self publish your book using createspace.com and Word. The training called "Self-Publishing for Virgins™" was authored and led by Peggy Barnes DeKay. The material presented by Ms. DeKay will become the basis for a full day seminar, open to the public. Her book, Self-Publishing for Virgins™ will be released in early October 2010. The book will cover organizing your material, book layout in Word, creating a PDF file and step by step guide to createspace.com. Self-Publishing for Virgins™ will also cover marketing your self-published book.

Each attendee received a comprehensive 51 page handout. A big thanks to all who attended!

Peggy Grimes, Cathy Courson, San Dee Crabtree,
Emily Boone, Cheri Powell and Tammy Fifer,

If you have been published or have received an award or accolade in your writing career please let us know. Send your news to info@womenwhowrite.com

San Dee "Blondie" Crabtree won a free admission to the public, full day workshop on self-publishing which will be held in August 2010, an \$89.95 value. Congratulations San Dee.

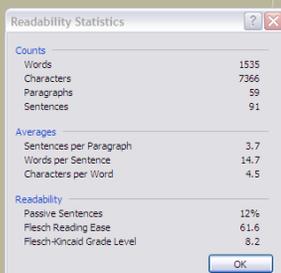


READING LEVEL AND YOUR BOOK ... DOES IT MATTER?

By **Peggy Barnes DeKay**

Have you ever read a biography or a history book and realized that you need a dictionary close by at all times? Books are written at different reading levels. The question is, as a writer, does the reading level matter? Research tells us that it matters a great deal. Believe it or not most books are written on an eighth grade level. This means that the average eighth grader can read and comprehend your material.

Most marketing gurus will tell you to write lower than the eighth grade level to make sure your readers can easily understand your material. How can you know what reading level your book or short story is written on? Turn to your trusty word processor. In Word (2007) you can access an application called the Flesch-Kincaid Grade Test. The Flesch-Kincaid (FK) will test both grade level and reading ease. FK tests your document by applying two algorithms which are derived from two primary statistics called ASW (average number of syllables per word divided by the number of sentences) and ASL (average sentence length i.e.; the number of words divided by the number of sentences). To get the reading level of your document go to the Microsoft Office Button, at the bottom of the dialogue box select *Word Options*, then, from the left panel, select *Proofing*. This will give you a new drop-down menu. In the middle section of the drop-down menu make sure that *Grammar with spelling* and *Show readability statistics* are both checked. Now go to *Review*, select *Spelling & Grammar* and Word will walk you through the spell check. Once spell-check is complete the FK report (see below) will be generated. The closer you are to 100 per cent on readability, the more readable your document.



Readability Statistics	
Counts	
Words	1535
Characters	7366
Paragraphs	59
Sentences	91
Averages	
Sentences per Paragraph	3.7
Words per Sentence	14.7
Characters per Word	4.5
Readability	
Passive Sentences	12%
Flesch Reading Ease	61.6
Flesch-Kincaid Grade Level	8.2

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LETTER FROM THE EDITOR

I sat in the garden this morning, as I do most mornings, thinking about how lucky I am.. When I was a sixth grader I wanted to be a psychiatrist when I grew up. By the tenth grade that longing morphed into wanting to be an explorer. In the blink of an eye I was out of college, and working for a bank. I wanted to be a business owner, “be my own boss.” In two years I was the CEO of my own corporation. I was happy doing it for over a decade. A few dreams and more than one business down the road I find myself writing for a living. What I have discovered is that as a writer I get to be everything I always wanted to be. I am the boss when I write a book. Creative control is up to me and me alone. As a short story writer I get to play amateur psychiatrist to create a viable characters. Being an explorer is the easiest of all. I can travel to distant lands; participate vicariously in adventures great and small, harrowing and harmless. As a writer of political commentary I can play devil’s advocate and as a “how-to” book writer I get to be a teacher, speaker and salesperson, all at once. Sometimes I wonder why I didn’t think of this sooner, but then, life is copy and all good writers need copy!

Peggy Barnes DeKay

MEETINGS AND MEMBERSHIP

Our goal is to encourage, support and educate all women who aspire to write. Our group is diverse and dynamic. If you are beginning your writing journey, a newly published writer, or in the middle of your career, there is something here for you. Membership entitles you to the following benefits: reading critiques, guest lecturers, workshops, writing contests, publication in our annual anthology, participation in public readings, five complimentary copies of our annual anthology (*a \$50.00 retail value*) and participation in our annual weekend retreat.

Come and grow with us!

Meeting Times and Locations

**1st Thursday each month in Highlands Library Branch
Mid City Mall 1250 Bardstown Road
6:30 P.M. – 8:30 P.M.**



Women Who Write, Inc., a nonprofit 501c3 was co-founded in 1992 by Carridder "Rita" Jones, a playwright, author and historian.

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