

SASP

NEWS

February 2017

Spokane Authors and Self-Publishers
P. O. Box 18573
Spokane, WA 99228-0573

Happy
Valentine's
Day

Spokane Authors and Self-Publishers (SASP) began in 1998 when *Chuck O’Conner, Elmer Freeman, Joe Meiners, and Dan Vollmer*, Spokane area authors formed a club in order to share their knowledge and experience with those interested in writing and alternative ways of publishing. Today, SASP is a large non-profit organization dedicated to anyone with interests in any aspect of writing and art. Members now include aspiring (and successful) authors, poets, journalists, illustrators, editors, publishers, printers, writing instructors, and many others. Monthly luncheon meetings provide inspiration and education by way of knowledgeable and entertaining guest speakers, and the cheerful camaraderie of people sharing common interests and goals. Membership is open to all who love writing, art, and interesting people.

Spokane Authors and Self-Publishers meets the first Thursday of each month at **Golden Corral**, 7117 N. Division Street, in Spokane

Presentations begin at **2:30 pm**. The room opens at **2:00 pm** so members and guests can dine, visit, join, pay dues, browse, and perhaps buy each other’s books. After short break, members and guests relate their accomplishments, mention upcoming activities, and we draw for door prizes.

Members and guests are requested to buy lunch upon entering the establishment, and to leave an appropriate tip for the waiter/waitress.

Members need to be present to win door prizes.

(Schedule variations will be posted on the SASP website, www.spokaneauthors.org, and current members notified via e-mail or telephone.)

Membership benefits include listing on the SASP website, www.spokaneauthors.org. Many members provide short biographies and links to external personal websites, creating more marketing exposure. Current members may list and describe their published works on the SASP website and offer their work for sale at meetings. (Be sure to visit the “links” page on our web-site. It will connect you to many interesting on-line locations, including those of many SASP members.)

Guest speakers at our monthly meetings inform, inspire, and entertain members and guests with a variety of topics, all designed to provide knowledge pertinent to writing and publishing.

SASP members are encouraged to purchase or trade completed works of and with fellow members. They are also encouraged to donate examples of their work for use as door prizes. Those who win other members’ works are expected to provide a review of that work.

Note:

SASP no longer transports name tags and display books to and from our meetings. Please take your name tag with you. It is yours to keep and maintain. Please take any books you have provided for display with SASP. We will provide space and stands for you to display your books, but you must bring them for each meeting.

2016 Officers:

- | | |
|--------------------|--|
| President: | Esther Hildahl
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| (509) 489-2136 | |
| Vice-President: | Sue Eller
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| (509) 499-2012 | |
| Secretary: | |
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| Treasurer: | Kate Poitevin
kate@murphyscorner.com |
| (509) 326-3434 | |
| Public-Relations: | Beth Camp
bluebethley@yahoo.com |
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Advisory Board:

- | | |
|----------------|--|
| Member: | James Parry
parry9922@q.com |
| (509) 325-9922 | |
| Member: | Bob Weldin
minersquest@comcast.net |
| (509) 327-2897 | |
| Member: | Chuck Lehman
cmlehman2@yahoo.com |
| (509) 299-7802 | |

“Like” the SASP Facebook Page:

www.facebook.com/pages/Spokane-Authors-Self-Publishers/1640079982945679

“join” the SASP Facebook Group:

<https://www.facebook.com/groups/1646364128981815/>

OUR NEXT MEETING!

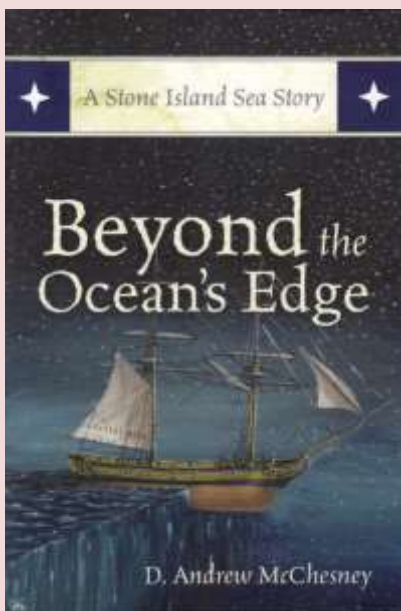
Please join us on **Thursday, February 2, 2017 at 2:30 pm**, at the **Golden Corral, 7117 N. Division**. (The room opens at **2 pm** to allow for dining and mingling prior to the start of the meeting.)

SASP member **David McChesney** will talk about the **“Basics of Book Marketing.”** He’ll discuss pricing, distribution, trade discounts, wholesale cost and authors’ royalties.

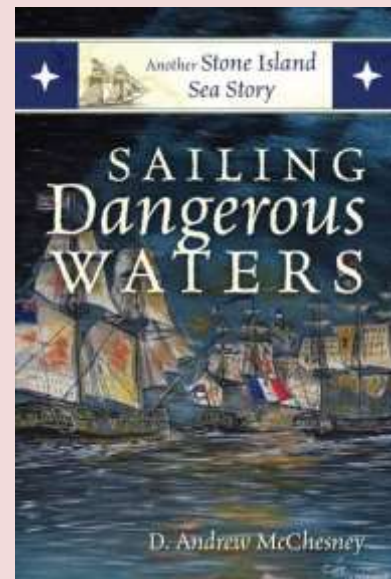
Writing as D. Andrew McChesney, he is the author of two Age of Sail/Naval Adventure stories with a Science Fiction touch in them. Additional stories are in work.



Beyond the Ocean's Edge: A Stone Island Sea Story details a voyage to find a long lost, legendary island. When found, Edward Pierce and his crew discover that the island exists in a different world.



Sailing Dangerous Waters: Another Stone Island Sea Story relates the struggles faced by Pierce and the crew of HMS *Island Expedition* in attempting to return to the world they call home.



Ten Minute Discussion:
“How To Use Goodreads For Marketing?”

FROM OUR PRESIDENT



A special thank you to all of you who took the time to answer the survey in last month's newsletter. I learned the following:

1. Half of you listed your books on Amazon by yourself. The other half had their publisher or printer, such as our own SASP member

Russ Davis of Gray Dog Press, put their books on Amazon by way of CreateSpace.

2. Most of you felt that you had a paperless contract since CreateSpace's website explains step by step what is happening as they prepare your books to be listed on Amazon. However, two of you were unsure if you had a contract, and one of you felt you had no contract at all.

3. For most of you, CreateSpace supplies the books to Amazon as needed. Others did not send books to Amazon, but had them listed on Amazon by the author to be sent out when sold.

4. For most of you, when a book is sold on Amazon, CreateSpace prints up the book and sends it out for you. But others send their own books out to the buyer after being notified by email from Amazon that a book has been sold.

5. Ways to know when you have sold a book on Amazon: from the "dashboard" on CreateSpace and/or Amazon's KDP (Kindle) site; money for sale of your book(s) is deposited in your bank account; you choose to have Amazon send you a check when your book sales add up to \$100; or from weekly updates on Amazon's Author Central. Other ways from other sources that you are associated with in selling your book(s): a royalty check; a bank statement; an email.

6. Most of you felt that you were paid for all the books you sold on Amazon. You were satisfied with the amount you received, and you understood how Amazon arrived at the amount they paid you. However, three of you feel you haven't been paid yet for books sold, and two of you weren't exactly sure how they arrived at the amount they paid you.

7. Comments: CreateSpace--you don't have to do any work once it is set up; happy with all that Amazon has to offer; process seems simple enough, but question the sales information; good experience dealing with Amazon; if someone reads your book on KOLL (Kindle Owner's Lending Library), Kindle Unlimited (Read for free), or Prime (means shipping is free), you are paid for number of pages read; CreateSpace is the most common way to get your book(s) on Amazon and it's free.

Food for thought: our fellow member Bob Weldin did a little extra homework. He called Amazon and found out that the Kindle store has over 800,000 books for sale at the present time and is growing every day. He then called several brick-and-mortar stores and found that the average in-store supply to be around 150,000. Hmm, very interesting. Thanks, Bob.

Happy writing!

Esther

FROM THE EDITOR/WEB-MASTER



Several years ago, back when we were still meeting at that retirement home in the Valley, someone asked if "self-published authors ever make any money?" It seemed that a lot of answers and explanations didn't jibe with what I had come to understand about the basics of book marketing and selling. Over the years I've tried to compact what I know, or think I know about the subject into a presentation that would make sense to everybody. With the recent ongoing dialogue about selling books on Amazon (and elsewhere) I thought it was high time to share my understanding of "The Basics of Book Marketing."

I hope to see all of you on Thursday, February 2nd.

Don McW

FROM OUR PUBLIC RELATIONS DIRECTOR



Beth and Allen are currently travelling. She has been doing her SASP PR duties via the internet. This month, I will attempt to fill in and offer a bit of writing advice.

As writers we are bombarded with rules. At the same time we are told that it is okay to disregard them, especially if we understand them in the first place.

One rule that is mentioned a lot is to avoid the use of adverbs. My thought on the subject is if adverbs exist and are one of the parts of speech, why shouldn't we use them?

Perhaps what is really meant is to use them judiciously. Too much of any one thing can be bad.

Dave

SASP member and Spokane author Beth Camp writes historical fiction and blogs from time to time at

<http://bethandwriting.blogspot.com>

She currently serves as SASP's public relations person.

Visit [Beth's Amazon Author Page](#)

Audiobook now available for *Standing Stones!*

Scottish proverb: "Bend, don't break."

Have a writing tip? Why not send it to daveeva@comcast.net for inclusion in a future edition of SASP NEWS.

JANUARY's MEETING



Spokane Authors and Self-Publishers began the New Year with an exciting presentation by Rita Seedorf and Margaret Verhoef, co-authors of *Letters from Brackham Wood* and *Letters from a Wary Watcher*. These historical fiction works are written in the form of letters between two individuals, with each author writing as one of the characters. Rita and Margaret told of how the idea and format came about and how they developed the flow required to complete the books.

In addition to an informative presentation, our guest speakers also joined and are now members of Spokane Authors and Self-Publishers. Attending as guests were Linda Reynolds and one-time member Steve Ward.

Mike Stultz pitched his newly released book, *Wings of Ice*, a memoir about surviving as a bush pilot in Alaska. Currently the book is only available from the author, but it should soon be available from Amazon.

Vice-President Sue Eller told us that our Public Relations Person, Beth Camp, was currently on the road and says, "hi" to all, and that she would be working on her duties via the computer. Additionally Sue mentioned a Book Fair to be held at Rockwood Retirement Center in a couple of months. Response from the membership was favorable and quite possibly

some of us will be participating. More details to be forthcoming. It was also suggested that we investigate the possibility of participating in, either as a group, or individually in the many school arts and craft fairs that are held each year.

Former President Chuck Lehman talked a little about the Tucson Book Expo in March. He said they expect to have upwards of 200 authors and as many as 200 exhibitors there. He is slated for a two hour period on one afternoon of the event in which he will have the opportunity to pitch, sell, or read from his books. He noted that he has been slotted into the adult fiction genre.

Chuck also talked about visiting with the team that is attempting to develop a screen play from his story, *Asher*. He mentioned that a typical 350 page novel typically ends up as a 120 page screen play, and that a great deal of that consisted of stage directions.

President Esther Hildahl thanked those who had responded to her questionnaire about selling books on Amazon. She also noted that Joan Carter was currently experiencing some medical issues and that she had the address for any who would care to send Joan a card.

Our Ten Minute Discussion dealt with Creative Writing for Children or Adults with ADHD and Other Disorders. While there was some confusion as to just what this meant, a number of suggestions were put forth. Next month's topic will be, How to Use Good Reads for Marketing.

Door prizes were claimed by Stan Parks, Bob Weldin, Bob Manion, Cindy Silliman, Dennis Held, Jim Silliman, Sue Eller, and Dave McChesney.

Our next meeting will be on Thursday, February 2nd. Fellow Spokane Author and Self-Publishers member Dave McChesney will take a look at some of the more basic aspects of book marketing and selling.

Please remember that with the New Year, our membership year begins anew. Yearly membership is \$15.00. You may pay dues at our meetings, or you may mail it to: Spokane Authors and Self-Publishers, P. O. Box 18573, Spokane, WA 99228-0573. If you have already paid, thank you!

UPCOMING EVENTS

Contact daveeva@comcast.net to get your event listed.

SASP BOOKS ON AMAZON & KINDLE

Many SASP members' books are available on Amazon and/or Kindle™ (Contact the editor/web-master at daveeva@comcast.net to get your Amazon/Kindle books listed.)

To speed your search, add the provided ten digit numerical or alpha-numerical code (ASIN) to: [www\(dot\)amzn\(dot\)com/dp/](http://www(dot)amzn(dot)com/dp/) (You may not need, "www.")
www.amzn.com/dp/B008TXC332
or this: www.amzn.com/dp/1936178044

D. Andrew McChesney:

Beyond the Ocean's Edge:

A Stone Island Sea Story B008TXC332

Sailing Dangerous Waters:

Another Stone Island Sea Story
B00HF9Y05K

James Parry:

Book All the Teachers:

An Irreverent Ride through Middle School 1501042211

Bob Weldin:

The Dry Diggin's Club 0578106825

The Adventurists 153027253X

Sue Eller:

Return from Armageddon B005JVAJKQ

Meadowlark Madness B0097D599I

The Gluten Free Gourmand 150853134X

Taming of the T-Bird 1505963982

Beth Camp:

The Mermaid Quilt and Other Tales

B0090VHKBC

Standing Stones

B0013RYFW6

Years of Stone

B00LF3FY4S

Kate Poitevin:

Saving Tir Gaeltacht

1503167844

James Vasquez:

Men Who Knew Jesus Well 1604941901
Women of the Bible: their Story in Verse
 1604942703
Prophets of the Old Testament: A Classic
Collection of Bible Heroes in Verse 1615661166
Words Jesus Spoke: In Verse 1452077894
The Psalms: In Verse 1449710344
Prayers from the Bible: In Classic Verse
 1449727794

Joyce Caudel:

The Hat Pin Murders 1936178397
The Hat Box Mystery 1481959107
A Hat to Die For 1530028612

Helen Christine (Foster):

Full Disclosure 0990722201
The Lenders 0990722228

Chuck Lehman:

Angels Three Six B00KMJXQR8
The Big Woods B007SQ4CTE
Asher B00HNZ6TTG
Lazarus Arise B007R0NPW6
The Shepherd B00HJBN4P6

T. A. Bratcher:

The Road Chosen 1495293165

B. J. Campbell:

Close Calls: True Tales of Cougar Bob
 1936178044

Bob Manion:

Santa's Heroes 1936178095
The Tree House B004IZLHLE
Springer's Heart 0978850742
Summer Rain B00ZM3S2IM
Vampire and the Cop B00ZM4BBOS

Sandra L. Mason:

(Illustrated by Natalie J. Apodaca)
N is for Nativity 1517614880

Don Brockett:

Tyrannical Rule of the U. S. Supreme Court
 B01GW712VU

Stan Parks:

Jakob's Ladies 1532910762

Tiffani Harvey:

A Journey to Independence 1533499438
Growing Independent 1533499926

Allen Dorfman:

Reaching: A Vietnam War Novel 1500489638

Fred Jessett:

Mountains Melt Away B00KD5KWIW

Lewis Meline:

Lies Exposed! The Truth about Diets...
 0997915501

J. B. Rivard

Illusions of Magic:
Love and Intrigue in 1933 Chicago B01EGSC8N8

Larry Danek

I'm the Ghost in this Body:
The Nomadic Ghost 1532863764

Diana Wickes

Home is Where the Heart Is 1523381841
Elegy to a Montanan: A widow's Song
 1523382414

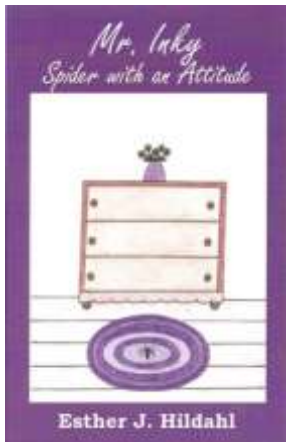
Andy Brown

Warnings Unheeded:
Twin Tragedies at Fairchild Air Force Base
 0997863404

Esther J. Hildahl

Meadow Pond 154244828X
Mr. Inky: Spider with an Attitude 1542451248

If you wrote reviews for books before they were available on Amazon, please consider posting them there. You can post reviews as long as you have purchased something from Amazon and have an account. You need not to have purchased the particular item (or book) for which you are posting a review.



Reviewed by Kate Poitevin

I must admit that I spent most of my life terrified of spiders. I never killed them, I just jumped on a chair and yelled for someone else to come and do the deed. At some point, well into my adult years, I realized their worth and turned to 'catch and release': much to the dismay of my grandchildren.

Now that I have read *Mr. Inky*, I'm so glad that I don't have the blood of innocent crawly creatures on my hands.

Ms. Hildahl tells a delightful tale about the budding relationship between ten year old Victoria and her unexpected 'roommate.' But wait, it's not just about that! Hidden in the story are lessons about things like not judging others who are different, there just might be a wonderful friend inside. It addresses the topic of bullying, and teachers and parents not really listening to their children and how it makes the child feel. It touches on the angst of the everyday fifth-grader in a touching and respectful way. There is even a stinky brother, (a subject dear to my heart, having one of my own). It is full of great characters, found in every school, and artfully woven into the tale.

It is a perfect read for fifth and sixth graders and this grandma can attest to the fact that it is fun to read to younger ones. I'm sure that the lives of countless creepy-crawlies will be saved as the children learn that all creatures have a place in our world and should be left to do their jobs.

Reviewed by Sue Eller

The last thing 10-year-old Victoria Wyatt wanted to find in her bedroom was a spider. How did Victoria go from wanting to squish it with her flip-flop to wanting to protect it against the classroom bully? Author Esther Hildahl spins a tale of a most unlikely friendship and leaves the reader with a whole new perspective on spiders – especially talking ones. A delightful chapter book that I highly recommend to children of all ages. *Mr. Inky, Spider with an Attitude* is available at the Hastings Book Stores in Spokane, Washington and at Auntie's Bookstore, also in Spokane.

Reviewed by Joyce Caudel

Vicki Wyatt is a normal ten year old except for the fact she shares her bedroom with a spider. A spider that talks!

Vicki tells her family the spider talks, of course, they do not believe her. She must be imagining things. Vicki's brother, Neal, teases her and tells some of the boys at school about Vicki's 'talking spider'. Vicki gets into a fight on the playground, with the meanest kid in school. They both get sent to the principal.

The real excitement begins when Mr. Inky agrees to go to school, in a glass jar, for Vicki's science project. Since no one believes her, she tells the class her spider is just an ordinary house spider. The meanest kid in school calls Vicki a liar. Mr. Inky can't help himself and with a booming voice lets the class know he is really a talking spider. Mr. Inky escapes and chaos breaks out as the whole school searches for him.

I found *Mr. Inky: Spider with an Attitude* by Esther J. Hildahl to be a delightful story any child will love to read or have read to them. The characters seemed very real to me and brought back memories of my childhood on the playground. I'm going to think twice before squashing another spider.

Reviewed by D. Andrew McChesney

Vicky Wyatt's reaction when she sees a spider in her room is natural. She's going to kill it. However, this spider is unusual and in order to save his live, reveals to Vicky that he can talk. His gamble pays off and he is spared. Mr. Inky, as he is later named develops a sometimes cantankerous relationship with Vicky.

Larger problems result for the fifth grader because no one believes her story about a talking spider. She eventually has to see the school counselor and in an attempt to calm things down says she made the whole thing up. But when she takes Mr. Inky to school for a science project, things get out of hand and Mr. Inky is forced to speak in front of the entire class in order to protect Vicky.

This was a fun read, a book that while written for elementary school age readers, is entertaining for those of any age. Most notable is the way in which the author captures the feel of being in the fifth grade. That brought back a number of memories, and in itself recommends this book for all.

Mr. Inky: Spider with an Attitude is available in several Spokane area bookstores.