

SASP

NEWS

July 2017

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



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.

2017 Officers:

- | | |
|--------------------|--|
| President: | Esther Hildahl
mr.inky@yahoo.com |
| (509) 489-2136 | |
| Vice-President: | Sue Eller
sue@ellermarketing.net |
| (509) 499-2012 | |
| Secretary: | |
| Newsletter Editor: | |
| Web Master: | Dave McChesney
daveeva@comcast.net |
| (509) 325-2072 | |
| Treasurer: | Kate Poitevin
kate@murphyscorner.com |
| (509) 326-3434 | |
| Public-Relations: | Beth Camp
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| (509) 863-5536 | |

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, July 6, 2017 at 2:30 pm**, at the **Golden Corral, 7117 N. Division**. (The room opens at **2 pm** for dining and mingling prior to the actual meeting at **2:30**.)

Our guest speaker will be Spokane area writer **Niki Breeser Tschirgi**, author of ***Growing up Alaska***.



Niki will share her book, ***Growing up Alaska: Memories of a Town, a Time, a Place, and a People Planted in a Little Pocket of Wonderful***. It's the story of her "crazy, freezing childhood in the interior of Alaska in the 1980's."

She will also talk about her current project, ***Paper Pregnancy: Stretch Marks On My Heart***. "This book has my heart beat for sure. It is my passion. We have adopted six children out of foster care and I will be sharing our story."

**Ten Minute Discussion:
"Using Facebook as your Author
Page"**

FROM OUR PRESIDENT



I read in the latest "AARP The Magazine" that in 2015 there were 700,000 self-published books, and in 2013 there were 300,000 traditionally published print books. Wow! That's a lot of books. Sounds good, right? Imagine all the readers eagerly waiting to read your masterpieces. But wait, what is the chance your wonderful book will be stocked by a bookstore? The answer--less than 1%. What! Less than 1%? I don't know about you, but I was shocked by this number.

We in Spokane, until late last year, were very fortunate to have had three Hastings stores plus Auntie's Bookstore in which to sell our books and have book signings. But now sadly with the closure of all Hastings stores, three-fourths of that is gone forever.

With the number of local bookstores dwindling, we authors who are serious about selling our books must look elsewhere. Making our names and book titles known to the public is more important than ever if we want to sell our books. This task can be challenging and we need to be diligent and creative.

I'm new to Amazon and Kindle and find myself trying to figure out how to get my books noticed. After all, there are millions of books on this site. If you are like me, I usually look for books or authors that I have heard of before I even go to Amazon. Of course, this isn't fair to other authors and their books. I have vowed that the next time I order from Amazon, I will buy at least one book that I have never heard of before.

Recently, I joined my high school alumni site. After filling out some information about myself since I graduated from high school, I scanned in a couple of pictures--one of me and one of my two books that I have written. However, I got the two photos mixed up and the picture of my books ended up where my picture of me should have been. As I sat contemplating how to switch them around, I suddenly thought that maybe I should just leave them like they are. That way, when an alumnus sees my name and picture of my books, maybe he or she would be curious enough to check it out. So far fifteen have done just that.

I've also been posting bookmarks of my books on public bulletin boards. When I check back, most of them have been taken. Another thing I have been doing is encouraging those who enjoy reading my books to tell their friends and teachers about them. One girl out in the Valley is doing just that.

Marketing has become very important to me. Today I discovered I sold two books on Amazon. Of course, I don't know who purchased them, but I can't help wonder if one of the above ways of marketing my books encouraged someone to buy them. Keep writing and marketing!
Happy writing!

Esther

FROM THE EDITOR/WEB-MASTER



In recent weeks I've noticed it is harder for me to concentrate and get things done...

even those things I need to do. I haven't posted anything on Live Journal in weeks, nor have I taken time to comment on anyone else's post(s). Nor do I "Tweet" or post on Facebook as often as I would like, or from a marketing standpoint, as often as I should.

I wonder if this has anything to do with my upcoming retirement. True, I've been looking forward to it for a very long time, but it is a big change. I long for the time when I do not have to get up and go to work, when I can do the things I want to do at the times I want to do them. Yet there is an uncertainty to it that might be messing with my ability to focus on the tasks at hand.

We always hear of those people who retire and then discover they are bored. Honestly, I don't think that will be a problem for me. I look forward to the time when I can get back to writing on a more consistent basis, resume painting regularly, and pay more heed to the marketing aspects of being an author. I also have plans to re-work my web-site as well as the one for this fine organization. Now I find I'm reluctant to start as I feel I'll run out of time and don't want to leave these and other planned projects half finished. And that's not mentioning different yard and garage, handyman type projects that come to mind.

Perhaps it is because of all the things I'm thinking of being able to do with my time freed up that I just don't know where to start. Then I tend to put off doing anything. I guess I'll find out at the end of July.

A handwritten signature in blue ink, appearing to read "Dan M. W.".

FROM OUR PUBLIC RELATIONS DIRECTOR



Time to Revamp Your Platform Just a Little

Summer's a very good time to take a break, but marketing your books is an ongoing commitment. Here are some ideas that could make your online presence as fresh and appealing as summer peonies -- regardless of your genre.



Does your website need an update?

Is the information on your website current? Does it profile all of your books? What pages do you have: About the Author, About My Books (with purchase links?), Blog, Book Reviews, Media Kit, Newsletter signup, and Contact pages? Have you included videos or audio files? Check out other authors in your

genre. What do you like best or not like at all? If you don't have a website, why not consider WordPress or Blogger's free hosting?

Pictures tend to grab your audiences' attention. So take another look. Are you happy with your website's banner? Your author photo? Does each post on your blog (or newsletter sent to subscribers) include a picture relevant to your writing that would be enticing to your readers? And, perhaps most important, do you routinely post to your blog? Once a week? Once every two weeks? And do you routinely send out your newsletter? Offer incentives to new subscribers?

Is your Amazon Author Page current?

Consider revising your author bio. Less is more when writing for online readers! Marketing experts recommend no longer than 2 short paragraphs. Does your bio establish your personality and your qualifications? Your writing genre? Why your readers would want to read your books? Include a website? Did you know you can now post pictures and videos on your Author Page? Go to <http://authorcentral.amazon.com> to get started.

With e-books expanding rapidly in China and India, are your books are listed internationally? Currently, some countries (like India) link to your author page automatically. But for other countries, for example, the United Kingdom, you need to add that bio, pictures, and video. You can Google search for Author Central England to get started.

Are you active on Social Media?

We could talk at length about Facebook, GoodReads, Twitter, LinkedIn, Pinterest, and YouTube. But the key seems to be: Which shoe best fits your foot? If you only choose one or two of these options, do you follow a consistent schedule for being active? Do you read and respond to what others have written?

Whatever changes you decide to make, working on your online platform is about building relationships with your readers, valuing their contributions, and sharing the heart of your work. You can pay others to build

a website or even write and post entries on social media for you. But how do you build enthusiasm for your books? By being authentically present -- whether online or face-to-face.

Do you write reviews of other indie writer's books?



Even a short review can make a tremendous difference. Why not make a commitment to read at least one book by an indie author each month and POST a review?

Just one more resource

I'm a great believer in online training resources. Joanna Penn offers free Podcasts every Monday at her site: The Writing Penn. You can scroll through and listen to past Podcasts on a very helpful variety of writing and marketing topics.

<https://www.thecreativepenn.com/podcasts/>

Happy Summer! Have a great month of writing and marketing!

Beth

Beth Camp is currently knee-deep in revision for *Rivers of Stone*, historical fiction set in Canada in the 1840s. She's a member of *A Round of Words in 80 Days*, an online writing community. Her blog:

<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.

JUNE'S MEETING



On Thursday the 1st of June, Spokane Authors and Self-Publishers welcomed **Lila Bolme**, SASP member and Vice-President of the Idaho Writer's League, Coeur d'Alene Chapter. Lila talked a little about our sister organization, the IWL, but focused primarily on the "Ten Skills Every Writer Needs." This was an informative and entertaining presentation. As a result of Lila's visit, we are once again receiving copies of the Lakegazette, the IWL Coeur d'Alene Chapter's newsletter. These will be forwarded via e-mail to members of SASP. (Many individuals are members of both organizations.)

President Esther Hildahl was a bit under the weather and unable to join us for this meeting. Vice-President Sue Eller stepped up and did a fine job of moving things along. We all hope Esther is feeling better in time for our July meeting.

Former member Barb Hollace joined us and invited the ladies of the group to a writing conference for ladies only. Chuck Lehman, who is involved in a project to create a screenplay based on his novel *Asher*, told us the team involved was told to scrap the preliminaries and get right to the script. Fred

Jessett mentioned he has published his first two fiction works. Both are based on less well known stories from the Bible. One is called *My Name is Tamar*, and the other is *Drummer Loves*.

The topic for our ten minute discussion was to have been "Best-selling Formats," but there wasn't much thought amongst the members on the subject, so we elected to skip over that portion of the meeting. In addition, no topic for next time was announced.

While we forgot to have him introduce himself, we were joined by new member David Y. Potter. He had found SASP on-line and had joined via the US Postal Service. Welcome!

Door prizes were plentiful as usual, and winners included Chuck Lehman, Stan Parks, Joan Carter, Lila Bolme, Larry Danek, Bob Manion, Sue Eller, J. B. Rivard, Betty Deuber, Dave McChesney, Cindy Silliman, Ed Des Autel, and Bob Weldin. Congratulations everyone!

For our July 6th meeting we had originally planned to have a forum or group presentation dealing with the creation of dialogue. That has been rescheduled to our August meeting. Instead, in July we will be honored to have guest speaker **Niki Breeser Tschirgi**. She is a local Spokane Writer and author of *Growing Up Alaska*.

Please note that we are well into 2017. Names have, or will shortly start to disappear from the list of members on our web-site. To prevent that from happening, or to restore your name to the list, please make sure that your dues of \$15.00 are paid for 2017. If you joined later in 2016, you should have paid a pro-rated portion of the yearly dues, with membership expiring at the end of the year. If you joined very late in the year, you may have also paid for this year. If you are uncertain, please contact the SASP Treasurer or SASP Secretary. Thus to continue membership status you need to pay again for 2017. Dues may be paid in person at our meetings, or you may mail a check or money order to: Spokane Authors and Self-Publishers, P. O. Box 18573, Spokane, WA, 99228-0573.

UPCOMING EVENTS

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

BOOK SIGNING

2nd Look Books
2829 E. 29th Ave., Spokane, WA
SASP Member **Bob Manion** will be signing books from 10 am until 2 pm
Saturday July 8th

MASS BOOK SIGNING

Auntie's Bookstore
Saturday, July 8th, from 1:30 to 3:30 pm.
It Gets Darker As You Go
A paranormal anthology by members of *Spokane Fiction Writers Group*, including SASP member Erik Schubach

CALL FOR WRITERS

SASP members interested in publishing a short story in the *Spokane Fiction Writers Group's* next anthology contact Erik Schubach for information. (SASP officers and Directors can put you in touch with Erik.)

PACIFIC NORTHWEST WRITERS ASSOCIATION CONFERENCE

July 20 – 23 (Thursday – Sunday)
Seattle area

See www.pnwa.org for details

The Inland Empire Chapter of RWA
presents:

THE MARKETING WORKSHOP

LED BY

NYT Best-Selling Author
Melody Anne

With over forty contemporary romance and young adult titles, both indie and traditionally published, she has earned numerous best-seller list accolades.

LEARN HOW TO:

Promote your new release

Strategically promote your backlist
Tried and true ways to market
Create a loyal fan base
Maximize results through distribution

Saturday, September 9, 2017
11:00 am – 4:00 pm

The Service Station
9315 N. Nevada St.
Spokane, WA 99218

Register at: www.iecrwa.com
(learn how to join IECRWA)

\$20 for members \$40 for non-members
Lunch will be provided

HISTORICAL WRITERS OF AMERICA WRITERS CONFERENCE

Albuquerque, New Mexico
Thursday, September 21, through Sunday,
September 24, 2017.

Information available at:

www.historicalwritersofamerica.org

Spokane Authors and Self-Publishers
members Anya Carlson and J. B. Rivard will
present two workshops.

1. Pictures Without an Exhibition: Creating
a Screenplay from Your Writing
2. Unique, Clearheaded and Quick: The
Organized Web-site

For more information, contact:

Anya at anyacarlson5@gmail.com

J. B. at jbrivard@hotmail.com

The Inland Empire Chapter of RWA
presents:

THE WRITING WORKSHOP

LED BY

NYT Best-Selling Author
Cherry Adair

A fast-moving, informative, two day class on
plotting, building characters who leap off the
page and creating luminous dialogue. This fun

and intense class might require two cups of
coffee! Be prepared to be put to work!

Saturday, September 30, 2017

Sunday, October 1, 2017

Washington Cracker Co.
304 W. Pacific Ave., Suite 201
Spokane, WA 99201

Register at: www.iecrwa.com
(learn how to join IECRWA)

\$150 for members \$180 for non-members
Event meals will be provided

WRITE ON THE SOUND WRITERS' CONFERENCE

KEYNOTE SPEAKER:

NYT Best-selling author

Kristin Hannah

Pre-conference

Full Day workshop with **Mary Buckham**

**October, 6, 7, & 8, 2017 (Friday, Saturday, &
Sunday)**

Registration open July 20th, 9:00 am (PDT)

Schedule and information available at:

www.writeonthesound.com

To receive conference information
electronically, sign up for newsletter at:
tinyurl.com/WOTSnewsletter

Contact: (425) 771-0228

wots@edmondswa.gov

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 the "www.") For example:

www.amzn.com./dp/B008TXC332

or: 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

Rogue 6 B01H7N8G2G

Exposure: A Story of Survival and Intrigue
B01H5W4V64

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

My Name is Tamar B00DH3REWO

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* B01I0Z500Q

Republished as:

*I'm a Ghost in This Body:
A Story of the Nomadic Ghost* 148971183X

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

Kathy Rae:

*The Jewel of Hope: Book 1:
The Hope Trilogy* 1500236578
Ducky Day or Yucky Day...You Choose
154139142X

*Deprogramming a Bully: Book 1:
The Barber Chair Series* B06W5NP6Y1

Margaret Albi Verhoef &**Rita Gard Seedorf:**

Letters from Brackham Wood B00JEMX656
Letters from a Wary Watcher B01EKOH02C

presentation. He has since provided the entire list. Over the next several months we will endeavor to include a few in each issue of SASP NEWS.

Courtesy of John Fox at BookFox
<http://thejohnfox.com/2016/06/good-questions-to-ask-an-author/>

“50 Good Questions to Ask an Author”

(Questions 1 – 7 appeared last month)

8. Have you ever gotten *reader's* block?
9. Did you ever consider writing under a pseudonym?
10. Do you try more to be original or to deliver to readers what they want?
11. Do you think someone could be a writer if they don't feel emotions strongly?
12. What other authors are you friends with, and how do they help you become a better writer?
13. Do you want each book to stand on its own, or are you trying to build a body of work with connections between each book?
14. If you could tell your younger writing self anything, what would it be?
15. How did publishing your first book change your process of writing?

Consider your answers to these questions. It may be of help in the future. We'll have a few more next month.

FIFTY COMMON INTERVIEW QUESTIONS.

In his recent presentation, SASP member Bob Weldin mentioned a list of fifty questions commonly asked during author interviews. He used approximately half of them during the mock interview portion of his