



MARCH 2021

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Southern California Writer's Association

March 2021

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- March's Featured Monthly Speakers: Jonathan & Jynafer Yanez
<https://www.southernwriters.org/meetings>
- Pub Shop
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Have you subscribed?

Check out our new YouTube channel at
<https://www.youtube.com/channel/UCLrqSfwTMaci139ISRv50KQ>

Through this year of challenges SCWA has risen to new heights with a wide range of talented presenters who will inspire, educate, and motivate writers and readers alike through our online programs.

Our best and brightest authors and guest speakers' presentations have now been uploaded to our own YouTube channel. Our content includes the Hump Day Book Tours, Pub Shops with insights into book publishing and marketing, and our monthly author spotlights and workshops.

President's Message for March 2021 from Larry Porricelli

THE MILLION-DOLLAR WRITERS QUESTION: WHAT MAKES A READER KEEP READING?

George Saunders, the literary giant who resides at Syracuse University, and is considered the most "gifted, wickedly entertaining story writer around," according to the New York Times, asks that very question as the theme of his newest book, *A Swim in a Pond in the Rain*.

Saunders, a best-selling writer of short stories, essays, novellas, children's books, and novels, discusses that question in a most interesting way in his book. He says every line is important; every line must bring the reader a desire to read the next line. He uses Russian short stories as classic mechanical exhibits for successful fiction.

He says the bedrock principles of the form are on exhibit in Russian classic short stories from Chekhov, Tolstoy, Gogol, Turgenev, and more. Because the stories are simple and yet because they are moving, we care about what happens in them. They were written, he says, to antagonize and outrage, and challenge, and in a complicated manner, to console.

The short stories he uses are what he labels resistance literature, written by progressive reformers in a repressive culture under constant threat of censorship, exile, imprisonment, and execution. Saunders reveals that in these stories, for the most part domestic and apolitical, is the radical idea that every human is worthy of attention.

When reading his words, I knew that SCWA's mission was the same—every writer is important. We are all resistance writers, engaging in the pursuit of a story where every line is a magnetic pull to the next. Somehow, in our themes or even in our adventures, we are opening minds to take the journey, as every journey is one where we are expanded as people in our humanity.

To assist all writers in our craft, SCWA has added Craft Shops to our repertoire of projects. These Craft workshops are invaluable aids in our writing techniques as well as the basic strategies to sell our works. Please take a look on our website, see what is coming and join one, or suggest one. Visit our Facebook page and review the wonderful offerings and you will find ideas that take us at least one step higher. We also have an amazing YouTube page with many of the writers that appear in our offerings. Be there if you can when the events occur. These marvelous and generous people will answer questions you may have.

A new addition, immediately following Maddie Margarita's Hump Day interview of an author is the fantastic Debbie's Room, where you can ask all your questions in an informal conversation with successful writers over the cup of coffee you may be sipping.

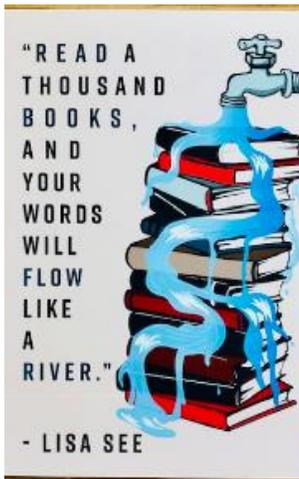
Please check out the many great events produced by SCWA, engineered by Diana Pardee, featuring our fabulous inquisitor of writers, Maddie Margarita and other professionals from our membership.

Thank you,

Larry Porricelli
President, SCWA

SCWA events THIS MONTH: March 2021

- **SCWA Featured Monthly Speaker: March 20, 10 a.m. PDT.** This month, Jonathan & Jynafer Yanez joins us to talk about successful book launches and boosting your book's sales. Sign up on our website and we'll email you a link and password. <https://www.southernwriters.org/>
- **SCWA VIRTUAL HAPPY HOUR: Every Friday at 4:30 p.m. PDT** Join us with your funny hats and Spring Libations for good news and good cheer. Sign up on our website and we'll email you a link and password. <https://www.southernwriters.org/>
- **SCWA HUMP DAY BOOK TOUR:** You can access previous interviews on SCWA's YouTube channel or see it LIVE streaming on SCWA's Facebook group page at 10:00 a.m. PDT every Wednesday in March.
- **Debby's Room:** Every Wednesday at 10:20 a.m. PDT following the Hump Day interviews, join Debby Chase and Dot Caffrey for casual conversation about the writing craft and anything that you wish to bring for discussion. Look for Debby's Room on the SCWA Facebook page. **Baron R. Birtcher** joins us on March 17.



Have you missed an SCWA event? Find the replay on SCWA's YouTube channel at:

<https://www.youtube.com/channel/UCLrqSfwTMaci139ISRV50KQ>

where we will upload replays as they are edited and ready.

If you're interested in these and all SCWA events, please check out our website for membership details at:

<https://www.southernwriters.org/>

Featured Monthly Speaker: March 20, 2021
Jonathan & Jynafer Yanez
“Cracking the Code: Selling Your Book!”

Join us Saturday March 20, 2021, at 10:00 am PDT when SCWA welcomes Jonathan and Jynafer Yanez into the writer's spotlight.

“I write because that's what I was born to do and I freaking love doing it.

Because of awesome people like you, I get to do it full time.”

- Jonathan Yanez

When: Saturday, March 20, 2021
Time: 10:00 a.m. PDT
Where: Zoom, RSVP for your link at:
<https://www.southernwriters.org/meetings>

Cost: Members \$10.00
Nonmembers \$15.00

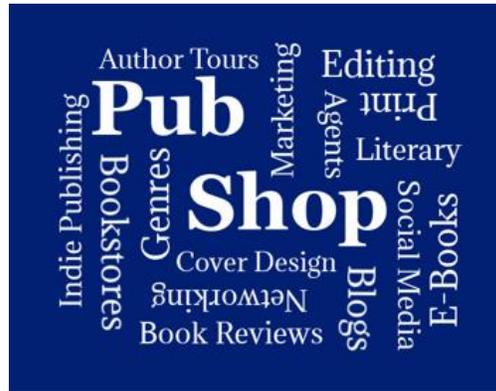


Eight years after he quit his job and cashed in his 401(k), Jonathan Yanez is one of the most prolific Latinx sci-fi writers today. An International bestselling sci-fi writer and publisher Jonathan Yanez, along with marketing whiz Jynafer Yanez, offer strategies and tactics for a successful book launch and using Amazon ads and algorithms to boost your book sales.



Jonathan owns his own publishing company. In 2020 the publishing company delved into audiobook production. One of his works is being translated for foreign markets and is under negotiation for a film adaptation.

Jynafer has been advertising on Facebook/Instagram, Amazon, BookBub, and YouTube, and creating email campaigns for authors in her publishing imprint as well as for author clients for over 5 years. Prior to that, she was an account supervisor at an advertising agency in Newport Beach, CA.



For February's Pub Shop, Karen Sue Walker and Diana Pardee teamed up to share decades of marketing experience to help us learn to love marketing. Their simple, affordable, and effective strategies for creating an author mailing list and newsletter.

You'll see a replay on our Writers Online You Tube channel. While you're there, you can catch up on the Hump Day interviews, Craft Shop, and Pub Shop presentations from past programs.



Subscribe today!

<https://www.youtube.com/channel/UCLrqSfwTMaCi139ISRV50KQ>

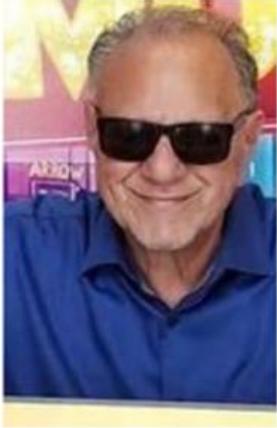
LIT UP ORANGE COUNTY
with
Maddie Margarita



James Ziskin



Michael Brandman



Lorenzo Porricelli

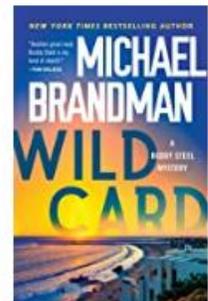
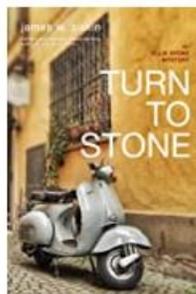
FACEBOOK LIVESTREAM
March 23rd 6:30pm PST
<https://www.facebook.com/litupoc>

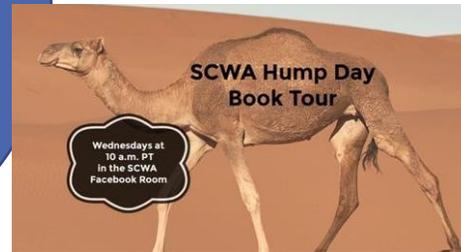
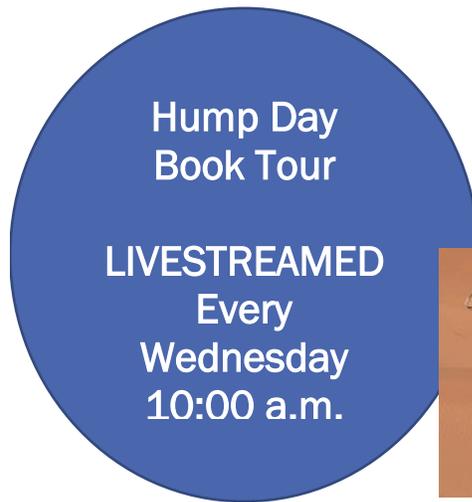
Enjoy an evening of fun, romance, and smart book chat
with bestselling authors.

When: Tuesday, March 23, 2021 SPRING FLING!

Time: 6:30 p.m. PDT

Where: Go to <https://www.facebook.com/events/244648510460472> and drop a note in the comments to receive a Zoom link for this very special event!





If you can't join us look for replays on the SCWA Facebook group page and on SCWA's YouTube channel.

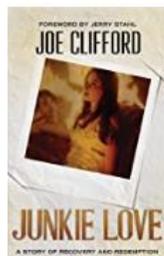
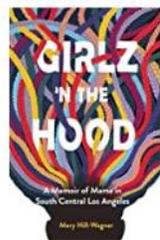
Subscribe anytime at <https://bit.ly/2I890Db>

Recent Guests include:

Dr. Mary Hill-Wagner

Joe Clifford

Pamela Fagan Hutchins



Janelle Brown Mary Anna Evans Kaira Rouda Laurie Stevens Matt Coyle

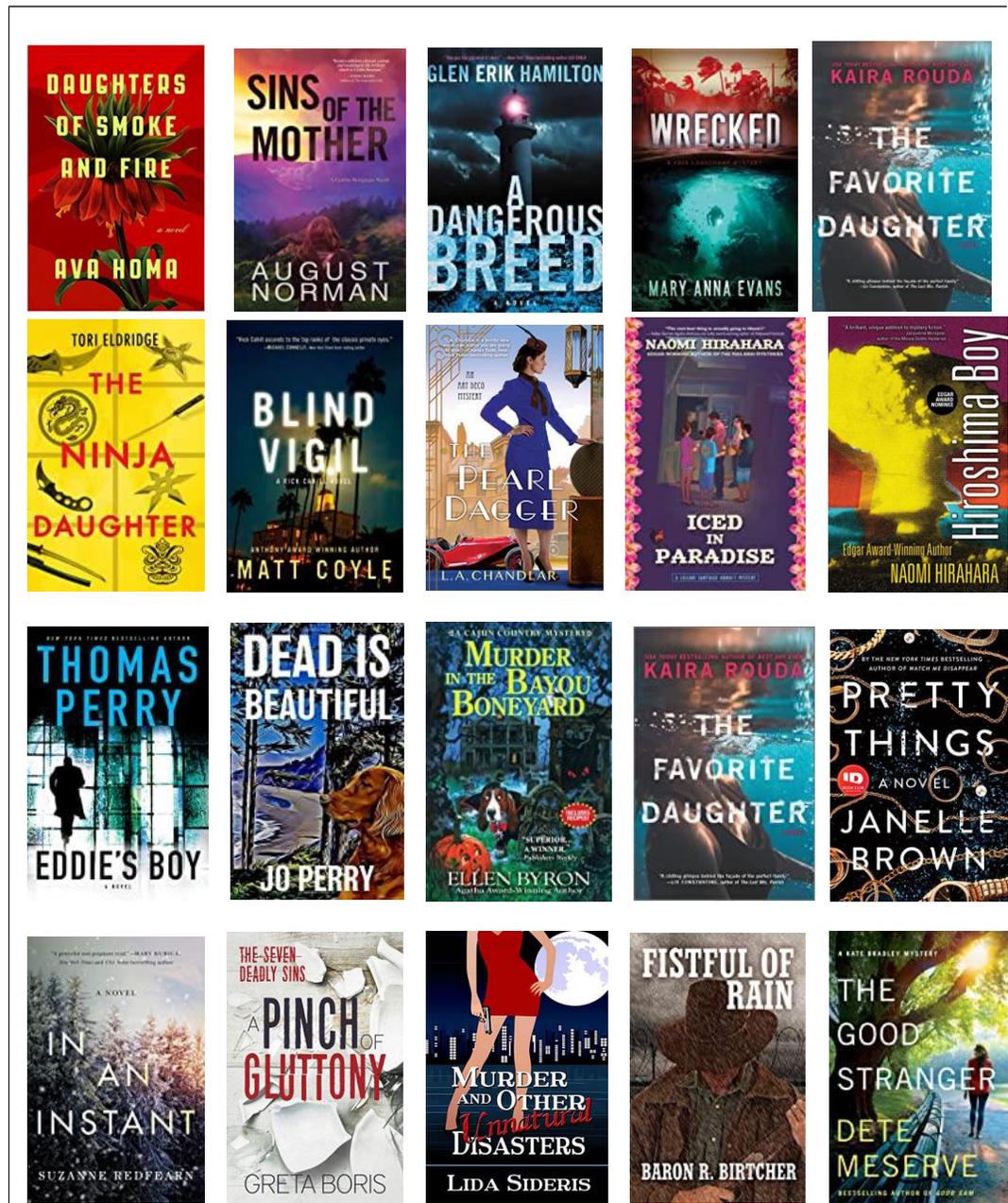
Glen Erik Hamilton August Norman Tori Eldridge Ava Homa Dana Swift

Naomi Hirahara LA Chandler Greta Boris Joe Perry Thomas Perry

Suzanne Redfearn Chris Reich Baron Birtcher Dete Meserve

Anne Cleeland

Here are some of the many Hump Day featured authors' books:



More to come: Every Wednesday on SCWA's Facebook group page:

<https://www.facebook.com/groups/southernwriters/events>

Don't forget! Join Debby Chase and Dot Caffrey Wednesdays at 10:20 a.m. PDT, after Maddie's amazing interviews for Hump Day. It's an informal get-together for a bit of writer-to-writer good old-fashioned conversation with people who understand and enjoy our world, too.

On March 17, 2021, **Baron R. Birtcher**, author of award-winning novels including the Mike Travis and Ty Dawson series will join us virtually from his home in Oregon. He tells us we are one of his favorite writer's groups; he's looking forward to putting his feet up to just sit and talk. You can't ask for better than that!

Come and join us by checking the More button on the SCWA group page, and then Rooms for the JOIN button to Debby's Room. (or copy and paste this link).

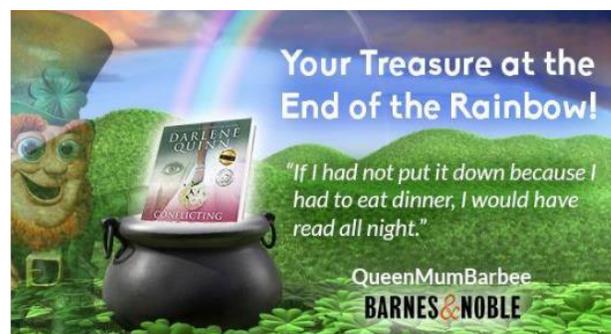
<https://www.facebook.com/groupcall/LINK:mhfmijxkzqkx/?nonce=cr6wv8imps5b>

CELEBRATE ALL THE GOOD NEWS!



Richard Miller Morgan's *Cherokee Emerald* is the third in the Harriet Roth / Don Gannon mystery series. Set in the Cherokee Nation in Western North Carolina, Richard's book is now under contract and on its way to publication!

Diane Quinn has adapted her book in a seasonal ad...BRILLIANT!



SCWA Writers' Cookbook Call for Submissions

*****CALL FOR SUBMISSIONS*****

Open to all SCWA Members

We Want Your Recipes. AND YOUR WORDS!

We are still collecting your short 250 words or less stories and poems for our writer's cookbook.

Each entry must contain both the recipe and a story, in any of these categories: mystery, horror, sci-fi, cozy, humor, poetry, crime, mythology, or fable. This is a writers' cookbook so think of your recipe as your muse. We encourage your story to have a sense of connection with the recipe.

Please submit your recipes and related short fiction for our upcoming Southern California Writers Association story inspired cookbook. Submissions will be selected based on story quality, recipe quality, and the story's relation to the recipe.

Working titles include

Blame It on the Osso Bucco

Eat Your Words

You Have the Write to Eat

Needless to say, all title suggestions are welcome.

Due to limited space the **story/poem should be 250 words or less.**

The cookbook will be professionally published by SCWA and promoted with all the marketing might at our disposal. Proceeds will further help fund our events, speakers, scholarships, and publication of books, including this one.

We encourage all who want to join in to submit up to two recipes in a Word file along with their stories to Nancy Klann at klanncy@aol.com.

(Please put 'Recipe' in the subject line.)

Members' Showcase: OPEN for your Submissions

Did you know SCWA will publish excerpts of your work in our MEMBERS' SHOWCASE on the SCWA website? Yes, we will.

We want to show your works-in-progress, excerpts from your published book, first lines, favorite paragraphs, and anything you would like to share in any genre, even a page of rants from your journal.

The range of creativity among our members is impressive. Take a look at some of the fine work our members have already shared and then share some of your own.

<https://www.southernwriters.org/members-showcase-2/>

Here are the details:

- Send the work you'd like to showcase, for instance, first lines, an excerpt, an essay or a poem or something else (up to 1500 words). Include your byline (your name, the name of the book it is from, if applicable, and your website).
- All current SCWA members are eligible.
- You retain your copyright.
- Submit for free!
- Send to scwashowcase@gmail.com

Take a look at the Showcase entries by many of our members. It's a terrific way to get acquainted!

HIGHLIGHTS: February 2021 Caitlyn O'Leary How to Hook Your Reader to Keep Them Thirsting and Lusting for More

Perhaps the most comprehensive speaker SCWA has had, Caitlyn O'Leary presented how she hooks readers into her series of novels. Not only an excellent writer but an accomplished businesswoman, she says the key to her successes is having CONTROL of the whole process. She herself loves writing for a series and has found that Indie series "pay better" than other

producers. As SCWA's bulletin stated, Ms. O'Leary is a #1 Amazon bestselling author, a *USA Today* bestselling author, and a Golden Quill Recipient.



Not knowing much about the publishing business, O'Leary completed her first book, a romance, at almost fifty years old. It was rejected by two romance publishers, and the third said they'd get back to her in six months. Impatient and searching, she found four different small presses in 2014 that were buying menage `a trois novels (the love between two males and a female). She read forty of this type, "figured out the formula and banged out a book," which was published.

Then, in twelve months O'Leary wrote a five-book successful series for a small press. However, she didn't make much money; the publisher didn't advertise or market her books, and she had "very little say on the covers or the blurbs on the back of the book." They "often times" wanted changes in the books. She wasn't happy with the whole process. [More of the business aspects later.]

O'Leary then began writing Romantic Military Suspense novels. She focused on a team of Navy SEALs and made sure that all ten members were engaging. Since she lives close to Coronado, CA, she "can write accurately for setting." In addition, she studied 300 pages of sniper training and also has a friend who's married to a SEAL. The key story element is the hero and sometimes the heroine as well.

In each book she'll choose a particular man to develop "some funny lines or dramatic scenes for" or one who has a "murky background." He might do something heroic, and then she says he's "on loan" from an upcoming team. Thus, for a short time, he stands out. He will be the/or a *protagonist* in the next book. When O'Leary is writing the new series, she mentions team members from the old team so that her readers will "want to backtrack to older books." (If her story centers on the sisters of SEALs, that product will be a novella.)

O'Leary's fan group on Facebook particularly liked ("were seriously obsessed with") one member in the first. However, she already had her second book set up with a different protagonist. She decided that she'd put the fan group's *favorite* in her last book to ensure a "read-through" of the series.

Hooking readers is done not just by content. First, our speaker said, "You must have a good, BRANDED cover for the whole series and the "same

naming convention” for even subsequent series. “You and your cover designer need to be very aware about what is selling in your genre at that point in time.”

In 2015, covers for this genre portrayed big, muscular, shirtless men with military dog tags without showing their faces. The industry at that time thought it was best to let readers imagine what the hero's face looked like. O'Leary also liked bright colors on the covers.

In 2017, the covers for the next series “had the big muscular man, WITH a tight T-shirt, to differentiate between the series but without showing the men's faces.

In 2019, the next series “had a big muscular man, WITH a face showing. The Romantic Suspense industry had changed. They were showing faces.” [All hunks, of course.]

To demonstrate O'Leary's “naming convention,” here are examples from two series. *Her Treasured SEAL*, *Her Relentless SEAL*, *Her Dominant SEAL*, and *Her Adoring SEAL* are four of the eleven in **The Midnight Delta Series**. These next three, *Her Passionate Hero*, *Her Devoted Hero*, and *Her Steadfast Hero* are three of the eight books of **The Black Dawn Series**.

O'Leary is not an outliner but labels herself a “spur-of-the-moment” and “complete pantsner” writer. She develops an ongoing conflict and lots of characters she can return to. What she doesn't like is “women who always have to be rescued.” Her story arcs are different because she “can't just do a happy ending” or “cliff hangers” because among other problems, some characters “go through hell” with PTSD, counseling, meds, and perhaps are suicidal. Some research involved an Army nurse who does “suicide watch.”

VP of Programming, Maddie Margarita, asked how O'Leary makes her “special sauce” in the dialogues. Answer: she gets away from her laptop, out of her room, and talks to a lot of different people. She also has the benefits of “three smart-ass brothers who are Irish.”

Back to the business aspects. Before writing at fifty, O'Leary had been a consultant for companies and universities, in fact, a “former corporate executive for a Fortune 100 company.” Her background was “in process management and sales and marketing.” After that first publishing experience, she researched methods, etc., of publishing. One disclaimer/warning she makes is about the Vanity Presses. They tell you that for a fee, they will publish your book for you. “Often, they will end up with the copyright to your book. Don't do it! You want to own the rights to your book. There are people who can help you out on this. On Facebook

there are groups like the Indie Author Support Group and the Authors Support Network.”

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

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

Through research and talking to experts, O’Leary decided Indie presses were the best way to go because she could CONTROL the process more. Another wonderful thing was the money. “Not only could I potentially sell **more** books, but more of the **profits** would go into my pocket.” Some authors make “a few hundred dollars a year, some a few thousand, some who are even making seven figures. For the last three years I have consistently netted over six figures a year.” That wouldn’t have been possible, she says, if she hadn’t had CONTROL of her editing, covers, blurbs, and marketing. “Marketing includes how I manage my fans, my branding and advertising.” In addition, series books on average earn 56% more than non-series books in Romance.”

Ms. O’Leary has developed her own team that she’s used for years. A completed book costs her “about \$2,000 in fees.” She pays more on the high side but says \$1,000 would work out for a beginner. She was generous in telling SCWA the charges and what they’re for.

- A cover artist. \$200 to \$500 for an e-book and print cover.
- Not everybody does this, but I pay a content developmental editor, (anywhere from 0.0025 a word to 0.01 a word.)
- An editor, (anywhere from 0.0050 a word to 0.020 a word.)
- A proofreader behind your editor. (anywhere from 0.0025 to 0.010 a word.)
- Still use Word Editor or Grammarly for proofreading mistakes.
- Then I have REAL readers, who will read my book and give me the harsh truth about the book. You want a reader’s perspective before your book is released, so you can fix it.
- Someone to format your book. \$40 to \$100. Then you will upload it to the various e-tailers.

If readers want to see how O’Leary’s fan group is run, go to <https://www.facebook.com/groups/231678260651128>.

Here is how she tracks her word count production:

<https://jamieraintree.com/writing-revision-tracker/fbclid=IwAR0YIPrDXyKxK-Onz2RPurW1WUkhSuk-mwQKbXQbRNoneFK6Qf5G4b5ZqZ8>.

Caitlyn O'Leary at this time writes 600-700 words an hour to total at least 2200 words a day. Each book ranges between 60,000-65,000 words. She says her characters take over and write the story.

Members of SCWA will be digesting this terrific information for a long time. What a presentation!! Ms. O'Leary says she's always available for chats or questions: caitlyn@caitlynoleary.com.

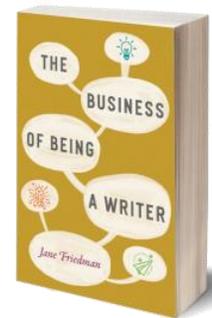
Glenda Brown Rynn, Reporter

grynn@cox.net

RESOURCES FOR WRITERS

How do you find your way through the ocean of resources available online for writers like us? Check out this sampling of what we have found to be of interest. Links are included so you will be able to investigate further.

MOST RELIABLE: www.janefriedman.com Jane has a long history in all areas of book publishing and has a solid reputation for being the best go-to for writers of all levels.



Are you without an agent for your book? Look through an extensive list of publishers accepting unagented work, review the guidelines, and consider submitting!

<https://publishedtodeath.blogspot.com/p/publishers-looking-for-authors.html>



WRITERS HELPING WRITERS: www.writershelpingwriters.net has many one-of-a-kind tools and resources for writers. Newsletter available.

Authors Publish, A Magazine for Writers. <https://www.authorspublish.com/>
Here's a list of major trade publishers who are always open for submissions, among them Workman, Gibbs Smith, Harlequin, Andrews McMeel, and others. It will be best if you go to their websites and look at their current catalogs to assess the suitability of your submission to the kind of books they publish.

The **Authors Publish** website lists various publishers looking for submissions. Here are a few of them looking for short stories for March:

- **Wildside Press: Black Cat Mystery Magazine—Cozies**
They are open for fiction submission on the Cozies theme.
- **Strand Magazine**
They are temporarily open for submissions. They want “mysteries, detective stories, tales of terror and the supernatural as well as short stories.”
- **The Dark City Mystery Magazine**
The Dark City is dedicated to “the love of story, and in particular, the rough and tumble of the world of crime and violence.”
- **Mojo** is an online journal of fiction, poetry, and creative nonfiction published by Wichita State University. They're looking for boundary-breaking work from both emerging and established authors.

Publishing ... and Other Forms of Insanity, the newsletter for the website **Published to Death**, sends a monthly list of writers' conferences, fee free contests, and agents for all genres who are looking for submissions.

Details of what agents are looking for and how to reach them will give you a head start for your submission process. Check the website every month for up-to-date information and resources.

<https://publishedtodeath.blogspot.com/>

Always check the agency website and agent bio before submitting. Agents can switch agencies or close their lists, and submission requirements can change.

Benefits of SCWA Membership

WELCOME, WELCOME, WELCOME!

- ❖ Active members receive up to 60% off admission to SCWA meetings.
- ❖ Members are eligible for a Free 30-minute consultation from book shepherd Sharon Goldinger on any publishing contract.
- ❖ Discounts are available for active SCWA members for registration for the La Jolla Writer's Conference and for early registration for the Southern California Writers' Conference.
- ❖ Access to professional network of publishing, business consultants and editors.
- ❖ Participation in SCWA marketing platforms on southernwriters.org and SCWA social media platforms.



SCWA Board of Directors

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Mailing Address: PO Box 47, Huntington Beach, CA 92648

Membership: Yann Jackson, ykj3678@gmail.com

**Southern California Writer's Association
Southerncalwriters.org**

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The SCWA encourages open, respectful communication between individuals interested in the craft of writing through a variety of social and traditional media, such as Facebook, SCWA website and emails. Any individual using inappropriate language, discussing inappropriate topics, or commenting in a disrespectful way will be removed from access to any future SCWA communication methods.

The SCWA communication sites should only be used for dialogues related to the craft of writing. Non-writing related topics should be done via other forms of personal communication. Please review the content disclaimer located in the newsletter via the SCWA website www.southerncalwriters.org or on the About page of the SCWA Facebook page. The SCWA does not endorse individual opinions placed of any of its sites.

The SCWA receives information on various services, writing contests, and events. As a courtesy, we will forward the information to our members. Unless otherwise indicated, the SCWA does not discourage, encourage, or recommend any of the services, contests, or events. Many of these services, contests and events cost money; therefore, we recommend that you evaluate the opportunities based on your individual situation and interest. Because of our membership email protection policy, please do not forward information to the general membership directly. **We request that all members forward any information to the SCWA President for approval and forwarding to the membership.**

SCWA members wishing to share appropriate writing-related information and resources are welcome to do so via the SCWA Facebook page. The SCWA Board members and Newsletter Editor will determine the information to be contained in the SCWA on-line newsletter, which is primarily used for official SCWA information.