



MAY 2022

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- ☐ pg. 2: President's Message
- ☐ pg. 4: May To-Do List
- ☐ pg. 5: Events for May 2022
- ☐ pg. 6: Publishing News & Insights
- ☐ pg. 7: JOE IDE SCWA Featured Speaker for May
- ☐ pg. 8: Celebrate Good News!
- ☐ pg. 9: SCWA Bookstore
- ☐ pg. 10: Hump Day
- ☐ pg. 11: Lit up
- ☐ pg. 11: SCWA Member Showcase
- ☐ pg. 13: Highlights: Craig Martelle Attitudes of a Successful Indie Author
- ☐ pg. 15: Resources for Writers
- ☐ pg. 19: Member Benefits
- ☐ pg. 20: Board & Terms of Use



Southern California Writer's Association

May 2022

- **President Larry Porricelli's Message**
- **May's Featured Event: Joe Ide SPECIAL EVENT at the Regency San Juan Capistrano Theater**
- **NEW! Publishing News and Insights**
- **Hump Day: Every Wednesday 10 a.m. on SCWA Facebook Group page.**
****Hump Day is on Vacation until May 30**
<https://www.facebook.com/groups/southernwriters>
- **Debby's Room: Wednesdays 10:20 a.m. on the SCWA Facebook page ROOMS tab**
- **Highlights: Craig Martelle, Attitudes of a Successful Indie Writer**



Have you subscribed?

Check out our fancy new URL for the YouTube channel:

<https://www.youtube.com/c/SCWAWritersOnline>

President's Letter for May 2022 from Larry Porricelli

Fellow Writers of SCWA,

PLOTTER, PANTSER, STEINBECK & JOE IDE!

As writers, we each have a style of writing. What is yours? Are you one who plans every scene before a single word hits the page? Or do you head your spirit into the wind and write by the seat of your pants? If you are the first, you are a Plotter; if it's the second style, you are a Pantser.

Of course, there is good and the bad in both styles. Director Alfred Hitchcock was a Plotter and meticulously scripted every scene and utterance before the first shot of film. Nothing was left to chance. Hitchcock felt, as many of us do, that he was the creator, and he had a definite vision of what he wanted to see.

A Plotter rarely faces the imagined problem of writers block and work is usually completed quickly and with fewer rewrites.

The Pantser's characters, however, are the heart and soul of their stories. They take control and run wild onto fantastic journeys. These characters take on a life of their own and can change the story in a New York second. Many times, as a Pantser, things are moving quickly, and then, and then, and then—a wall. What's next? Where did I go wrong?

Or perhaps you are looking at your first draft and don't want to rewrite the entire manuscript when you discover a glaring hole in the story.

I don't advocate for becoming a Planner, but I know I should do a little more planning. Sure, I usually know the beginning and the ending, but the Novel River can change course and meander to parts unknown as well as rage and toss us overboard.

A method of discovering and improving story lines and characters is an old one, used by many iconic writers, including Nobel winner John Steinbeck. If you visit the Steinbeck Center in Salinas, California, you may read his notes, and see his doubts and questions, and how he reacted. Steinbeck would give a brief, descriptive label to every scene in the manuscript and put each on a separate small card. Then he would number them in chronological order. He would shift scenes and reset them over and over until he found the exact place each belonged.

Steinbeck stated that in writing *Cannery Row*, he wanted the appearance of a jumble as that was the idea of the story setting integral to plot and character, and he tossed and turned the scenes until he felt it was sufficiently tangled that we as readers couldn't let go of a strand.

Challenges appear on every page of a manuscript but solving most is a combination of determination and many times putting aside some excellent writing to keep the flow moving like a juggernaut.

This month of May is my favorite. It is the month of genius, of course. It is also my birthday month. But do not miss the May Monthly Meeting, as a writer who has his own definition of style and story will be live with us: Joe Ide.

We began April's meeting in person and on Zoom at the Regency San Juan Capistrano Theatre. What a delight to see old and new friends and to share our fellowship of writers. This month will be an exciting one—Joe Ide has signed to continue novels featuring iconic detective Philip Marlowe. In addition, he will develop a series for streaming. As a *New York Times* bestselling author, Joe Ide is recognized as one of America's top mystery writers, and his characters are perhaps among the most unique in print.

Take a look at our website, www.southernwriters.org, get the details, and please make a reservation *asap*, this will be one fantastic day of food, drink, and phenomenal inspiration!

Be a part! Thank you!

Larry Porricelli, President, SCWA



Your May To-Do List

- **RENEW your SCWA Membership—consider all the benefits!** Meetings, friends, speakers, writing tips, friends, publishing insider information, support, Member's Showcase, workshops, and all the friends. **RENEW by May 31** to maintain your website presence and stay in the Facebook Members only group. Remember your books, showcase, and profile stay on the website for active members only.
- **SUBSCRIBE to the SCWA WRITERS ONLINE YouTube channel** and enjoy all the Hump Day interviews, 18 featured speakers, and 8 workshops.



Leave A Review for Your Friends' Books

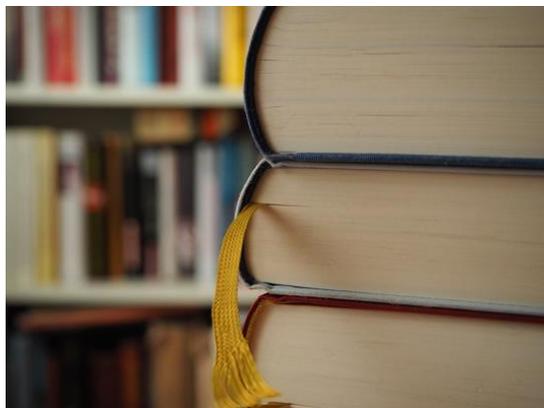
- Log in to your Amazon account
- Go to the product page, then select the book
- Scroll down to the Customer Reviews section and click on "Write a Customer Review"
- Rate the book (of course you'll love it!)
- Write your review and "submit"
- You'll see: "Thanks for your review"

SCWA Events This Month: May 2022

- SCWA Featured Monthly Guest, Joe Ide, May 21, 2022 at 10 a.m. PT on Zoom and in person at the Regency San Juan Capistrano Theater. See page 7 for more details.
Register at: <https://www.southernwriters.org/>
- SCWA VIRTUAL HAPPY HOUR: Every Friday at 4:30 p.m. PT: Join us with your funny stories and 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: **Hump Day will be ON VACATION until May 30.** Catch up with the replays of previous interviews on SCWA's YouTube channel.
<https://www.facebook.com/groups/southernwriters>
- Debby's Room: Every Wednesday at 10:20 a.m. PT. Join **Debby Putman** and **Dot Caffrey** for casual conversation about the writing craft and anything that you wish to bring for discussion. Click on the Rooms tab for Debby's Room on the SCWA Facebook page.

Have you missed an SCWA event? We will upload replays as they are edited and ready on SCWA's YouTube channel at:

<https://www.youtube.com/c/SCWAWritersOnline>



NEW! Publishing News and Insights:

FROM JANE FRIEDMAN:

“Ever since I entered the publishing business, it's been considered an ethical violation for agents to charge clients for editorial services. But what about offering editing services to people who aren't clients or who might become a client? It's been a big gray area.

Thankfully, the AALA (formerly AAR) has updated its code of ethics to make it clear when a line is being crossed. It includes a stipulation that “if an agent does charge a writer for editorial services, they must refund that amount if the writer becomes a client.”

And from Writer Beware:

“The Association of American Literary Agents (formerly AAR) has announced a major revision of its Canon of Ethics, including clarifying ethical standards for agents who also offer paid editing services, and agents who act as producers for film/TV adaptations of clients' work. The revised Canon can be seen here: <https://aalitagents.org/canon-of-ethics/>”

(via @PublishersLunch)

**“I write entirely to find out what I'm thinking,
what I'm looking at,
what I see and what it means.
What I want and what I fear.”**

Joan Didion

Featured Monthly Speaker: May 21, 2022 JOE IDE The Challenge of Writing a Contemporary Philip Marlowe



Who: JOE IDE

When: Saturday, May 21, 2022

Time: 10:00 am PDT

Where: Regency Theater, Adjacent to the San Juan Capistrano Train Station

Cost: VIP tickets \$25.00 Members
VIP tickets \$35.00 Nonmembers

Zoom Tickets: \$15.00

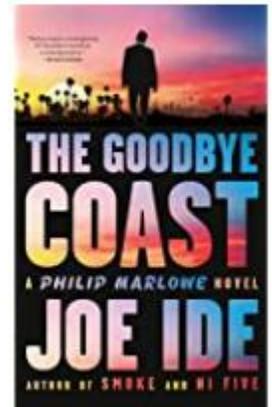
Seating is limited. No walk-ins.

Pre-Register by 9:00am Friday May 20 at

[https:// www.southernwriters.org](https://www.southernwriters.org)

VIP Packages include:

- Luxury theatre seating
- Coffee and light continental breakfast 9:30 a.m.- 10:00 a.m.
- Presentation by Joe Ide 10:00-11:00 a.m.
- Light lunch and networking 11:15 a.m.

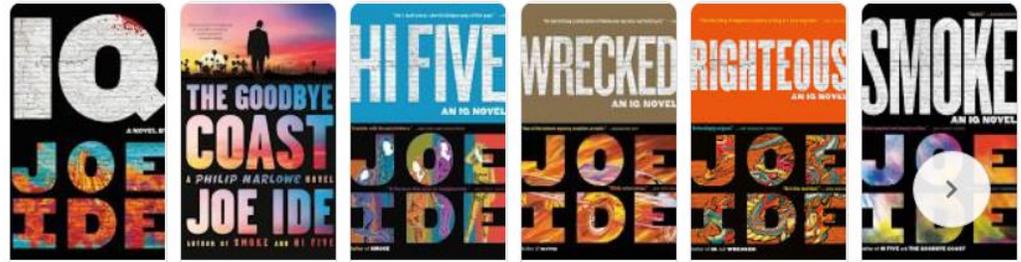


For information about SCWA and membership please go to

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

A successful screenplay writer, Joe eventually ran out of patience and enthusiasm, left the profession, and began writing novels. His *IQ* novels featuring, Isaiah Quintabe, have won the Shamus Award for Best First Private Eye Novel, as well as the Macavity and Anthony Awards for Best First Novel. TV rights to his *IQ* books were snapped up in a seven-way bidding war by American film production company Alcon, and Rapper Snoop Dogg is currently producing the TV adaptation for the *IQ* detective series.

Tapped by the Raymond Chandler Estate to write a contemporary Phillip Marlowe, Joe's latest novel *THE GOOD BYE COAST* features a vividly re-imagined Marlowe in present-day Los Angeles.



CELEBRATE ALL THE GOOD NEWS!



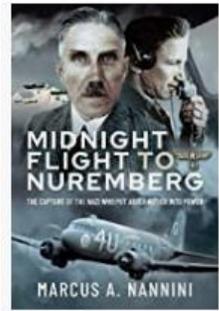
Chrysteen Braun's first of her series of three novels was just released! *The Man in Cabin Number Five* is already getting terrific reviews!

"In an intriguing set of stories, each cabin on the mountain serves as the setting for a compelling tale of loss, betrayal—and love.

Chrysteen Braun's clever premise gives us a satisfying glimpse into the lives of others—both past and present."

—Anne Cleeland, author of the Doyle & Acton Mystery Series



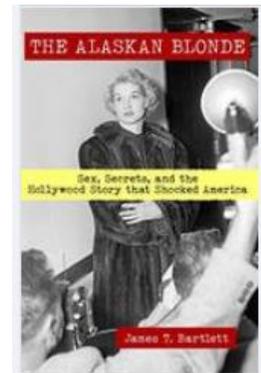


Marcus Nannini's *Midnight Flight to Nuremberg* has recently made the Short List for the 2022 *Eric Hoffer Book Awards*. Congratulations, Marcus!

Released in March, **James T. Bartlett's** *The Alaskan Blonde* is a true crime story with a thriller twist.

Check Barbara Howe's review at:

<https://3no7.wordpress.com/2022/04/28/the-alaskan-blonde/>



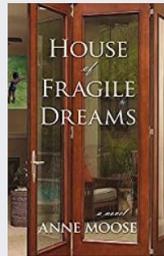
Have You Added Your Book to the SCWA Bookstore?

At last we have created an [SCWA Bookstore](#) to feature books by our talented members in the Member Bookstore tab on the website. We'd love for you to be a part of it. Take advantage of this new SCWA benefit—which is open only to SCWA members who have a profile page on our website ([Member Profiles—Southern California Writers Association](#)). If you don't have a member profile page yet, you can create one [here](#).

Here's a sample of what the [SCWA Bookstore](#) looks like, as well as some sample book covers and loglines. Clicking on the cover image takes you directly to Amazon for an easy purchase option. SCWA earns benefits as an affiliate.

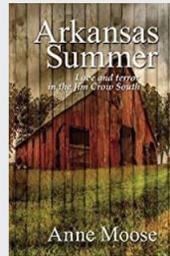
If you'd like to participate, please use the CONTACT SCWA tab on the website where you can upload cover images and other information (20-30 words. We'll do the rest).

Here's a sample page from the SCWA Bookstore:



House of Fragile Dreams by Anne Moose

House of Fragile Dreams tells the story of a woman whose attempt to find love is threatened by her brother. He is disturbed, gun obsessed, and, as she discovers, involved with people who threaten much more than her dream of a happy home.



Arkansas Summer by Anne Moose

Arkansas Summer is both a touching love story and gripping immersion into the twisted ethos and violence of the Jim Crow South.



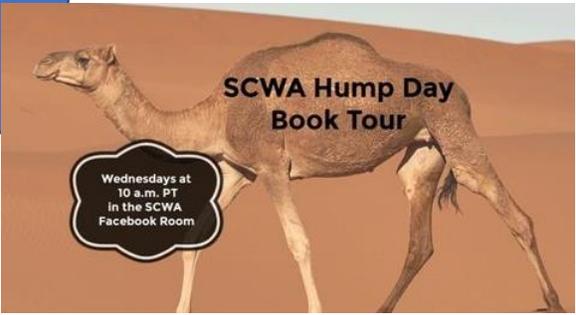
Crown Hunt by R. M. Morgan

Two detectives—a brainy, eccentric woman and her rowdy right-hand man—chase a priceless crown heisted in the Korean War and a psychopathic killer.

**Hump Day
Book Tour**

**LIVESTREAMED
Every
Wednesday
10:00 a.m.**

Hump Day is Back!
Join us every Wednesday at 10 a.m.



Did you catch Solange Ritchie on March 9? Did you miss Tori Eldridge on the March 3 Hump Day? Did you miss David Putnam's visit on February 23?

Hump Day streams LIVE on SCWA's Facebook page.
Look for our SCWA group on Facebook. Click on the Events tab to join us!
<https://www.facebook.com/groups/southerncafwriters/events>



LIT UP!

A Conversation with Orange County Readers and Writers; a monthly salon with authors reading and discussing their book hosted by Maddie Tighe Margarita

New authors—new works—new worlds. Find your next favorite author or become a new fan. LIT UP Orange County is currently accepting submissions from authors interested in sharing their work with Orange County readers and writers. Submissions should be fiction or memoir, 6-8 double-spaced pages, and engage our audience. Interested writers please contact @MadelineTigheMargarita for more details!

Watch for announcements of upcoming LitUp events here and on Maddie's LitUp facebook page.

CALLING ALL NEWSLETTERS!

Many of SCWA's members offer regular newsletters or blogs for their readers. We'd love to post connections for any and all of our members. Your blog, website, and newsletter can also be included in your SCWA website profile.

Send us your links for your blogs, podcasts, and newsletters so we can feature them and let all our members discover the wealth of information within reach.

Use the CONTACT SCWA tab in the website to add yours to share with other members.

Members' Showcase: OPEN for your Submissions

Did you know SCWA will publish excerpts of your work in the 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.southerncafwriters.org/members-showcase-2/>

Here are the details for the SCWA Showcase:

- 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, share your work, and learn about SCWA members.

Sample excerpts or works-in-process of fellow members. Books are available through the SCWA Bookstore where a click on the book cover links directly to Amazon for your purchase.

SCWA receives a small portion of the sale as an affiliate.

HIGHLIGHTS: April 2022

Craig Martelle

Attitude of a Successful Indie Author

“Attitude of the Successful Indie Author with CRAIG MARTELLE”



How can a dedicated writer make a profitable living while independently fulfilling all the business functions of the publishing industry for each of his/her books: editing, producing, distributing, and marketing? SCWA's Maddie Margarita interviewed world-renown author and speaker Craig Martelle, who explained how it's possible and how he does it.

Evidently, more than 1,000 writers each year make at least six figures of income, and “the average six-figure author in that group has at least 40 books out.” Martelle, with fellow best-selling author Michael Anderle runs the 20BooksTo50K group of 26,000 members on Facebook. It helps authors worldwide and has yearly conferences in Las Vegas and all over the world.

Martelle's background: He was enlisted and an officer in the Marine Corps and saw “the best and the worst that the world had to offer” before retiring at 39. Next was a law degree in business consulting. He became a specialist in business diagnostics and a leadership coach. Away from home too much, he retired at age 52 and began writing full time.

All his life, Martelle has been reading thousands of books, whether carrying physical ones when a Marine or binge reading on his iPhone as a civilian. His great loves are reading, writing, and the business world of publishing. [Business diagnostics, here we come.]

In Martelle's six and a half years of writing full time, he has written over 125 books in several genres. More than 70 of them he's written alone; the others have been with collaborators. He says this practice is “Me competing against me.” “The pie” [the whole production], is “unlimited”: one book a year or 20 books a year. You need the attitude of “writing a great story and putting it in the *right readers' hands*.” Then get feedback. *The right readers' hands* means writing in a genre that lots of readers prefer, then labeling your book as being in that genre, and advertising/selling your book where that genre is carried or displayed so readers can easily find it.

In no uncertain terms, Martelle says, "Treat yourself with respect. Don't be self-deprecating. Accept that it was the best book you could write at the time" because "You don't know what you don't know." [If you had known a better way, you would have done it.]

"The best advice I can give you is to write the next book." After that, "my best advice is to write your third book." If your third book is part of a series, Martelle says to put it on sale—for 99 cents, and it will draw readers for the first two. At this time, "free books have lost their mojo." Use the 99 cents tactic.

Several times Martelle commented, "Readers are forgiving." His point is not to tear yourself down if you "cringe at your language" (as he did) or some other problems in a book you've written. "If you believe it's good, you aren't fighting yourself. You're not the arbiter of *perfect*; readers are."

A positive aspect is if a book can be read in one session. "Don't give readers a reason to stop reading—like lots of description. Keep things moving." Study how much action is expected in a thriller—or how to fit your action into another good genre. A thriller could become romantic suspense. "Genre equals marketing." [Paranormal romance? Urban fantasy? Escape fiction?]

Our speaker loves the business part and labels himself as "goal and task driven." In addition, he keeps a "hard deadline" for a book's completion—whether or not he achieves his everyday deadlines. When writing full-time, Martelle wrote 2700 words a day. Now working part-time, he has a goal of 2000 words a day. He completes 10 to 14 books a year alone. When he's done more than that, he's used a collaborator.

He says, "If you wish to use a collaborator, find someone who has published, or you've seen that the person's writing is a standard you would set or is close to your style." But Martelle lets collaborators go "if they use more of your energy than you get from them." When asked if he has a staff, Martelle said he [when writing full-time] had an editor on retainer and gave her a book a month to go through in a time limit of two weeks. But he paid her more for a book if she were quicker. His insider team of four includes Beta Readers.

Regarding promotion of his titles, our speaker says, "A blurb is ad copy. Make it compelling." In it, you need to set the hook but do not tell the resolution. When he wishes to promote his titles when putting them on sale, he uses Written Word Media, a site for book promotion for self-published authors.

Martelle makes a schedule for the year based on the ebb and flow of sales and demand during the year. Sales are low in the summer but accelerate through fall and spring. During November and December, he does a great deal of promotion. When Ms. Margarita asked how he decides what he's going to work on the next year, he answered, "Whatever is most lucrative and mixing it up." A standard principle of his is "Write some prose that's never been written before." He markets to the greatest number of readers who like the genre of his latest book. Last year he published 28 books.

Miscellaneous data: The promotion costs for the first book in a series and marketing are \$350-\$500. [The third book will be coming.] His "budget for a cover design is \$250, and the vendors can answer all your questions." Amazon is his main source of revenue. Ms. Margarita asked Martelle about the cost for producing one book. A book of 100,000 words would cost .07 to one cent a word. [Wasn't clear if that included the cover.] Almost all of Martelle's books are paperbacks.

This phenomenal writer does urge a warning for ambitious Indie authors concerning the business side versus the artistic side: "Don't get so wrapped up in the business side that you lose your artistic side."

For success, Craig Martelle says, "Write the best book you can write as quickly as you can write it."

With fellow bestselling author Michael Anderle, Craig Martelle runs the 20Booksto50k@ group on Facebook. The group has 26,000 members, holds conferences in Las Vegas, and has helped authors from all over the world.

Craig has written over thirty books over a variety of genres, from space opera, military sci-fi, space marine, colonization to genetic engineering. He's one of the top one thousand authors on Amazon and has written close to three million words.

Glenda Brown Rynn, Reporter

grynn@cox.net

RESOURCES FOR WRITERS

Things native english speakers know but don't know they know:

Adjectives in English absolutely have to be in this order: opinion-size-age-shape-color-origin-material-purpose Noun. So you can have a lovely little old rectangular green French silver whittling knife. But if you mess with that word order in the slightest you will sound like a maniac. It's an odd thing that every English speaker uses that list. But almost none of us could write it out. And as size comes before color, green great dragons can't exist.

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.

Are you afraid of scams and rip-offs when you consider publishing your book? Writers need never go it alone with a watchdog like Writer Beware to have your back.

Writer Beware's mission is to track, expose, and raise awareness of scams and other questionable activities in and around the publishing industry.



After many years on the Blogger platform, we have finally transitioned to WordPress, which offers much greater flexibility in terms of design, control, and ease of use.

We also have a new, easy to remember web address: www.writerbeware.blog.

5 Freakishly Helpful Amazon Tricks Every Author Should Use (2022)
From Shayla Raquel:

<https://www.shaylaraquel.com/blog/amazontricks?fbclid>



LitNuts was created to share the "Best of the Indies" with booklovers.

- Subscribers get a free newsletter featuring only indie books.
- Authors and publishers get an affordable way to share their work with engaged readers.

<https://litnuts.com/> LitNuts promotes *only* books from independent presses and authors. Details on its website:

<https://litnuts.com/pages/authors-and-publishers>

Authors Publish

About Us: We're dedicated to helping authors build their writing careers. We send you reviews of publishers accepting submissions, and articles to help you become a successful, published, author. Everything is free and delivered via email. You can view our [privacy policy](#) here. To get started [sign up for our free email newsletter](#).

Here's a sample of articles in this month's newsletter:

- [Typos as Moral Failure: Persistent Gatekeeping in Writing](#)

When readers confuse meaning with grammar.

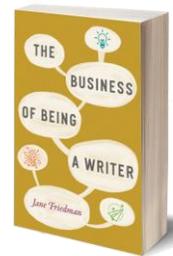
- [5 Paying Literary Magazines to Submit to in May 2022](#)

These magazines pay for fiction, nonfiction, and poetry.

- [Lion Hudson: Now Accepting Manuscript Queries](#)

A publisher of many established authors. Good distribution.

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.



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



- *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.
- For emerging writers, establishing a publications resume can be quite a challenge, especially if you have never published any of your work. But there always has to be a first—your very first short story, poem or personal essay published by a literary magazine.

Take heart, new writers! There are magazines that want your work and will even pay you for it.

Also see: [Mega-List of Science Fiction and Fantasy Magazines-Paying markets](#)—Many speculative fiction magazines are happy to publish emerging writers.

See these lists and much more at:

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

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.

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

**“A writer, I think,
is someone who
pays attention to the world.”**

Susan Sontag

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 southerncalwriters.org and SCWA social media platforms.**
- ❖ **SCWA Member's Only group on Facebook where we rewind and replay recent featured guests and their presentations.**

SCWA Board of Directors

- President Larry Porricelli
- Vice President..... Steve Jackson
- Vice President of Finances Don Westenhaver
- Vice President of Programming Madeline Margarita
- Vice President - social media..... Diana Pardee
- Newsletter Editor..... Pam Sheppard
- Membership Chairman..... Karen Walker
- Scribe and Speaker Reporter..... Glenda Rynn
- At-Large..... Sharon Goldinger

Mailing Address for inquiries by mail: PO Box 47, Huntington Beach, CA 92648
Southern California Writer's Association
www.southernwriters.org

TERMS OF USE AND CONTENT INFORMATION DISCLAIMER

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.southernwriters.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.