

Just 2 months until EXPO '18!

What: WLOV's Central Florida Book & Author Expo
 When: January 27, 2018, 10 a.m. to 3 p.m.
 Where: Eisenhower Recreation Center
 See Page 3 for more information



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Message From Your President

WLOV has several events coming up soon. Most importantly, the 2018 Central Florida Author & Book Expo is less than 2 months away. All the tables have been reserved and we have a waiting list of authors in case there are cancellations. More info about Expo '18 is provided on pages 4-6.

The annual Book Cover contest begins the week before. You may enter as many covers as you wish, in one of 3 categories: fiction, non-fiction and children's. The cost is \$5 per cover entered. More details are on page 6.



Our annual **Breakfast Meeting and Holiday Entertainment** is Wednesday, December 6, 8:30 a.m., at Laurel Manor Rec Center. And our January 3rd meeting features author Rik Feeney, speaking on Marketing for Book Events. He will also be giving an afternoon seminar; see details below.

Dues are due! \$15/year for 2018, same as last year. You can pay at the December 6th breakfast meeting, or mail in your check to WLOV, P.O. Box 1067, Lady Lake, FL 32158. And if you're reading this and not a current member, please consider joining WLOV. For writers it's a tremendous bargain in The Villages.

Following the Events Calendar you will find much more information pertaining to our members and to writing in general.

Larry Martin
President, WLOV
drlarry437@gmail.com

WLOV Calendar of Upcoming Writing-related Events

<u>DATE</u>	<u>EVENT</u>
Wed, Dec 6	Laurel Manor Rec Center, 8:30 – 10:30 a.m. Annual Breakfast Meeting & Holiday Entertainment , Laurel Manor Rec Center, 8:30 - 10:30 am. (Registration for the breakfast closed November 25.)
Wed, Jan 3	Laurel Manor Rec Center, 8:30 – 10:30 a.m. Florida writer, book coach and publishing consultant Rik Feeney will present Marketing for Book Events . This talk will be of special interest to anyone signed up to sell books at Expo 18 (January 27) or similar events. There will be Q&A afterwards. For more information on Mr. Feeney see http://www.rickfeeney.com/about-rik-feeney.html .
Wed, Jan 3	Laurel Manor Rec Center, noon to 3:30 p.m. Mr. Feeney will present a seminar on Marketing Your Kindle Book . Cost is \$25 and registration form is on WLOV website, www.wlov.org .

<u>DATE</u>	<u>EVENT</u>
Jan 17-24	Annual Book Cover Contest. Open to all WLOV members and anyone who has reserved a table at Expo '18 to sell books. Registration form on www.wlov.org . Covers entered in the WLOV Book Cover contest will be displayed at Savannah Center Jan 17-24, 2018. Winners will be announced at the Central Florida Book & Author Expo, January 27
Sat, Jan 27	WLOV's Central Florida Book & Author Expo Eisenhower Recreation Center (for more info see below). Table reservation form on www.wlov.org . Note: There is currently a waiting list for tables. To see how long the waiting list is, please email mary.lois.sanders@att.net
Wed, Feb 7	General Meeting. Laurel Manor, 8:30 – 10:30 a.m. Chris Coward will discuss Book Contests and Competitions. Chris is a past president of Florida Writers Association, chairperson for the 2015 Royal Palm Literary Awards competition, and leader of the Oxford (FL) Writers critique group.
Wed, Feb 14	Valentines' Day Story Readings, Fenney Rec Center, 6 to 8 pm. Light refreshments served. Submission form for your story or poem is on the WLOV website, www.wlov.org . Deadline for submissions is December 15.

Mark Newhouse, Expo '18 Chairman



START SPREADING THE WORD!!! The **Central Florida Book & Author Expo**, the largest gathering of authors ever in our area, will be held January 27, 2018, 10-3 pm at the inspiring **Eisenhower Recreation Center**, and you made it happen! Mary Lois Sanders, Jim Meyer, and I were amazed to see how many authors requested display tables. We now have a waiting list, so if you have reserved a table, but find you can't attend, or you are willing to share your table, please let us know.

I can't thank our great Expo Team enough for all they are doing. Now, it's up to every author/wannabe author, to do your part. If you want more events like this, you need to help make it a success. That can only happen if you, whether you have a table this year or not, spread the word. Pick up your Expo '18 bookmarks at our meetings or email me at mark@newhouse.net and we'll arrange a time when you may pick them up at my home. Duplicate and give out the flyer on our website. Ask stores you frequent to post our flyer or bookmark. Enter your book cover in our **Book Cover contest** so hundreds of visitors to the Savannah Center will get a glimpse of what our writers have to offer at the Expo. Ambassadors, we're counting on you to be our best publicity. As always, if you need anything, just **email or call (352-753-3290)** and I'll do my best to help.

Guidelines are being sent to the exhibitors and will be posted on our website. Publicity announcements have gone out to all local outlets, but don't let that stop you from sending out your own. In my Writing Bug column in **Village Neighbors Magazine**, I was able to feature 8 of our children's authors and announce the Expo. You can thank **Denise Lasney** at dilasney@bestversonmedia.com for helping to promote our authors (an entire year already?) Let me know if you see our announcements or if you get interviewed. Thanks **Barbara Phillips** for taking care of our radio and Daily Sun ads.

Please bring your friends and club members, and plan on buying refreshments from our food vendor so they will join us again for our next Book & Author Expo, December, 2018. The Rec Center is already booked because we have confidence that you will make this January Expo a huge success.

And keep sending me your 'crazy' ideas. See you at the Holiday Breakfast where you'll find out who ran over Santa's Grandma.

Hope you had a bountiful Thanksgiving. Thank you Expo Team: Jim Meyer, Mary Lois Sanders, Jack Hayes, Bill Russell, Larry Martin, Rita Boehm, Maggie Wacker, Jan Zahorian and Donna Beard.

Let's Rock Eisenhower on January 27!!!

Mark, Expo '18 Chairperson

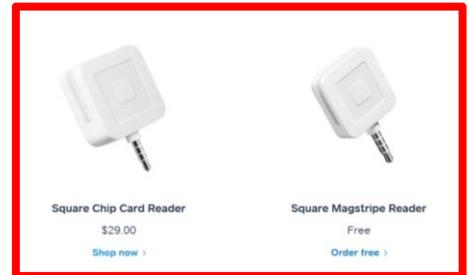
Credit Card Reader for Expo Authors

This is the simplest way to accept credit cards for book sales. A card reader plugs into your phone, as shown below, and then the credit card is swiped (old style) or inserted (new chip style) in the reader. You can sign up at <https://squareup.com> for a free *stripe* credit card reader. A card reader for the newer chip credit cards costs \$29. Go to "Order Hardware" on the Square website and choose the one you want.



Each book sale generates a small fee. To get the software to use the Square reader, follow these steps:

1. Go to the App store on your smartphone or tablet and search for Square
2. Click on Square - read the details
3. Click install and watch for your Register icon to appear on your phone
4. Fill out your order form.
5. When your Square reader arrives in the mail, follow the instructions to practice accepting credit cards.

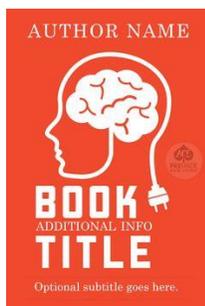


Many of our authors have used this system, and it comes without any obligation. The system allows you to accept Visa, MasterCard, Discover and American Express. Payment is posted to your bank or Paypal account in one day!

More on Florida Sales Tax Info for Authors Selling books at Expo '18

If Florida Department of Revenue personnel attend the EXPO (they have in the past), they may request to see your Florida Sales Tax Resellers Certificate. If you do not have a FL Sales Tax ID, or your permanent residence is not in Florida, we will have One-time-Event Sales Tax report forms available for your use. This means that we have registered this event with the Florida Dept. of Revenue, so you must report if you make sales, and send in a check for the sales tax on each book/item you sell. The sales tax percentage for this event is 7% (the event is in Sumter County).

Annual Book Cover Contest - Deadline Jan 3



The Annual Book Cover Contest is a great way for WLOV members to promote their books and for WLOV to promote the annual Book Expo, which comes a week later. This year's Book Cover Contest will be held at the Savannah Center, Jan 17-24, 2018. WLOV members Jan Zahorian, Donna Beard and Jim Meyer are organizing the contest. A list of last year's winners, with the covers, was in last month's newsletter (posted on www.wlov.org, under WLOV Newsletters in Table of Contents).

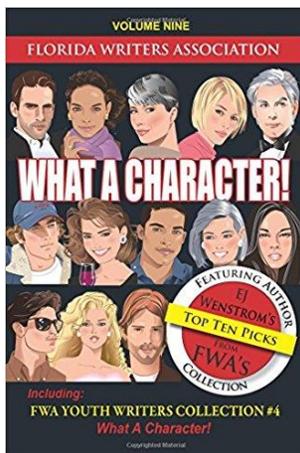
For the 2018 contest, book covers can be entered through January 3, 2018. A link to the entry form is on the home page of www.wlov.org, under Upcoming Meetings and Events, The entry forms will also be available at the December 6th Breakfast meeting.

Authors may enter covers in one of three categories: fiction, non-fiction, children's. The fee is \$5 per cover. If your book cover won last year, that specific cover is NOT eligible to be re-entered. However, you may enter a cover that was also entered last year if it did not win 1st, 2nd or 3rd prize. The cover can be an actual cover from one of your paperbacks, or the cover image printed on cardboard stock. It should be the same size as your actual book cover. For e-books, the cover should be no larger than 6" x 9".

The event is free and open to the public. Anyone attending may vote for their favorite cover. Book cover winners will be announced at Expo '18, on January 27, 2018 at the Eisenhower Rec Center.

2017 FWA Collections includes 3 stories by WLOV members

<https://www.amazon.com/What-Character-Florida-Association-Collection/dp/154699209X/>



Each year Florida Writers Association publishes a collection of short stories with a specific theme. This year's theme was "What a Character!" and sixty entries were chosen among more than 200 submitted. Included in this year's volume are stories by three WLOV members: John Mallon, Larry Martin and Mark Newhouse. The book is available on Amazon, URL above.

The period for sending in your work is generally February 1 through April 30. Fiction, nonfiction and poetry are eligible. There is no fee, though you have to be a member of FWA to submit your work. Look for the rules and dates for 2018 on <https://floridawriters.net/>. If not a member of FWA, consider joining. It's a great resource for writing competitions, seminars, workshops, and other writing-related activities.

Valentine's Day Love Story Readings – Village of Fenney

By Millard Johnson



I am happy to announce WLOV's Valentine's Day Love Story Reading. It will be a social event held Feb 14, 2018, 6:00-8:00 p.m. at Fenney Rec center in the Village of Fenney. Villagers whose love stories or poems are selected will have their work read by members of The Villages Old Time Radio Club, under the direction of Ed Williams. WLOV member Phil Walker, a retired professional radio announcer, will emcee the event and it will be audio recorded. Submission form for your story or poem is on the website, www.wlov.org. Scroll down to February 14 under Upcoming Meetings and

Events, and click on link for submission form. The deadline for submissions is Jan 1, 2018.

WLOV Author Mark Prior featured in *Lake & Sumter Style Magazine*



The December issue of *Lake & Sumter Style Magazine* features Mark Pryor, who this year published his first novel, *Nobel Phoenix*, and is now working on his second, *Cyberian Affair*. In addition to WLOV, Mark is a member of several critique groups, including Wannabes and Working Writers. This picture from the magazine shows his favorite pastime, with the following headline. “When he’s not working on his novel, Mark A. Pryor is looking for his next favorite beer.” See the magazine interview at



<https://www.lakeandsumterstyle.com/villager-writer-a-thriller/>.

Author DL Havlin explains that in self-publishing the enemy is often ourselves

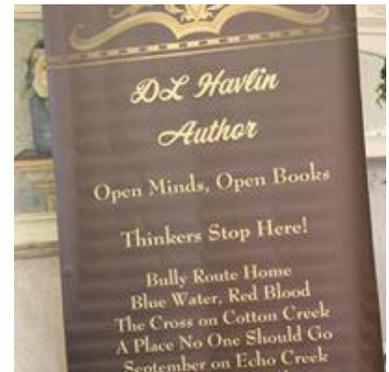
At our regular meeting November 1st, Florida author DV Havlin gave a very interesting presentation: Tips for the Author: Novice or Old Hand – “I’ve met the enemy and he is me.” One of his slides is shown below, and the full set is on the web site (www.wlov.org), under Past Presentations.



Writers Tips

Don't hatch your egg before it's laid.

- Take the time to learn your craft. Read about writing. Seminars/webinars.* Writer's groups. Fiction or non-fiction. Read other authors in your chosen field.
- Editing – As with lawyers – A person who edits their own work has a fool for an author.
- Learn to spell. The spell check on your computer won't catch all your errors.
- “But...You know what I mean.....”



Check out blog post that ranks writing contests

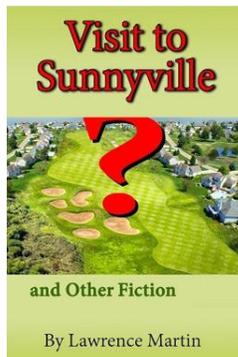
By Larry Martin

<https://selfpublishingadvice.org/allis-self-publishing-service-directory/award-and-contest-ratings-reviews/>

 Recommended	Contests which are organized for the benefit of the author rather than the profit of the organizer.
 Mixed	Contests which are mostly positive, but present some issues of minor concern.
 Caution	Contests with more serious concerns. For example, these contests may involve excessive entry fees, exploitative contracts, conflicts of interest, or high-pressure sales.
 Not Rated	Contests which could not be rated, e.g., unusual formats that our rating methodology cannot fairly accommodate.

This blog ranks dozens of contests with one of four rankings, shown above. These are rather general categories, but useful nonetheless. Having entered a few writing competitions, and checked web sites about several others, my own four categories would be:

1. Outright scam
2. Legitimate, but you have a better chance buying a lottery ticket.
3. Legitimate, and you might win, but the prize is not worth the cost or effort
4. You should definitely enter if you think your work is good enough

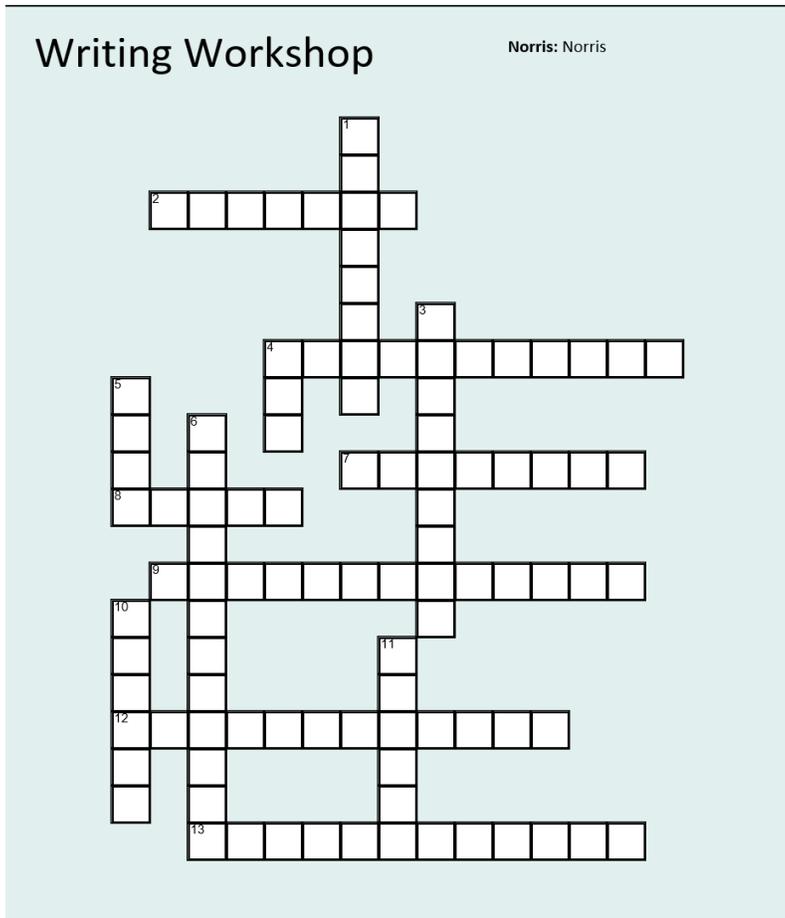


While on the subject of “winning” something, rumor has it that not everyone who receives these most-informative WLOV newsletters reads through them, or even goes beyond the first page. Can’t imagine why not, but to reward those who do, or at least some of you, I am offering a free Kindle download of my newest book, *Visit to Sunnyville and Other Fiction*. For the first 10 people who send an email (drlarry437@gmail.com) with “Visit to Sunnyville” in the subject line, I’ll send the Kindle ebook sometime during December. (Your names will not be revealed.)

I would like to make this a regular Newsletter feature, available to anyone who wishes to give away five or ten copies of their ebook. Your offer will be “hidden” somewhere in the Newsletter (not part of the Table of Contents). If this idea interest you, send me the name of your ebook, the Amazon link, and whether you wish to give away five or ten copies. To be fair, I will post your book in the order of receipt, which means it may not be in the next issue. If enough people sign up, I’ll do it monthly. You may get zero requests, or several the first day the Newsletter comes out. My idea is that this new feature might encourage people to read through the Newsletter, to see who is offering what book. And why would an author give away copies of his/her ebook? Well maybe, just maybe, one or more of the recipients will write an Amazon review. Five stars, of course.

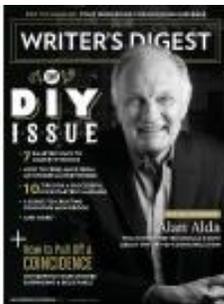
Crossword puzzle on writing

From <https://crosswordhobbyist.com/82647>



Across	Down
2 Characters who experience change throughout a story	1 Invites group members to suggest what they find effective in a piece of writing
4 Emotional meaning of a word	3 Keep the silent e when adding a suffix that begins with this
7 Method for proofreading	4 Prefix meaning with, as in companion
8 Prefix meaning beyond or more than	5 Key word in rule 1
9 Process of exact thinking	6 What should every entry in your Writer's Notebook have?
12 Combine freewriting and free association; prewriting strategy	10 Characters who do not experience changes during the course of a story
13 Put i before e...	11 Good writing answers this question

Recommended WD article: “Turbocharge Your e-Book Marketing”

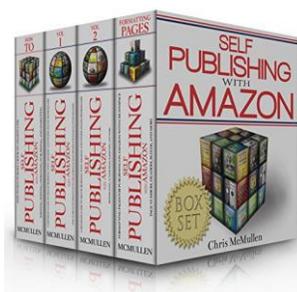


The article is in the November/December 2017 issue of Writer’s Digest (pp. 35-38), and is also available on-line to subscribers. (This issue can also be purchased online, at <https://www.writersdigestshop.com/writer-s-digest-nov-dec-2017-epwd1217>.) The article details **seven useful tips** for indie authors (e.g., Update Your Email Signature), and notes: “Ten years ago print books accounted for more than 99.5% of all book sales. It was a time when self-published authors were shut out of bookstore distribution ...today indie authors are among the most sophisticated e-book marketers. Large publishers continue to look to the indies for marketing inspiration.”

Books on Writing and Publishing

By Larry Martin

In previous editions of the WLOV newsletter I discussed Stephen King's *On Writing*, Strunk & White's *Elements of Style*, William Zinsser's *On Writing Well*, *The Chicago Manual of Style*, Lynn Truss's *Eats Shoots and Leaves*, and *Roget's Thesaurus*. For this entry I have chosen 3 works that will not become classics, but might be useful right now – about publishing on Amazon.



Amazon URL: <https://www.amazon.com/dp/B00O6MT158/>

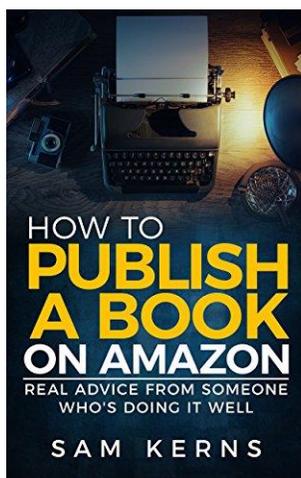
Year published: 2014

Focus: Step by step guide including formatting with Word, publishing with CreateSpace and Kindle, and marketing

Format/cost: Kindle (\$7.99 or free with Kindle unlimited); paperback (\$19.99)

No. Amazon Reviews: 24 (more for each individual volume); average 4.3 stars

Recent customer review: "Smart writers who want to become authors in control of their own publication get everything they need in Self-Publishing with Amazon. Chris McMullen explains the process in easy-to-understand language. I recommend it without reservation."



Amazon URL: <https://www.amazon.com/How-Publish-Book-Amazon-2017-ebook/dp/B01M0J5KZA/>

Year published: 2016

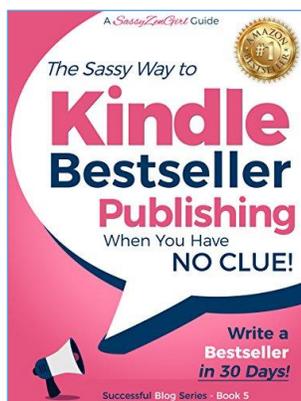
Focus: includes details on self-formatting, pros and cons of Kindle Unlimited, marketing, getting amazon reviews, etc.

Format/cost: Kindle (\$2.99 or free with Kindle unlimited); paperback (\$11.99)

No. Amazon Reviews: 35; average 4.5 stars

Recent customer review:

"If you have not written a book (and have no plans to write one), don't bother to finish reading this review or to read Sam Kerns book. BUT if you are writing, or have completed that masterpiece only you could write, you need to focus on getting it out on the Amazon platform. These days Amazon is THE PLACE for a book to be seen and sold, and Sam Kerns book brings a laser focus to accomplishing that goal. It's a step by step reference manual covering everything from planning your book, putting it out on the Amazon site, marketing it, getting reviews, everything you need to know to help your book(s) succeed."



Amazon URL: <https://www.amazon.com/Kindle-Bestseller-Publishing-Beginner-Marketing-ebook/dp/B06XKGGWRC/>

Year published: 2017

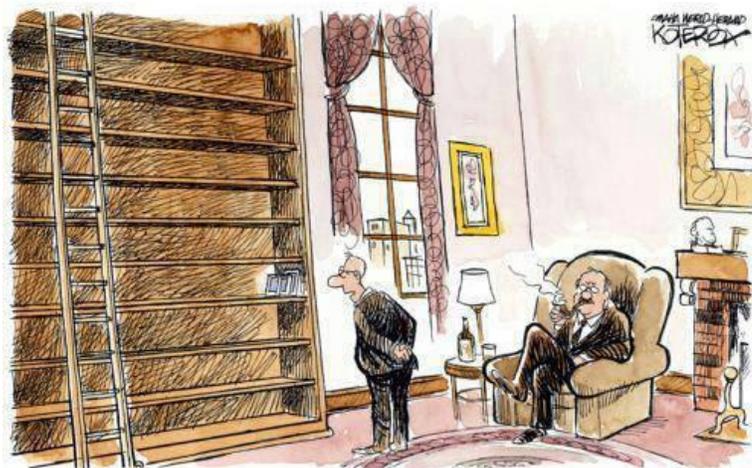
Focus: Part of author's "No Clue" series (blogging, social media, etc). Geared more toward rank beginners than the above books.

Format/cost: Kindle (\$0.99); paperback (\$12.99)

No. Amazon Reviews: 54; average 4.8 stars

Recent customer review: "If you're new to or curious about Kindle publishing, check out this nifty e-book! Geared towards beginners, this book describes the Kindle publishing process from start to finish in great, digestible, easy-to-understand detail. I'm far from a tech noob, but I previously didn't even know about 90-something percent of the tips shared in the e-book! As a writer, I now have the incentive to start Kindle publishing, which is actually more profitable than blogging and boosts the results of blogging."

Cartoons



"Kindle, Nook, Sony Reader... I say, Hardwick, this sure is an impressive library you got here."

