

# WLOV NEWSLETTER

November 1, 2018

**RSVP for Elvis - page 4**

**Update on Holiday Expo - page 6**

**New Books by Members - page 7**

**5 RPLA Winners in WLOV - page 9**

**Interview with Author Mark Pryor - page 11**

**Who Wrote These Signs? - page 18**

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**Full Table of Contents - page 2**



# Message from Your Newsletter Editor

By Larry Martin  
[drlarry437@gmail.com](mailto:drlarry437@gmail.com)



There was no newsletter last month, so this edition plays catch-up with recent WLOV events, as well as those in the near future. While everything in here should interest our members (and all Villages writers), I suggest you scan the Table of Contents below for items that interest you most. Hint about one of events listed on page 3, our December 3<sup>rd</sup> breakfast meeting: **ELVIS is coming to town!** If you plan to attend, please RSVP using form on page 4.

As always, if you have something you wish to contribute to the newsletter, please send it to me. This may include:

- a blog post about some subject related to writing/publishing
- any new book you've published
- information about your book of special interest to WLOV members (e.g., unique experience in publishing &/or marketing)
- an announcement about awards, books signings or other activities related to your book
- an announcement of services you can offer the writing community, such as editing or cover design

| <b>Table of Contents</b>                     | <b>Page</b> |
|--|-------------|
| Message from Your Newsletter Editor          | 2           |
| Calendar of Upcoming Events                  | 3           |
| <b>WLOV Holiday Breakfast RSVP Form</b>      | <b>4</b>    |
| Message from Your President                  | 5           |
| Holiday Expo Update                          | 6           |
| Meet the Nominees for 2019 Club Officers     | 6           |
| New Titles Added to WLOV Book Catalogue      | 7           |
| Sept & Oct Meetings – Recap                  | 8           |
| WLOV Facebook page URL                       | 8           |
| 5 WLOV Authors Win in FWA's RPLA Competition | 9           |
| Interview with Author Mark Pryor             | 11          |
| Signs  | 18          |

## WLOV Calendar of Upcoming Events

Wed, Nov 7 Laurel Manor Rec Center, 8:30 am. Sea Hill Press owner and publisher Greg Sharp ([www.seahillpress.com/publish](http://www.seahillpress.com/publish)) will address marketing plans and profitable self-publishing. Greg has been in publishing for over 35 years, and last spoke to our group September 2017. He will discuss the budgeting and planning process his company uses for publishing books, giving examples of how self publishers can do the simpler things to market their books.



Wed, Dec 5 Laurel Manor Rec Center, 8:30 am. **HOLIDAY MEETING & CONTINENTAL BREAKFAST** – Open to all members and their guests. No charge. Dave Maurer, a TV resident, will perform as “the gray-haired, 21st century Elvis.” Performing with Dave will be singer Betsy Starr. Please RSVP, so we’ll know how much food to order. See RSVP options on page 4.

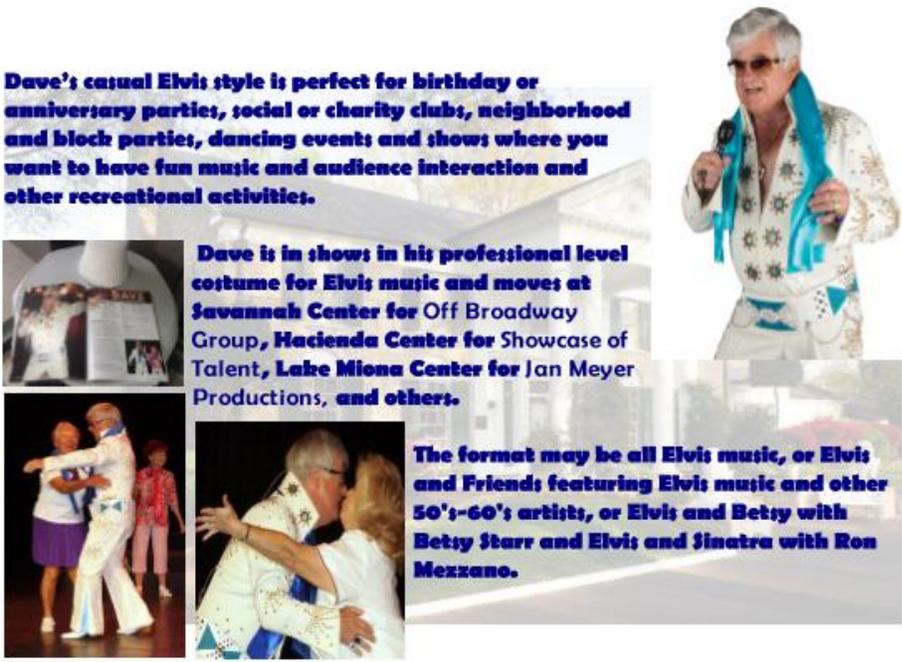
**DAVE MAURER, A VILLAGES RESIDENT,  
PERFORMS AS THE  
GRAY-HAIRED, 21<sup>ST</sup> CENTURY ELVIS**

**DANCE OR SING ALONG IN A TRIBUTE TO ELVIS AS HE  
MIGHT HAVE BEEN HAD HE LIVED INTO THE 21<sup>ST</sup> CENTURY**

**Dave’s casual Elvis style is perfect for birthday or anniversary parties, social or charity clubs, neighborhood and block parties, dancing events and shows where you want to have fun music and audience interaction and other recreational activities.**

**Dave is in shows in his professional level costume for Elvis music and moves at Savannah Center for Off Broadway Group, Hacienda Center for Showcase of Talent, Lake Miona Center for Jan Meyer Productions, and others.**

**The format may be all Elvis music, or Elvis and Friends featuring Elvis music and other 50’s-60’s artists, or Elvis and Betsy with Betsy Starr and Elvis and Sinatra with Ron Mezzano.**



Sat, Dec 8 **WLOV Central Florida Book & Author Expo** (“Holiday Expo”), Eisenhower Rec Center, 10 am to 3 pm – See Holiday Expo Update, page 6

RSVP form for WLOV breakfast (see Calendar of Events, previous page).

To RSVP, two options: 1) Print this form and hand it in at the Nov 7 meeting;  
2) Send email to Paula Howard, at [pfhoward777@gmail.com](mailto:pfhoward777@gmail.com).



Unite 2 Write



Writers League Of The Villages

**WEDNESDAY DEC. 5, 2018**

**WLOV  
HOLIDAY  
MEETING/BREAKFAST**

**Time to Pa-a-a-artaay!!**

Come to the December 5 meeting hungry!

Enjoy a Continental Breakfast and watch the entertainment planned just for you! Not much business, when Elvis is in the House!

BUT, we have to count heads to be sure there's enough food, and plenty for you!

So, please RSVP if you are attending, plus if you are bringing a guest!

If you've ever planned a party, you know how important this is! Please let us know you'll be there.

Yes! I'll be  
there: \_\_\_\_\_  
\_\_\_\_\_

Yes! I'll be bringing a  
guest: \_\_\_\_\_  
\_\_\_\_\_

Or, email your RSVP to [pfhoward777@gmail.com](mailto:pfhoward777@gmail.com)  
by Friday, Nov.30

**WLOV  
December 5  
Holiday  
Breakfast/  
Meeting**

**Food, Fun,  
and Forget  
the  
Reindeer...**

**ELVIS will be  
there!**

**PLEASE email  
your RSVP by  
Nov. 30!**

**(...or you may  
have to wash  
the dishes!)**

## Message from Your President



I can almost feel it in the air, a mere hint that the seasons are changing. Part of me will always miss the more obvious signs of seasonal change—the brilliant yellows, reds, and oranges of the sugar maple trees, the crunchy leaves underfoot, and the cool breezes replacing the heavy humidity of a Maryland or New York summer. Instead, I've learned to enjoy the less obvious changes—my flowering bushes coming back to life after the oppressive heat of summer, a warm breeze without a heavy overlay of moisture, and the ornamental grasses taking on their fall hues.

As the seasons change, we welcome back the snowbirds, glad to see old friends, but not so pleased by the added traffic and crowded restaurants. It's all good, though. Hurricane season is winding down and we were fortunate this year to have been spared the havoc and devastation Florence and Michael wreaked on friends and relatives to the north.

WLOV is in a unique position this year to both start and cap the year with Expo events. We are fortunate to have hardworking Expo committees willing to expend extraordinary efforts to pull off a successful Book & Author Expo in January, and to go above and beyond in planning the upcoming December 8<sup>th</sup> event. Next month's Expo will host over 90 exhibitors and expand into five rooms at the Eisenhower Recreation Center. And if you opened your Valu-Pack coupons – mailed (I presume) to every house in The Villages – here is what you should have found: EXPO ADVERTISED in a colorful 3" x 8" flyer. The back side (not shown) displays several of our members' book covers.

**Central Florida Book & Author Expo**  
Saturday, December 8, 2018, 10am to 3pm  
Eisenhower Recreation Center  
3560 Buena Vista Blvd, The Villages, FL 32163  
GREAT BOOKS — EVERYONE WELCOME — and FREE

- ✓ Mingle with 90+ Central Florida authors who will personally autograph your book!
- ✓ Explore a vast selection of new and exciting books for all ages.
- ✓ An autographed book is a gift of inspiration for young readers.
- ✓ Find great speakers for schools and organizations.

Sponsored by  
Writers League of The Villages & The Villages Recreation and Parks Department

Page  
Over to Side 2  
Village Author Books

Of course we also have bookmarks to hand out, shown in Jim's message on the next page. If you haven't already started handing out Expo bookmarks to friends, neighbors, club members, store clerks, and strangers you meet on the town squares, please do so over the next few weeks. More bookmarks will be available at our November meeting.

We have two regular WLOV meetings before Expo. At our November 7<sup>th</sup> meeting, we will vote on a new slate of officers for 2019. Short biographies of our officer candidates Paula Howard, Phyllis Walters, and Angela Love are included herein. After the election of officers, Greg Sharp of Sea Hill Press will present an informative talk on successful marketing for self-published authors.

December 5<sup>th</sup> is our annual holiday breakfast meeting. This year, WLOV will fund the continental style breakfast. Members are welcome to bring their spouse or significant other and Villages guests. However, we do ask that you RSVP if you plan to attend, so we know how much food to buy. (For the two RSVP options, see page 4.) After a short business meeting, we will be entertained by Elvis! It should be a fun morning. I hope you can join us for the final meeting of the calendar year.

I look forward to hearing from you with any questions or comments you have about WLOV.

Rita Boehm

[Ritab1423@gmail.com](mailto:Ritab1423@gmail.com)

[www.ritamboehm.com](http://www.ritamboehm.com)

## HOLIDAY EXPO Update

Jim Meyer, Holiday Expo Committee Chairman

[jacobsgrampy@msn.com](mailto:jacobsgrampy@msn.com)



We have 92 confirmed authors for our Holiday Expo. Santa Claus will be there, and Toojay's is our food vendor. We are in need of 2 members who have golf carts and are not in the Expo, who can then participate in the Holiday parade at the polo field on the same day as Expo, Saturday, Dec. 8<sup>th</sup>. The idea is to let visitors coming to the polo field know that, after the parade, they can come to the EXPO a short ride away at Eisenhower Rec Center. If you want to volunteer for the parade, please let me know.

And if you have not yet received our EXPO bookmarks to hand out to your various clubs, acquaintances and anyone else, you can pick them up at our November 7<sup>th</sup> meeting. They are a neat way to spread the word. As shown, one side of the bookmark reads horizontally and one side vertically.



**Central Florida Book & Author Expo**  
**Saturday, December 8, 2018 10am to 3pm**  
**Eisenhower Recreation Center**  
3560 Buena Vista Blvd, The Villages, FL 32163  
**GREAT BOOKS — EVERYONE WELCOME**  
Sponsored by Writers League of The Villages & The Villages Recreation and Parks Department.



- ✓ Mingle with 90+ Central Florida authors who will personally autograph your book!
- ✓ Explore a vast selection of new and exciting books for all ages.
- ✓ An autographed book is a gift of inspiration for young readers.
- ✓ Find great speakers for schools and organizations.



*Buy a book . . .  
The gift you can  
open again and  
again.*

## Meet the WLOV Officer Nominees for 2019

### Paula Howard - President-elect



Paula Howard planned to retire twice: First from the corporate world in Cleveland, Ohio, and more recently as a registered nurse from Florida Hospital, Winter Park. Currently, she is a staff writer for Akers Media Group, publishers of Style and Healthy Living Magazines.

A Returned Peace Corps Volunteer, she served in Bolivia, South America, and speaks Spanish as a second language. Her professional career has taken her from newspaper writing to healthcare marketing, through the world of commercial real estate and commercial catering before opening her own firm "A Howard Activity," which specializes in special event planning.

She and her husband, Ken Bubis, are residents of The Village of Country Club Hills for the past three years. Ken is enjoying retirement and mountain biking. Paula has three children and four grandchildren from a previous marriage.

A member of WLOV and Creative Writers of The Villages. Paula has authored two non-fiction books and is in the process of publishing a novella titled "The Hidden Pricetag," which she describes as "metaphysical fiction." The novella will be available soon on Amazon and Audible.com.

**Angela Love - Secretary**



Angela Love is a freelance non-fiction writer. She is also a reporter for Villages-News. Her particular areas of interest are human interest features, the arts and holistic healing. She is currently at work on two books. She is also the owner of At Your Service, a special-event planner for at-home parties and corporate events.

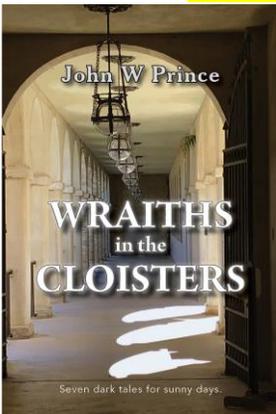
Angela moved to the Villages six-years ago from Richmond, Virginia. She joined the Writers League in September of 2017, and served as secretary in 2018. She plans to continue in that capacity in 2019.

**Phyllis Walters, Treasurer**

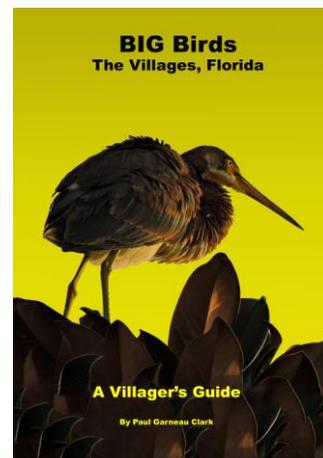
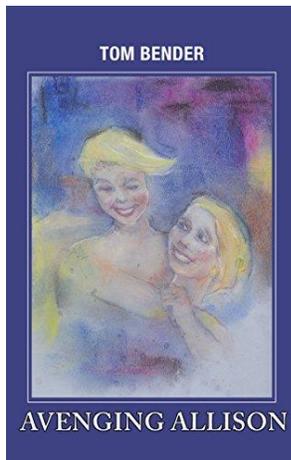


I have lived in The Villages since 2009. We are from Ohio where I was a clinical forensic psychologist for 40 years. I also taught at The University of Dayton while raising two sons. I now write Christian self-help books and teach them as courses at The Enrichment Academy of The Villages. I am Academic Dean of Prisoners of Hope International and teach my book material to the guys at the halfway house in Wildwood. I have gained so much from the writers in WLOV as well as the FWA. I look forward to fostering those relationships.

**New Titles Added to WLOV Book Catalogue**



If you wish your book listed in the catalogue, which is posted at [www.wlov.org](http://www.wlov.org) (under Villages Book Catalogues), please send me a high resolution picture of the cover, a short blurb, and the Amazon link ([drlarry437@gmail.com](mailto:drlarry437@gmail.com)). The catalogue is for WLOV members' books published 2016-2018. Shown here are covers of books added since our last newsletter in September.



## Sept 5<sup>th</sup> and Oct 3<sup>rd</sup> meetings - Recap

Sept 5, 2018 - Anne Dalton answers questions about copyright and so much more



Anne Dalton, General Counsel for the Florida Writers Association, gave a 3-hour seminar on “5 Scary Legal Things Every Writer Needs to Know.” Questions from the audience were never ending, and plans are afoot to bring Anne back next next year for another presentation!

### Oct 3, 2018 - Panel Discussion on Audiobooks

WLOV members David Bishop (left in left photo) and Phil Walker held an interesting panel discussion on audiobooks. This format is sure to attract more authors in the near future.



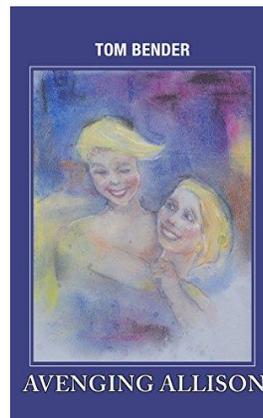
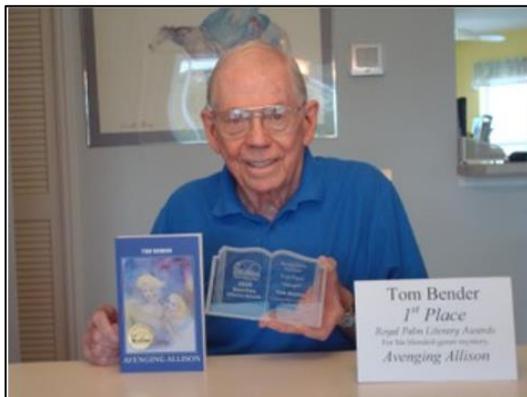
Find more WLOV photos on our Facebook page.

<https://www.facebook.com/The-Writers-League-of-The-Villages-162776817086391/>

## 5 WLOV Authors are Winners in FWA's RPLA 2018 Competition

FIVE WLOV AUTHORS were winners in the Florida Writers Association's 2018 Royal Palm Literary Awards competition; they are listed below in alphabetical order. This statewide competition is open to all members of FWA. The awards were announced at the RPLA banquet Saturday, Oct 20, in Altamonte Springs. A complete list of winners is at: <https://floridawriters.net/wp-content/uploads/2018/10/2018-RPLA-Adult-Winners-List-Loglines-10-21.pdf>

**Tom Bender, 1<sup>st</sup> place, for *Avenging Allison*. Category: Book-length Fiction, Published Blended Genre.** A child unleashes mayhem by telling his brother he saw a man falling in the sky. A reporter's daughter is hit by a car. Outraged, he tracks down a psychopath.



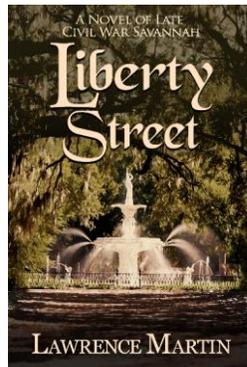
**Peggy Best, 2<sup>nd</sup> place for *Unsung Hero*. Category: Published Biography.** A memoir/biography/tribute to my father. Hear an FWA podcast about the book at: <https://mail.google.com/mail/u/0/#inbox/FMfcgxvzLNVjsXXPCBWdFrMvlgxdHxGf?projector=1>



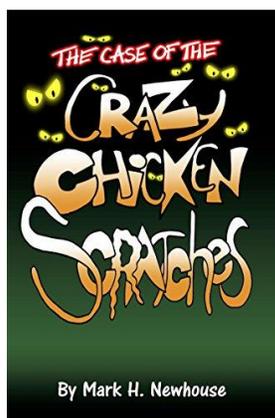
**Jenny Ferns, 1<sup>st</sup> place, for *Ripple Effect*. Category: Book-Length Fiction, Unpublished Blended Genre.** An independent woman raised her dead sister’s child during WWII in England. Postwar, the ripple effect of wartime losses, wounds of the soul, secrets, and lies almost destroy her.



**Larry Martin, 2<sup>nd</sup> place for *Liberty Street: A Novel of Late Civil War Savannah*. Category: Published Historical Fiction.** A war widow and her young sister seek love during in the waning days of the Civil War.



Larry also won: 3<sup>rd</sup> place for flash fiction story (<1000 words): “I hit a deer.”  
3<sup>rd</sup> place for short story: “Crusade”



**Mark Newhouse, 3<sup>rd</sup> place for *The Case of the Crazy Chicken Scratches*. Category: Published Middle-Grade Fiction.** A teenager faces the toughest decision of his life while working with his eccentric lawyer uncle to prove a man who turned his house into a zoo isn’t crazy.

## WLOV Author takes on Russian Computer Hacking...and a Whole Lot More



WLOV author Mark Pryor knows his way around computers. And he uses that knowledge to infuse his about-to-be-published 2<sup>nd</sup> novel, *Cyberian Affair*. This work of fiction follows his first novel *Noble Phoenix*, a thriller that takes place in Eastern Europe and was published last year.



**LM: How does *Cyberian Affair* differ from *Noble Phoenix*?**

MP: *Noble Phoenix* is about an exceptional man fighting the powerful leader of a secret organization who is spreading terror across Europe. *Cyberian Affair* is about Russians hacking the US primary election and a couple of Americans who break all the rules to fight back. The conflict bursts out of the computer realm into the real world where peoples' lives are at stake

**LM: I know it took you several years to write *Noble Phoenix*. What did you learn from *Noble Phoenix* that helped you write the *Cyberian Affair*?**

MP: In a word—everything. *Noble Phoenix* was my first work of fiction. I've learned that the plot drives the story, but the main characters draw your readers in. I've discovered that stories told from deep inside your main characters' minds and senses are more engaging than the most elegant narrative. I also learned that the best way to become a good writer is to participate in critical peer reviews with fellow writers.

**LM: When will *Cyberian Affair* be published?**

MP: Sometime during November. I should have it for sale at the Holiday Expo (Dec 8, Eisenhower Rec Center) – see page xx).

**LM: Just how did you come to write novels? And decide on the thriller genre?**

MP: When I was young, I read all the typical novels for my age, like *Tarzan* and *Robin Hood*. The first book I ever read that I couldn't put down was Robert Ludlum's *Bourne Identity*. I guess that got me hooked on intense, non-stop action stories.

About forty years ago, I came up with the initial ideas for the story that evolved into *Noble Phoenix*. Between work and family, I had little time to write—until I retired here in The Villages seven years ago.

**LM: What was your career before retirement?**

MP: After spending four years in the Navy, fixing electronics on airplanes, I entered the computer industry (long before the first PC was built.) I often say working with computers is like working for the CIA—if someone asks what you do, you can't really tell them. Of course, it's not because "I'd have to kill you." Instead it's because "I'd bore you to death."

For those of you who still want to know about my career, here's a quick synopsis. For the first ten years, I worked in the typical "IT" department of several companies, ultimately becoming a "DP Manager". For the remaining thirty plus years, I worked for a computer company. When I retired, I had been managing our clients' global networks.

**LM: What have you learned about the business side of self-publishing? Marketing, publicity, etc.**

MP: Technology has changed publishing forever. Today, anyone can publish an eBook or a paperback without submitting their novel to traditional publishers or agents and waiting (hoping) for acceptance. Those of us who self-publish can reach more readers through on-line sales than any other channel of distribution. Since Amazon is by far the leader in sales, this is an ideal place to start. Amazon and their competitors offer "print-on-demand" services, which means self-published authors can sell paperback books without worrying about inventory. Each time your paperback book is sold (on-line), Amazon prints it and mails it out.

Some writers believe what Kevin Costner said in *Field of Dreams*: "Build it and they will come." However, that does not apply to selling books. Some traditional or so-called hybrid publishers claim they'll help you market your book, but I've never met any fellow writer who believed their publisher did a good job. All aspects of marketing and sales fall upon the author, unless you pay someone to perform those services for you.

**LM: So did you go through CreateSpace to publish Noble Phoenix?**

MP: Like many self-published authors, I used Kindle Direct Publishing (KDP) for my Kindle version and CreateSpace for my paperback. Both of these organizations are owned by Amazon. In recent months, Amazon has discontinued most services, and now promotes KDP as the platform to publish paperbacks. They offer a simple method to transfer CreateSpace books to KDP.

**LM: Please explain what you did to get Noble Phoenix published. Did you hire any freelancers, or did you do everything yourself – formatting, cover design, interior maps etc.?**

MP: In my opinion, four skills are required to bring your novel to the American market: English language (spelling, grammar, writing), document formatting, cover design (the creative aspects), and graphic editing (required to implement the cover design). Thanks to the fantastic support and feedback from my fellow writers, and the cover design from Katherine Schumm, I was able to publish my book without hiring any services, but many authors prefer to pay professionals for some of these services.

Although I have written extensively on technical and business topics throughout my career, I learned novel writing and developed proficiency through peer review with fellow independent authors. My career in technology provided the skills needed to format the manuscript and do the graphic editing of the cover art without outside help. Katherine, a fellow author, came up with the cover design of *Noble Phoenix*, and she collaborated with me on the design for *Cyberian Affair*.

**LM: So your total out of pocket cost to produce the novel was – what?**

MP: Frankly, the out-of-pocket costs were so small I didn't keep track. I purchased several images from Shutterstock, and I paid CreateSpace for a few proof copies of my paperback. That's about all.

**LM: And it's the same for Cyberian Affair?**

MP: Yes

## LM: What have you done to market your first novel?

MP: Amazon offers services and programs, including author pages, countdown deals, and advertising. Social media, like Facebook, Twitter, LinkedIn, Instagram, and Pinterest, offer services as well, including author pages, blogging and advertising. Many authors maintain their own website (mine is [www.pryorpatch.com](http://www.pryorpatch.com)) with information about themselves, their books, and subjects of interest to their readers. Book fairs, such as WLOV's Holiday Book Expo in December, are good for exposure to local residents, but a writer needs to plan their display with signage and giveaways. At last year's Central Florida Book & Author Expo, I displayed my books next to a large poster, and handed out business cards and bookmarks. This year I am thinking of handing out additional items—perhaps pens or keychains. [Below, part of Mark's webpage]



The screenshot shows the author's website for Mark A Pryor. The header includes the author's name and a navigation menu with links for HOME, ABOUT THE AUTHOR, and BLOG. Below the header is a banner image featuring the book cover for 'Noble Phoenix' and a portrait of the author. The main content area is titled 'Mark A Pryor Novels' and features a section for 'Noble Phoenix' with a 'Coming later this year - Cyberian Affair' announcement. The book description highlights a young man with an exceptional mind facing a powerful grand master. A sidebar on the right lists blog categories and a 'Noble Phoenix' section with a 'BUY' button and a 'KEEP IN TOUCH' section with a subscription form.

**Mark A Pryor**  
Author of *Noble Phoenix*

HOME ABOUT THE AUTHOR BLOG

**Mark A Pryor Novels**

Coming later this year – *Cyberian Affair*

*Noble Phoenix* is available NOW – **Kindle eBook \$2.99** or **Paperback \$9.99**

**A young man with an exceptional mind vs. a powerful grand master.** Assassinations, neo-Nazis, Muslim extremists, dirty bombs and nuclear weapons – plus stem cells, drones, hi-tech surveillance and bomb-sniffing bees.

**Viktor Prazsky** nearly loses his life at an early age during a violent demonstration in Prague, Czech Republic. An experimental medical procedure saves his life and leaves him with a powerful mental ability.

Squaring off against Viktor is the grand master of a well-funded organization, who has unleashed assassins and terrorists across Europe. The confrontation becomes personal, threatening Viktor, his family and the love of his life. Can Viktor save the world from Armageddon?

The action takes place in exotic locations throughout Europe, the Middle East and northern Africa, all highlighted on maps included in the book.

**Reviews on Amazon include:**

Brilliant first novel. Pryor masterfully weaves current world terrorist events and fictional characters together to create a spell-

**BLOG - SELECT CATEGORY**

- A. Noble Phoenix (11)
- B. Cyberian Affair (6)
- C. Technology (8)
- D. Global Events (5)
- E. Travel (1)
- F. Human Body (2)
- G. Science (3)
- General (5)
- H. Beer (1)

**NOBLE PHOENIX**

BUY | SHARE | PREVIEW >

**KEEP IN TOUCH**

**Enter your address and subscribe**

Email Address

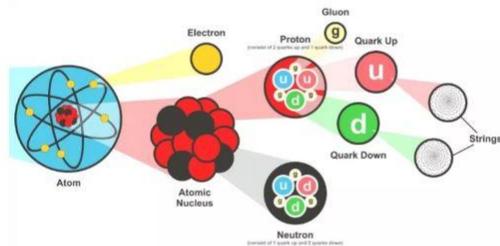
Subscribe

There is no simple formula to become a best-selling author. Most of us (myself included) come up with marketing ideas because we like them, as opposed to being part of an overall marketing plan. A true marketing plan would involve market research, target market selection, focus groups—all the things businesses do to define and market their products. A few independent authors are lucky enough to find an enthusiastic following for their book. Most of us simply have to work hard and leverage the tools available. If you're not already retired, don't quit your day job.

# Atoms, Electrons, Protons, Neutrons, Quarks, Gluons, Strings

Mark Pryor November 9, 2017 1 Edit This

An article in Life Science included a very simple diagram of many well-known subatomic particles:



Surrounding the nucleus of an atom is a cloud of very light electrons.

The nucleus consists of two types of hadrons – a proton and a neutron.

Like all hadrons, the proton and the neutron contain three quarks plus the gluons that bind them together.

The proton and neutron contain the two most common quarks – “up” and “down”

According to string theory, all these particles are composed of very small strings

The diagram above gives a misleading idea of relative sizes.

Each step to the right shows particles many orders of magnitude smaller than the ones to the left.

**Mark A Pryor**  
Author of *Noble Phoenix*

HOME ABOUT THE AUTHOR BLOG

MARK A PRYOR  
NOBLE PHOENIX  
A NOVEL

General > Russian Hacking Indictment 7/13/2018 – No Spin, Just the Facts

## Russian Hacking Indictment 7/13/2018 – No Spin, Just the Facts

Mark Pryor July 22, 2018

No time to read the 29-page indictment? News reports seem biased? This summarizes the indictment – WITHOUT adding any commentary/bias:

**Russian Hacking Indictment**  
July 13, 2018  
No Spin - Just the Facts  
Make sense of the 29-page indictment document  
<https://www.justice.gov/file/1080281/download>

1. Spearheading to steal passwords and access rights (23, page 6)
2. Hacking into DNC and DCCC (23, page 8)
3. Malware tied to Russian servers (24, page 8)
4. Document theft (27, page 10)
5. DCLeaks to distribute stolen documents (35, page 13)
6. Guccifer 2.0 false identity and communication with unnamed persons (40, page 14)
7. "Organization 1" (Wikileaks) to distribute documents (47, page 17)

BLOG - SELECT CATEGORY

- A. Noble Phoenix (11)
- B. Cyberian Affair (6)
- C. Technology (8)
- D. Global Events (5)
- E. Travel (1)
- F. Human Body (2)
- G. Science (3)
- General (5)
- H. Beer (1)

NOBLE PHOENIX

BUY SHARE PREVIEW

KEEP IN TOUCH

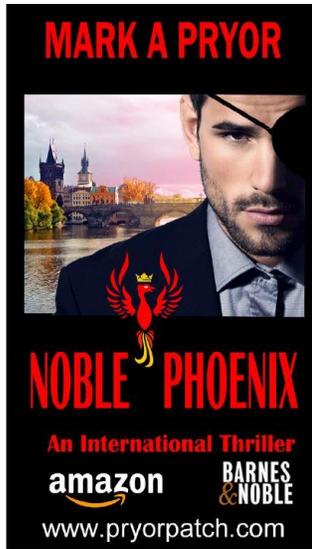
Enter your address and sub-

## Two entries from Mark’s blog on topics related to his plots.

### LM. So you’re not hiring any publicists or marketers?

MP: Not at this time. In my opinion, every independent author should publish their own website, and include the URL on all business cards, email, correspondence, etc. Some authors may be able to create and maintain the site by themselves, while others may need to hire out this work. The website may not attract many potential readers, but it represents you on the internet. It should highlight your books, making them easy to purchase. If you have interesting subjects to share, a blog can attract more people. In addition, I suggest creating author pages on Amazon, Facebook, and any other social media platform you currently use.

Once you have established platforms (web page, Amazon author page, etc.), you are prepared to actually sell. One method is to build an email list of people interested in your books, and to send out a newsletter—although this will bring diminishing returns over time. Another method is to post ads or articles to groups of people on Facebook (such as Mystery & Thriller Authors & Readers). You can also use pay-per-click ads on Google, Amazon, and Facebook. The ads I have used (like the one below) have been “viewed” by over 100,000 people, but only a hundred or so have actually “clicked” on it. The cost per click ranges in the \$0.15 - \$0.20 range. I have experienced uneven success with this—it seems to spur sales, but probably not enough to pay for the small cost. I use these ads to keep my novel in front of the public.



Above: Mark's Business Card (Front and back images)

Below: An ad Mark has run on internet sites



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**Noble Phoenix: An International Thriller** Jul 22, 2017

by Mark A Pryor

*Viktor recovers from mortal injury with a unique ability. He challenges the powerful leader of a secret organization unleashing terror across Europe.*

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**LM: How many critique clubs do you attend? I understand they're not all in The Villages.**

MP: I'm currently a member of two official Villages critique groups and three informal ones. Once a week, I share critiques with the Wannabee Writers group that meets at Lake Miona Rec Center on Mondays. Twice a month, I go to Oxford to share critiques with fellow members of the Florida Writers Association. In addition, I meet with smaller groups that are not official Villages critique clubs—one with six members, another with four, and even a smaller group of two. At one time, I attended other groups, but found it took away from my writing time.

**LM: You also attend Writers in Time, and I know you've given some excellent talks in that non-critique group. What is WIT and when does it meet?**

MP: Writers in Time (WIT) is a group of writers in The Villages who are interested in historical fiction. It meets at 9:00 am on the first Friday of the month at Fish Hawk Rec Center. We cover topics of interest to all writers, but with a special focus on historical fiction. Usually one of us presents a topic or leads a discussion.

**LM: What do you like to read when you're not writing?**

MP: I read a lot of non-fiction as well as fiction, and I research subjects on the internet for my book. My favorite non-fiction topics include beer, quantum physics, cosmology (the universe), genetics and DNA, computers and security, history and pre-history, and counter-terrorism. The most recent fiction I enjoyed was *The President is Missing*. I love books from Lee Child, Clive Cussler and Brad Thor. If George R. R. Martin ever completes *Winds of Winter*, I'll read it immediately (*Game of Thrones* fans will understand.) Of course, I also read many books written by my fellow writers right here in The Villages—often while they are still a work-in-progress.

**LM: Aside from writing, what else holds your interest in retirement?**

MP: Primarily it's family, beer, and travel. Our extended family (which includes great grandchildren) live "up north" in Virginia, Pennsylvania and New Jersey. Sometimes they come to Florida, and often we go north to visit. We enjoy travelling—mostly around Florida (often visiting breweries and brewpubs), but also to Mexico, the Caribbean, and Europe. Next year we plan to cruise around Italy to celebrate our fiftieth anniversary.

**LM: You're known as a beer connoisseur. Tell us about that. And yes, you can advertise World of Beer.**

MP: About forty years ago, I discovered that not all beer was the same. Since then, I made a point of sampling a LOT of them (seldom drinking the same beer twice in a row.) Over the years as I travelled for fun and business, I've sought out new and unfamiliar beers. Before we moved to The Villages, I collected over 600 different beer bottles (no two from the same brewery) which I kept inside glass cabinets on both sides of our fireplace. (My wife is very understanding.) I gave them to a fellow beer fanatic before we moved here.



This picture appeared in Lake & Style magazine last year. (<https://www.lakeandsummerstyle.com/villager-writer-a-thriller/>). The shirt was a gift from WoB upon drinking 1,500 different beers.

Seven years ago, when we moved to The Villages, I had difficulty finding beers I truly liked. Then five years ago, the World of Beer (WoB) opened in Brownwood. Their opening seemed to encourage other eating and drinking establishments to carry at least ONE good beer. Since the opening, I've joined a small group of beer fanatics who meet there every Tuesday afternoon. Like many businesses, WoB has marketing programs to keep their customers happy. One of these is like a "frequent flier" program, where they keep track of how many unique beers you have bought from WoB. My latest count is 1,750.



**Find Mark on Tuesday afternoons at this Brownwood establishment.**

**LM: Any interest in writing short stories?**

MP: I don't think so, because the stories I like have too much depth. I also prefer to reveal character traits and background over time.

**LM: Is it too early to ask you about a 3<sup>rd</sup> novel?**

MP: I have no shortage of ideas for books. I'm thinking of writing about "artificial intelligence," where people around the world become overly reliant on computers to do their thinking. It's something that worries Bill Gates. I think I could make an engaging thriller out of the subject.

**LM: We look forward to it! Thanks, Mark.**

# Signs

A reminder that good, clear writing is not just for books and short stories...

