



# WLOV NEWSLETTER

September 1, 2018

## Message from Your Newsletter Editor

By Larry Martin  
drlarry437@gmail.com



This issue contains information about upcoming events, as well as contributions from several of our members. In particular, note the interview with WLOV member Bill Pullen, about his new book *It Started at the Savoy* (page 10). Don't miss the amazing photo of a young Bill with Sonny and Cher, on page 12.

Summer is almost over, and we are back to our regular monthly meeting schedule. Snowbirds will be returning soon, and later this year we will have our holiday Expo. Expo table registration closed during the summer, and we now have 94 authors signed up (see Expo Chairman Jim Meyer's column, page 3).

I will be out of town the latter part of September and first part of October, so the next Newsletter will be the November edition, coming out in late October. 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

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## WLOV Calendar of Upcoming Writing-related Events

DATE	EVENT
Wed, Sept 5	<p>General Meeting, Laurel Manor Rec Center, 8:30 a.m. This will be a double meeting featuring Anne Dalton, pictured right. The WLOV business meeting will begin at 8:30. Ms. Dalton will speak from 9:00 to 12:00 including time for a question and answer session. Ms. Dalton is General Counsel for the Florida Writers Association, and has over thirty years' experience addressing legal issues dealing with writing. Her 3-hour session will focus on <b>5 SCARY LEGAL THINGS EVERY WRITER NEEDS TO KNOW.</b></p> <p><b>Scary thing #1 – Joint Copyright a/k/a <i>How to Lose Friends</i></b>  <b>Scary thing #2 – Fair Use – <i>Even the Courts Can't Figure it Out</i></b>  <b>Scary thing #3 – Memoirs – <i>Invasion of Privacy or Fair Game?</i></b>  <b>Scary thing #4 – Photographs and Emojis from the Internet – <i>Oh, Boy!</i></b>  <b>Scary thing #5 – Death and Copyright – <i>How Much Do You Love Your Relatives?</i></b></p> <p><b>Bonus scary thing: Contracts and Publishers – “How Much” and “Good-bye”</b></p> <p>There is no charge for WLOV members and Creative Writers' Group members. However, there is a fee of \$10.00 for non-members.  This is a unique opportunity to obtain a broad understanding of the legal issues faced by all writers.</p>
Wed, Oct 3	<p>General Meeting, Laurel Manor Rec Center, 8:30 a.m., followed by panel discussion on Audiobooks. Panel leader Phil Walker will interview David Bishop and Ann Heathman about their audiobook experiences. The panel will take questions from the audience.</p>
Fri- Sun, Oct 19-21	<p>17<sup>th</sup> Annual Florida Writers Conference, Hilton Orlando, Altamonte Springs. For more information, see:  <a href="https://floridawriters.net/conferences/florida-writers-conference-2018/">https://floridawriters.net/conferences/florida-writers-conference-2018/</a></p>
Wed, Nov7	<p>Sea Hill Press owner and publisher Greg Sharp will address marketing plans and profitable self-publishing.</p>
Wed, Dec 5	<p style="background-color: yellow;"><b>DECEMBER HOLIDAY MEETING/BREAKFAST: CAN YOU ENTERTAIN US?</b></p> <p>Every year, in lieu of a regular meeting in December, WLOV members come together for breakfast and holiday entertainment. This year is no exception.  However, instead of a full breakfast we'll be offering less weight fare: bagels, fruit, donuts etc. along with juice, coffee, tea.  It may only be September, but now is time to ask the question: Can you entertain us? The December Holiday Meeting is an opportunity for WLOV members to show off their other talents – those not related to the solitary time spent staring at a computer screen mentally dancing with their writing muse.  In your other life, do you sing, dance, or play the guitar? Or, keeping more within the lane of writing, can you create a holiday word game? A silly lyric poem? A humorous holiday song?  We're looking for someone to put together our holiday entertainment for this year. Are you up to it? Please let me know.  Rita Boehm, <a href="mailto:ritab1423@gmail.com">ritab1423@gmail.com</a></p>
Sat, Dec 8	<p>WLOV Central Florida Book &amp; Author Expo (“Holiday Expo”) – See update page 4</p>



# Message from Your President



When I issued my last missive in May, I chronicled the events planned for the summer. All of those events are now in the past. It seems that time does indeed seem to fly—especially as I get older. I hope you’ve had an enjoyable summer. Frankly, both my horse and I are tired of the wet and the heat. I’m looking forward to fall.

Following is a quick recap of events/meetings since our last Newsletter: Our hiatus events: The June 6<sup>th</sup> outing to Marjorie Kinnan Rawlings State Park was both fun and educational. The pouring rain even allowed us to better imagine how lonely and desolate the still rural setting must have been in the 1930’s. Our guide, a Rawlings scholar much enamored with his subject, regaled us for two enlightening hours with tales about Ms.

Rawlings’ life as we toured her home at Cross Creek. If you haven’t visited the Park, I definitely recommend a trip. (For some pics, see page 5.)

At our July 12<sup>th</sup> Ice Cream Social we were treated to an intriguing number game by Rich Cardillo followed by a fun and entertaining skit written and uniquely directed by skit-meister Mark Newhouse. Unfortunately, although we had a wide range of ice cream flavors and toppings, there was a freezer mishap at the Rec Center which resulted in some soupy ice cream. Thankfully, I don’t believe that diminished folks’ enjoyment of the event. (For some pics, see page 6.)

I was unable to attend our August 1<sup>st</sup> meeting due to a family emergency out of state, but I understand that Lt. Siemer’s presentation on police procedures was well received. Thank you to Penny Thomas for filling in for me. I hope the information Lt. Siemer provided will help members better depict the role of the police in their future writing efforts.

I am excited about our extended September 5<sup>th</sup> meeting. In addition to catching up on new book releases and welcoming new members, we will be treated to a three hour presentation by our guest speaker, Anne Dalton, General Counsel for the Florida Writers’ Association. Her talk, “Five Scary Things Every Writer Needs to Know” will cover a wide range of legal topics such as joint copyright, using photographs and emojis from the internet, and the potential for invasion of privacy concerns in memoir writing. (See Calendar of Events, page 2.) A huge thank you to the Creative Writers Group (CWG) for allowing us to infringe on their time slot for this event. Non WLOV/CWG members are welcome to attend for a \$10. fee payable at the door.

To round out our program year, on October 3<sup>rd</sup> we will present an Audiobooks Panel. Panel leader Phil Walker will interview David Bishop and Ann Heathman about their audiobook experiences and encourage audience questions. On November 7<sup>th</sup>, Sea Hill Publisher Greg Sharp will address marketing plans and profitable self-publishing. As for our December 5 meeting, **CAN YOU ENTERTAIN US?** -- see WLOV Calendar for Dec 5.

On a personal note, I released my children’s picture book, “Bluebirds in the Garden”, in June. (See “New Titles,” page 9.) The book recounts the story, in colorful photographs and simple text, of the delightful bluebird family that chose my garden as their home this spring. I’m thrilled that the Wild Bird Store in Lady Lake agreed to add the book to their impressive inventory of all things related to wild birds.

**Finally, a important request to all WLOV members.** We need more members to step up and join the WLOV Board of Directors as we plan for 2019. More specifically, we need members to run for the office of President, President-elect and Treasurer for 2019. Please contact me if you have any questions or to discuss being a part of the WLOV Board for 2019.

Rita Boehm  
[ritab1423@gmail.com](mailto:ritab1423@gmail.com), or 240-751-3978

## **HOLIDAY EXPO Update**



The next Central Florida Book & Author Expo, sponsored by the Writers League of the Villages (WLOV), will be held on Saturday, December 8, 2018 from 10:00 a.m. – 3:00 p.m. at the Eisenhower Recreation Center in The Villages. WLOV is returning to a pre-Christmas date for the annual Expo, to take advantage of the holiday book buying season.

We have 94 confirmed authors -- 27 live outside The Villages; 67 are WLOV members; 26 have 1 book only and of those 10 are 1st time authors; 38 authors have a 3' table, 56 have a 6' table. We have 4 rooms for authors and a separate room for the food vendor and for Santa & Mrs. Claus. Table assignments will be handed out sometime in the fall.

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We are offering for the 1st time to any author a hotel vendor (with special rates) so that the out-of-town authors don't have to travel the day of the event and set up before starting time.

To reserve a room, copy and paste the URL below into your browser to access the exclusive rates available for this group:

Booking Link: <http://group.hamptoninn.com/HolidayExpoGroup>

Hotel: Hampton Inn & Suites Lady Lake/The Villages

Group Name: Holiday Expo Group

Give arrival and departure dates, e.g., 07-Dec-2018 to 09-Dec-2018

***Jim Meyer, Author & Chairperson for Holiday EXPO 2018***

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

## **One way to promote our Holiday Expo**

Left: Don Canaan's flyer for his books contains a shout out for our December Book Expo

Right: Don't Golf cart; wherever it goes, so does the Expo notice

### **Read Don Canaan's Latest Books**

Available in print, e-book and audio book formats from Amazon, Kindle, Audible, Draft2Digital & Smashwords



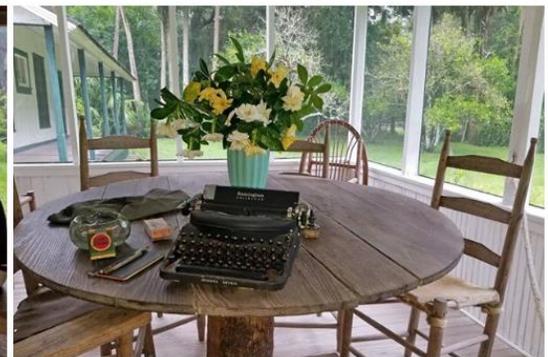
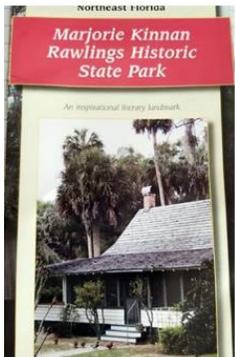
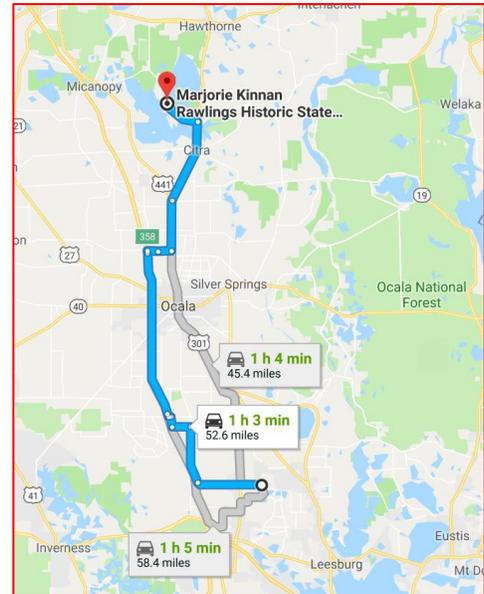
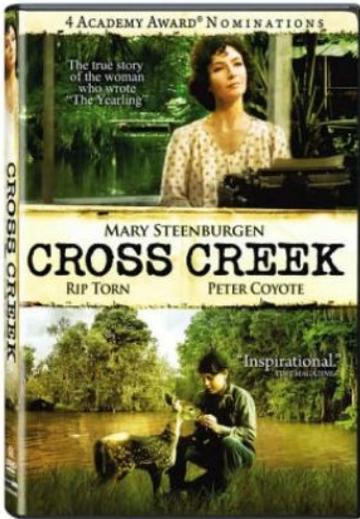
**And for your holiday gift needs, don't forget to attend the Central Florida Book Expo on Dec. 8, 2018 at the Eisenhower Recreation Center.**



# WLOV Field Trip to Marjorie Kinnan Rawlings Home, June 6<sup>th</sup>

By Larry Martin

On June 6<sup>th</sup> a group of WLOV members made a field trip to Marjorie Kinnan Rawlings State Park, an hour north of The Villages. The focal point of the park is the home where Rawlings lived for many years, and wrote best sellers *The Yearling* and her autobiographical *Cross Creek*. Though it rained, and we couldn't visit the orange orchards, we did have an excellent tour of the house by the park ranger. If you have not been and plan to visit, I highly recommended viewing the movie made of *Cross Creek*, available in DVD or as an Amazon download.



## July 12 WLOV Ice Cream Social a Sweet Success



We were entertained by another inventive skit authored and directed by Mark Newhouse (far right), supported by his amazing (and impromptu) cast of actors.

# Lt. Siemer Answers All Questions at WLOV's August 1 meeting

Authors of crime fiction had a field day at our August 1 meeting, as Sumter County Deputy Sheriff answered any and all questions about what really goes down at a crime scene. It was an excellent presentation, and could have gone on much longer, such was the members' interest in the subject. *Villages Daily Sun* Reporter Kristi Schweitzer was there and printed this article in the next day's paper.



## News Articles about WLOV Members

This summer a new feature was added to our website ([www.wlov.org](http://www.wlov.org)): News Items about our members. You'll find it by clicking on "WLOV Newsletters & News Items" on the Table of Contents found on the home page (shown right). If you have a news article about your writing or a recently-published book, send a picture of the full article to me ([drlarry437@gmail.com](mailto:drlarry437@gmail.com)); a link to it will appear in the next Newsletter and also be posted on the web site. Below is a link to a recent Villages Daily Sun news item.

<http://wlov.weebly.com/uploads/2/4/3/6/24362452/villagesauthor-larrymartin-aug192018.png>

HOME & CALENDAR OF EVENTS
WLOV MEMBERSHIP
WLOV PAST EVENTS ▾
WLOV WANT ADS
VILLAGES BOOK CATALOGUES
WLOV NEWSLETTERS & NEWS ITEMS
PICTURE VIDEO & GALLERY ▾

# Local Writing, Publishing Services

Editor's Note: WLOV members and local editors/publishers are welcome to announce their author services (writing, publishing, and/or marketing). WLOV member Don Canaan has submitted the following information.



I can now help you market your Amazon.com-listed children's and YA print and e-Book editions for a very reasonable monthly fee. This offer is open to all writing groups in The Villages and surrounding areas.

The illustration shows the home page for [www.kiddiesbook.com](http://www.kiddiesbook.com). Each page (pick your genre) can highlight direct Amazon links to your book(s). Except for a minimal Amazon affiliate commission, we do not receive any money for books that are ordered. That money is paid into your Amazon account.

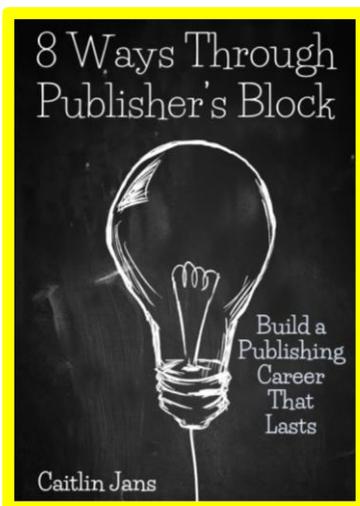
The cost to advertise is only \$10 per book per month. Your book(s) will remain online in the Kiddies Book Store for the entire month and may be renewed for as many months as desired. If your order is received after the first 10 days of the month, the fee will be \$5 per book for that first month.

First come-first served is our rule for best placement on the website. Select your genre and your book will be listed. However, Amazon insists that there must be a minimum of four items per grid line.

I intend to promote the site via search engine optimization on Google and Bing, as well as news releases to various media. In the near future, I will have similar websites for your adult print book in print, e-Book and audiobook formats.

The following information is required: Your name, physical address, telephone number, e-mail address, exact book title on Amazon, ISBN and/or ASIN identification, the category you desire for your promotion and the number of months that you would like to advertise. Only checks are accepted for payment. Please send all information via U.S. Post to Don Canaan, 611 Saint Andrews Blvd, Lady Lake, FL 32159. For additional information contact me at [dcanaan4@gmail.com](mailto:dcanaan4@gmail.com) or 407-558-3766.

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A worthwhile free download:

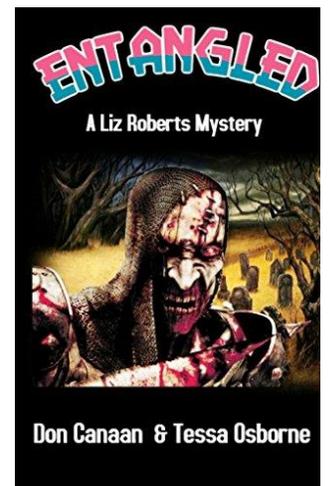
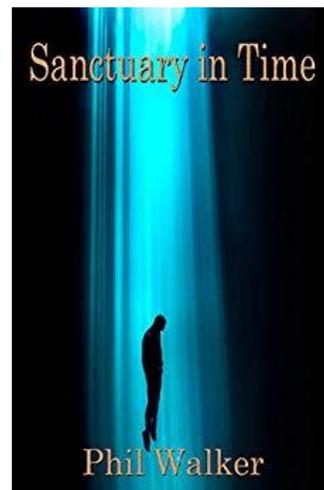
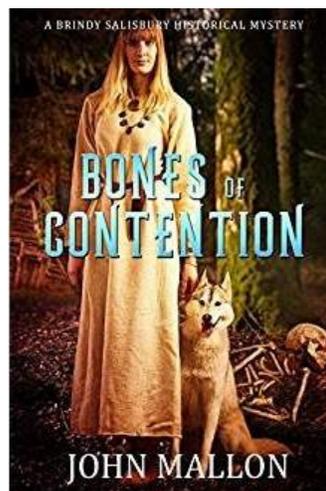
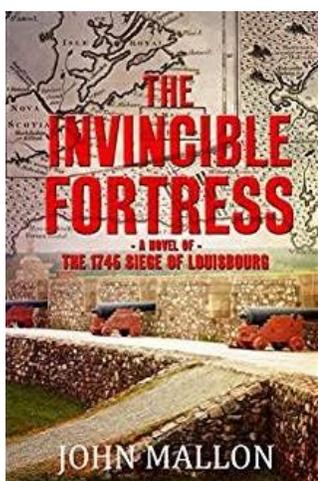
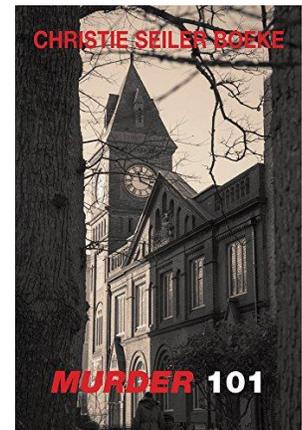
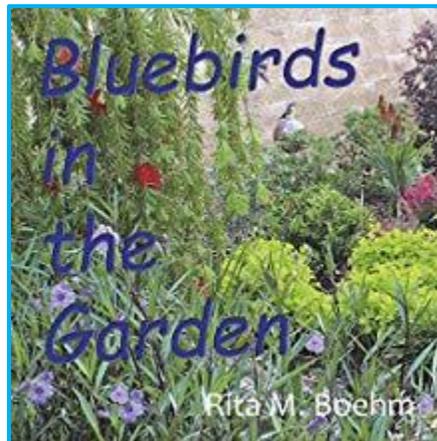
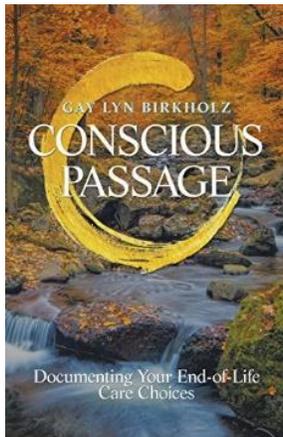
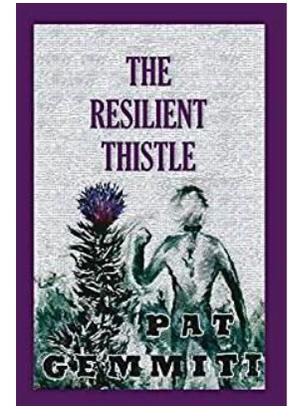
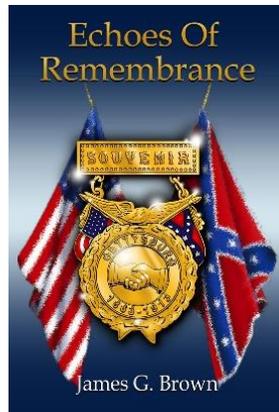
**8 Ways Through Publisher's Block, by Caitlin Jans**

<https://www.authorspublish.com/publishers-block/>

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## 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 books published 2016-2018. Covers of books added since our last newsletter in June are shown below.



# *It Started at The Savoy*

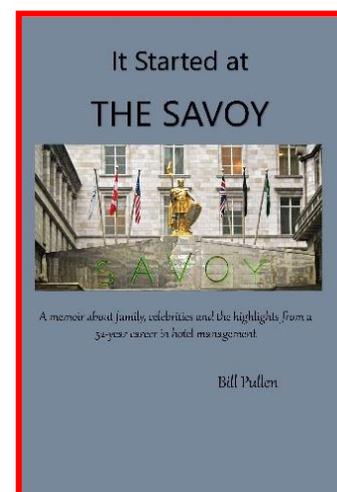


Last year WLOV member Bill Pullen published his hotel-career memoir, *It Started at The Savoy*. <https://www.amazon.com/Started-Savoy-celebrities-highlights-management-ebook/dp/B07482TSMY/>. In this interview he recounts his journey from brand new writer to self-published author. He begins with a quote from Winston Churchill.

*“Writing a book is an adventure. To begin with it is a toy and an amusement. Then it becomes a mistress, then it becomes a master, then it becomes a tyrant. The last phase is that just as you are about to be reconciled to your servitude, you kill the monster and fling him to the public.”*

Sir Winston Churchill

(as quoted in *The Churchill Factor*, by Boris Johnson)



## **LM: Tell us about your book.**

BP: This is a memoir covering my 52-year career in the hotel business, which included some unique and unusual assignments, and a considerable amount of celebrity interaction. My responsibilities ranged from managing an historic 14<sup>th</sup> century English country inn located on the Pilgrim’s Way (as in Chaucer’s Canterbury Tales) to the Torarica, the only modern hotel in Suriname, and to the 1300-acre, 4-star, luxurious Playboy resort in Lake Geneva, Wisconsin.

## **LM: How did you come to write it?**

BP: I was encouraged to write it after several friends, family members and fellow hospitality associates, who knew of my many stories and experiences, prompted me, often saying “You should write a book!” They felt a story of my hotel career would appeal to people in, or considering, the hospitality industry. It would also be interesting for the general public fascinated in the celebrity ‘stories’ and the behind-the-scenes activities of many different types of hotels. Finally, in November 2015, I decided to start writing.

## **LM: So had you not written anything before?**

BP: No, nothing like this.

## **LM: So how did you start?**

BP: First you write. This is the ‘toy and amusement’ part of Churchill’s quote. I sat at my keyboard and began to randomly record many of the highlights of my life, starting with when I was born in England in 1936. I was scarcely stopping to eat or drink. It made sense to write it in chronological sequence going briefly through my boarding school days, right after the Second World War, through my college days and military service to my first real job in September 1957 at the 5-star Savoy Hotel in London. Hence the book’s title. I had stories of successes and failures, funny stories, sad stories, lessons-learned, memories to share about many of the celebrities I had met and, of course, stories of my family. There was a great deal

of material to cover, along with gathering the supporting photographs and other pertinent documents.

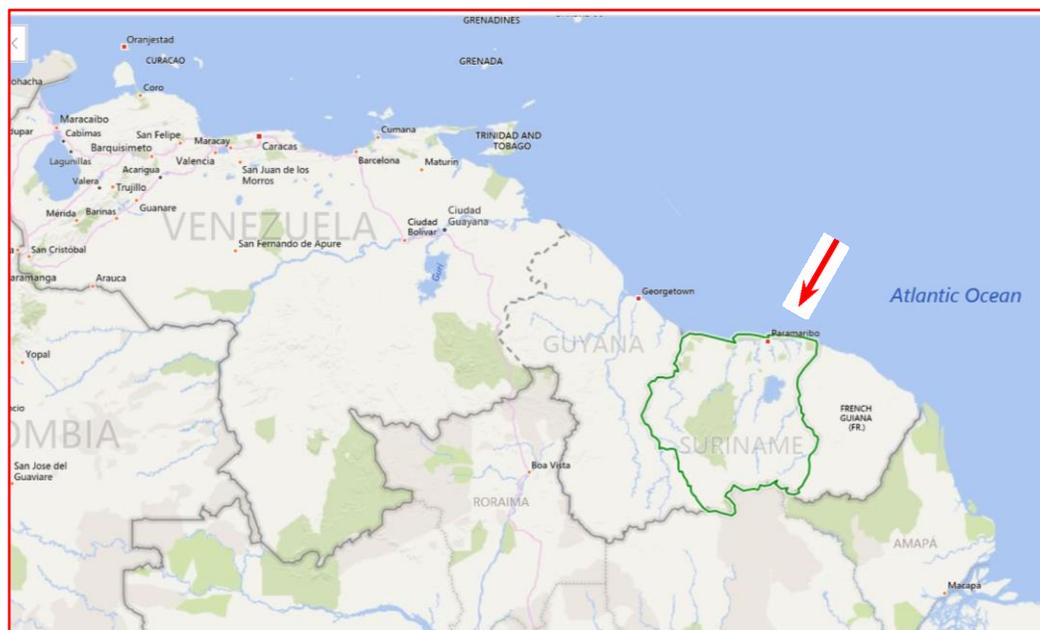
**LM: How did you decide what stories to include, and are they divided evenly among the properties you managed? Managing the Playboy Estate must have been a hoot. What can you tell us about that?**

BP: Each property had its own particular profile. For example, the Torarica Hotel and Casino in Paramaribo, Suriname's only modern hotel at that time in the mid-1960's, provided its own special challenges.

[Editor's note. I doubt many of us have been to Suriname or even know exactly where it is. Below are pictures of the hotel, and a map showing the country's location next to Guyana, in South America. Paramaribo, the capital, is on the northern coast (arrow).]

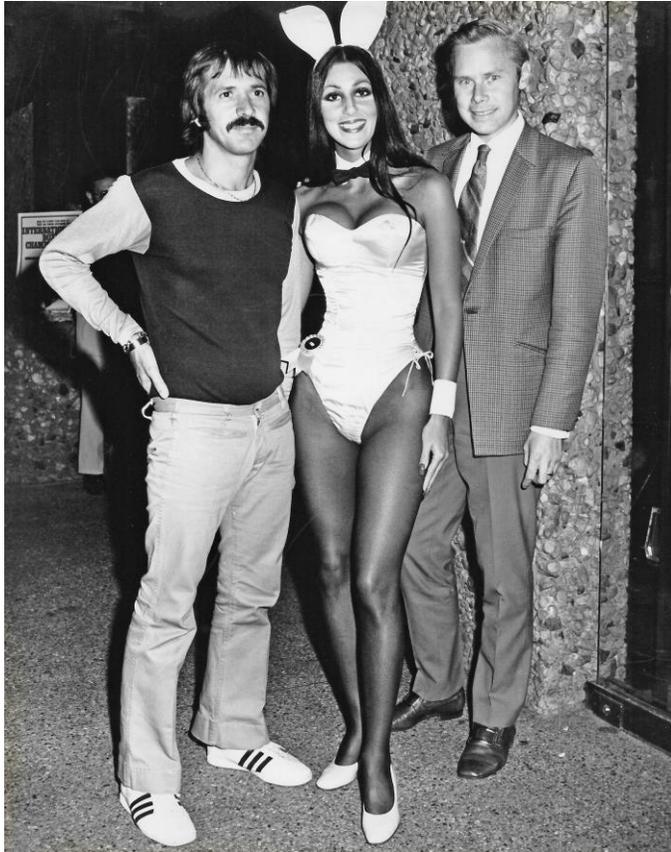


Top: Hotel Torarica in Suriname  
Bottom: Location of Paramaribo, Suriname



For one thing, much of Torarica's food and supplies had to be imported from the States and cleared through customs; that created some interesting problems. Also, when President Lyndon Johnson was returning from a South American summit meeting in Punta del Este, Uruguay, Air Force One landed in Suriname for refueling. We hosted many of the White House staff and security people for about a week beforehand, even though the stopover would only be for about a couple of hours.

After two and a half years there, the company transferred me back to the States to take over our property in Scottsdale, Arizona, where we hosted many of the celebrities-of-the-day. These included Bob Hope, Walter Matthau, Broderick Crawford (there for several weeks making a movie), Wayne Newton, Dana Andrews, Art Buchwald, J.C. Penney, Jonathan Winters, Dick Van Dyke, Barry Goldwater, Ricky Nelson, Robert Mitchum and others. Some of the stories about these celebrities are in the book.



As for the Playboy assignment, that was probably the most exciting of my career. In Lake Geneva we had about 650 employees, two magnificent golf courses, a ski area, a large convention facility, our own airport and a 450-seat Las Vegas-style theatre showroom which showcased many of the popular headliners of the early 1970's. We had Ann-Margret, Phyllis Diller, Jack Jones, Lily Tomlin, Sonny and Cher, Tony Martin and many others. I had to fire George Carlin shortly after he opened his engagement for his appalling performance, during which most of the audience walked out and demanded a refund. On the good side, Sonny and Cher offered to do a single performance just for our employees and their families. We even got Hugh Hefner's approval to make a bunny costume for Cher, as she wanted to work as a bunny one evening "to see if anyone would recognize her." (Duh!)

Author with Sonny & Cher, 1971

**LM: I know the Amazon reviews have found your stories fascinating. Tell us more about your route to publishing.**

BP: Yes. Well, as I proceeded on, and regularly re-read my partial manuscripts, I really started to fall in love with the book. This was the 'mistress' entering my life. It was going along well but it did not take long for me to realize I needed guidance in my project. By this time I was retired and living in the Villages. I found a "Write Your Life" class was being offered at The Villages Lifelong Learning College. This sounded perfect and, in January 2016, I enrolled in this 6-week class.

**LM: Who taught the course?**

BP: A retired English professor, Mary Ann Revell. While she was quite thorough and blunt with her critique of my writing, she was also enthusiastic and most encouraging. She marked up my partial manuscript as thoroughly as if it was a part of my finals! Her recommendations led to a number of revisions and I knew then I would never quit until I finished the book. That was when it became a

'*master*'. It was not quite so much fun then – it felt more like a job, though still quite fulfilling. I continued on to when I had almost completed my first draft in April 2016.

**LM: Then what did you do?**

BP: Towards the end of the “Write Your Life” course, Ms. Revell said she was also conducting a “Publishing Options” class at the Lake-Sumter State College in Leesburg. Feeling this could be a possible next step, I enrolled in mid-February 2016. At one of these sessions we were introduced to Sean Cort, President of True Perspective Publishing House based in Clermont and to Linda Hurley, who was an independent editor. They both encouraged us to ask our many questions, and seemed receptive of my goals. Soon afterwards, I met with Linda to discuss moving forward with the stylistic and copyediting phase.

**LM: What were the fees?**

BP: I learned that typically the role of a copyeditor is to correct spelling, grammar, usage and punctuation and to assure consistency across the manuscript. Fees can vary from around .02 cents per word to a range of \$40 - \$50 per hour and I agreed with her proposal for this phase for just over \$1500. Linda also did detailed fact-checking and verified dates, places and historical references. I was extremely impressed with some of the amazing research she did in this phase, much more than I had expected, all of which she included.

**LM: Did you go elsewhere for help?**

BP: Yes. In late May of 2016 I felt I was far enough along to share my writing with others. I decided to join the “Writers of The Villages” critique group led by (WLOV member) Millard Johnson, which still meets regularly on Tuesday mornings. I was excited with the book and suppose I was looking for approval from others. However, I knew I had little writing experience and needed to learn a whole lot more. And I did.

In Millard’s group I was suddenly exposed to such terms as ‘protagonist’, ‘point of view’, ‘speech tag’ and others new to me. I basically learned two things: my hotel career was quite interesting to the club members but my writing needed a lot of help. When I had joined, they asked what stage I was at. I said somewhat confidently, “I’m about 75% to 80% done, just going through the fine tuning.” Wrong! I was quickly brought down to earth, told it seemed closer to a just one-third finished, and that I still had a long way to go. This is where the ‘*tyrant*’ kicked in. There was no going back! Thanks to the club’s suggestions, and working with Linda, over the next several months I arrived with a complete draft manuscript *almost* ready for public view.

**LM: So, it wasn’t?**

BP: Mmmm, no! Linda read and again edited my additions, suggested more fine-tuning, some chapter rearrangement and returned the new draft to me including her recommendations for the placement of the photographs and supporting documentation. I went back to work. What was it Churchill said about ‘servitude’?

**LM: Sounds like an ordeal of sorts. But a learning process.**

BP: Absolutely. Finally, after six months of writing and 14 months under the ‘tyrant’s’ spell, I received the third and final draft, which we both approved. Phew! I had determined from the start that I was going to self-publish through CreateSpace, a subsidiary of Amazon.com, rather than hire an agent and attempt to sell my book to a traditional publisher. At this point I contracted with Linda to proceed with the book design to include formatting, chapter headings, page numbering, placement and captions for the photographs and other material I was using. This would also include a pdf file suitable for submission directly to CreateSpace. For this phase I agreed to a second contract with Linda for \$399.

**LM: What about the cover?**

BP: It was my good fortune that Linda’s husband, Bob Hurley, is a professional photographer. He not only cleaned up a number of my photographs and documents to assure their best appearance in the book, but also designed my cover. For this service I paid \$349. I was so pleased with it that I submitted it for the December 2017 WLOV book cover contest where it earned the third place award in the non-fiction category.

<b><u>Bill’s Costs to Publish <i>Savoy</i></u></b>	
Copy Editing	\$ 1500
Cover Design	349
Custom Interior	399
Submission to Amazon and Conversion to Kindle	<u>338</u>
Total	\$ 2586

**LM: So, then it was published?**

BP: Well, the end was in sight! I contracted with Linda for the submission of the finished product to Amazon and for its conversion to Kindle. This would take care of getting the ISBN, establishing which sales channels to use, submitting a blurb for the Amazon website, determining the sales price and developing the list of five ‘search’ terms. These tasks can, of course, be done by any author who has some familiarity with CreateSpace. Again, I chose to have Linda do them at an additional cost of \$338.00. Within days *It Started at The Savoy* was available on Amazon. I immediately ordered a copy so that I could really believe it. After having reviewed two prior preliminary proofs and a final proof copy, a couple of days later I was holding the final book in my hands. It was real. Wow! The money spent was well worth the finished product. But then came the ‘hard’ part – marketing.

**LM: Yes, the bane of most self-publishers, and probably quite a few royalty-published authors as well.**

BP: While I never intended this to be a ‘for-profit’ venture, I naturally wanted to introduce it to a wider audience than just my family and close friends. I have since participated in three public library presentations, our annual WLOV Expo, the annual Literary Arts Festival in Leesburg and a book signing event at Barnes and Noble. Overall, I have been happy with the responses and have been able to use a number of favorable reviews.

I also sent copies of the book to several universities and colleges which have hotel/hospitality schools, two of which have confirmed its acceptance into their libraries. One of these is the UCF Universal Orlando Foundation Library at the Rosen College of Hospitality Management in Orlando, which is the second ranked college of its kind in the world, after Cornell. I am told they rarely consider self-published books. The other is the Westminster Kingsway College in London, of which I am an alumnus. I am still actively working on expanding this activity and hoping there will be others.

**LM: What about marketing materials?**

BP: It helps to have some promotional materials for marketing and I chose a single-fold synopsis brochure to include several reviews, a custom bookmark, business cards featuring the cover of my book and an ad board for use at expos and personal presentations. Linda helped me in these layouts and they were inexpensively printed through the internet site for Vistaprint. An attractive brochure with reviews can be useful for book shows and expos. It gives the browser something to take away with just enough information to create interest. It is also helpful in promoting the book to people who read their books via Kindle and do not buy the physical book.

**LM: Can you share any sales figures?**

BP: This is quite interesting. Every month since it first appeared on Amazon I have received royalties for book sales and for Kindle activity but, as you might guess, these are quite modest, to say the least. I have had book sales and Kindle activity royalties from the U.S., United Kingdom, Spain and Europe as identified on the reports. I also once received a 23-cent royalty from Kindle activity in Australia, so this part of it is quite fascinating. Locally, I have signed copies available for sale at All Booked Up in the Colony Plaza shopping center and, of course, it's available for ordering through Barnes and Noble. As of now, I have actually sold about 220 books over and above those given away to family, friends and for promotional purposes.

**LM: Any specific advice you want to offer new writers, and some who aren't so new at the craft, but may be struggling to get out a book.**

BP: As a novice myself I hesitate giving advice to others. However, in my case I had such good fortune in finding Linda and Bob to help me. So much of their input is in the final product. I could never have done it without them. However, I guess if I had any advice to give at all, it would be 'Don't give up. Recognize when you need help and go find it'.

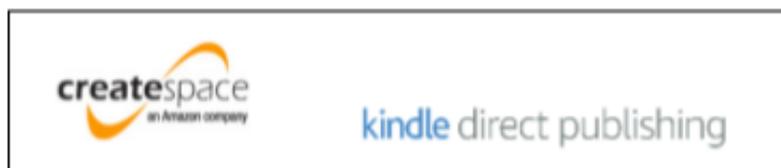
**LM: Great job, Bill! Last words?**

BP: There is certainly a lot more to this than I ever thought at the beginning of this 'adventure', but it has been a most fulfilling one, and I am totally satisfied with the final result. I don't think I would do anything differently except perhaps find out more about the process before I started. People ask me how I could remember so much of the detail of my life, and did I keep a diary? I didn't, but with the initial enthusiasm I had and by staying focused on all the events in my career, I had much more recall than I ever expected. Also, what would we do without Google?

There is no question, Churchill knew of what he was speaking!

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## CreateSpace (CSP) and Kindle Direct Publishing (KDP) Announce Merger.



On August 28 CSP and KDP announced they will merge. With the merger, all CSP authors will be able to move their account and titles over to KDP. KDP's paperback distribution will be on par with CSP's distribution. KDP will also offer features that aren't available on CSP, including ability to purchase ads to promote paperbacks on Amazon.com, and locally printed author copies in Europe. The merger affects all authors with CSP books. Detailed information about the merger can be found at the link below.

[https://kdp.amazon.com/en\\_US/help/topic/GSJULX3WGP36HQ3R](https://kdp.amazon.com/en_US/help/topic/GSJULX3WGP36HQ3R)

# Cartoons

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