

Writers League of The Villages®



Information, education,
and networking for writers.

Laurel Manor Recreation Center
1st Wednesday of the Month
8:30AM-10:30AM

www.WLOV.org

Writers League of The Villages®

WLOV NEWSLETTER

May 1, 2018

REGISTRATION OPEN FOR HOLIDAY EXPO '18 — SEE PAGE 4

Message from Your Newsletter Editor

By Larry Martin
drlarry437@gmail.com



We are always looking for contributors to this newsletter. Contributions can take one of several formats: a blog post about some subject related to writing/publishing; a Q&A about your work that might be of special interest to WLOV members; an announcement about awards, books signings or other activities related to your book; an announcement of services you can offer to the writing community, such as editing or cover design; or simply a unique web site or other resource you want to share with our club.

In this edition we have contributions from three of our members (in addition to the monthly updates from our president and Expo chairman). On page 5 Chris Coward recommends we check out a website that lists writing contests open to everyone. On page 6 Phil Walker offers a short essay: "Let's Write a Book." Starting on page 7, you'll find the first part of an interview with bestselling Villages writer David Bishop.

Interested in contributing something? Let me know.

Mainly of interest to writers in The Villages Page

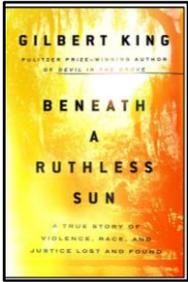
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WLOV Calendar of Upcoming Writing-related Events

DATE	EVENT
Wed, May 2	General Meeting, Laurel Manor, 8:30 – 10:30 a.m. (Grant Room). WLOV member Barbara Miller will speak on CreateSpace: How is Amazon changing the publishing platform and will those changes impact you? For more about a special event during this May meeting, honoring Mary Lois Sanders, see Rita Boehm’s President’s Message, below.
Tuesday, May 15	Pulitzer Prize Winning Author Gilbert King will speak on his new book, <i>Beneath a Ruthless Sun</i> , Seabreeze Recreation Center, 7 pm. Sponsored by the Bookworm Book Club. Program is free but reservations are required. To reserve seats, email Kathy Porter, Chair of the Bookworm Book Club (kathymporter@comcast.net) or call 352-259-8196.
Wed, June 6	No regular WLOV meeting. On this date there will be a WLOV-sponsored field trip to Marjorie Kinnan Rawlings home and State Park; see President’s Message, below.
Sat, June 23	Florida Writers Association all-day workshop Altamonte Springs, FL: Do It Yourself Marketing . Open to non-FWA members. https://floridawriters.net/conferences/focus-diy-marketing/
July – August	To be announced; see President’s Message, below.
Wed, Sept 5	General Meeting, Laurel Manor, 8:30 – 10:30 a.m. Anne Dalton, General Counsel for the Florida Writers’ Association, will speak on copyright and contract issues for authors.



Message from Your President



I hope you are all enjoying the beautiful weather—and not just by looking out the window as you sit facing a blank page on your computer screen. Everyone knows that spending time outside communing with nature is the best answer to writer’s block. Seriously, I wouldn’t lie to you!

If you weren’t able to attend the April meeting, you missed an excellent presentation by Penny Thomas on the importance of knowing your genre (see page 3). She also focused on tag-lines, log-lines, and book blurbs. If you’d like to review her presentation you can find it on our website along with other speaker presentations. Larry Martin has done an excellent job of corralling all of this material.

Go to: <http://wlov.weebly.com/speaker-presentations.html>.

Our upcoming May 2nd meeting has a triple focus. Donna Beard will be accepting WLOV member reservations for our December Holiday Book and Author Expo (checks only at the meeting; see Jim Meyer’s update on page 3). Barbara Miller will present a talk on the changes Amazon is making to CreateSpace. And importantly, we will have a bitter-sweet send-off to Mary Lois Sanders, a woman



who has left her stamp on WLOV and the Florida writing community (shown in photo with some of her books, taken at the January Expo). I hope you will be able to join us. Refreshments will be served! Please note that there will be a meeting room change for the May meeting. The meeting will be held in the Grant Room at Laurel Manor Rec Center. This is the same room we used for our December holiday breakfast.

As noted in last month's Newsletter, since June is normally a hiatus month for WLOV, instead of a meeting we will have a field trip to the Marjorie Kinnan Rawlings State Park in Cross Creek. (Her home in photo).



For this trip we will meet at Laurel Manor Rec Center at 8:30 on Wednesday, June 6th. Since we will be carpooling and will also need to make lunch reservations, if you want to be part of this event please make sure that you either sign up at the May meeting (if you haven't already done so), or send me an email by May 15th. I am ashamed to admit that I've never read **The Yearling** or other of Ms. Rawlings' works. I plan to remedy that before the trip.

Mark Newhouse is planning a July event which will be focused on Halloween. Perhaps that will help us feel a bit cooler in the midst of the sweltering summer heat...maybe...hopefully? More details to come. We haven't yet finalized our August meeting, but the plan is to cover police procedurals. So, if you have ever struggled in your writing with who is responsible for what when it comes to police work, we will try to have it answered.

I am excited to inform you that Anne Dalton, General Counsel for the Florida Writers' Association, has agreed to make the long trek from Fort Myers to speak to WLOV about copyright and contract issues. For example, have you ever worried about quoting popular song lyrics or another writer's material in your books? What is your liability? What are your own rights with regard to your writing? How do you best protect your copyright? I am researching opportunities to expand our September meeting beyond 10:30 so that Anne can more fully address these important issues. Unfortunately, at the moment, meeting rooms at all of the Rec Centers are spoken for. We may have to get creative. I hope to have this issue resolved before the next Newsletter.

I wish all of our snowbird members a safe trip north. We look forward to seeing you in a few months. For those of you who are sticking it out through the hot months, I hope you'll join us at our meetings and events over the summer months.

Keep writing.

Rita Boehm (ritab1423@gmail.com)

HOLIDAY EXPO Update

by Jim Meyer



The next Central Florida Book & Author EXPO, sponsored by the Writers League of the Villages (WLOV), will be held on 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, in hopes of encouraging people to purchase books as gifts for the Holiday Season.

Registration for tables will kick off on Wednesday, May 2, 2018 for WLOV members at our regular monthly meeting. Bring your completed application (see note below) with you. Payment on that date can be made by check only. The cost will be \$45 for a 6-foot table (minimum of 3 books required) and \$35 for a 3-foot table (2 books or fewer). If not attending that meeting, paid up WLOV members may mail a check with the application to Donna Beard, 110 Costa Mesa Drive, The Villages, FL 32159.

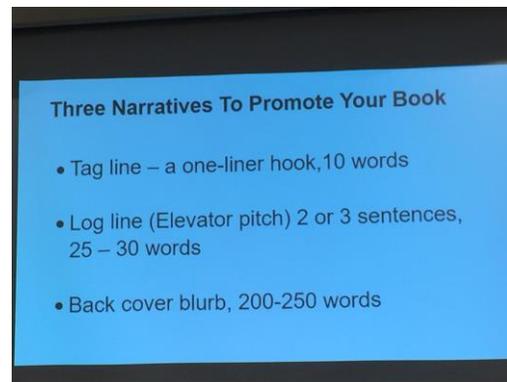
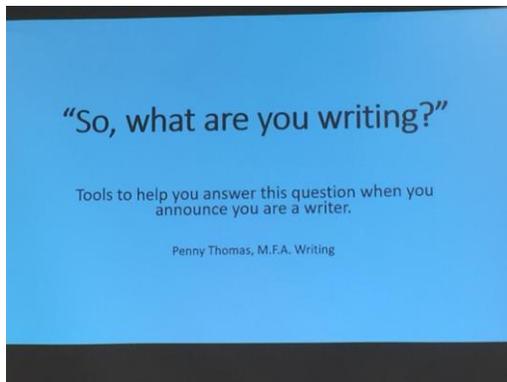
A link to the table application is posted on the www.wlov.org home page. You can also access it directly by clicking on the following URL:

http://wlov.weebly.com/uploads/2/4/3/6/24362452/2018_holiday_expo_registration_form.pdf

Any questions should be directed to me at jacobsgrampy@msn.com.

WLOV Meeting April 4

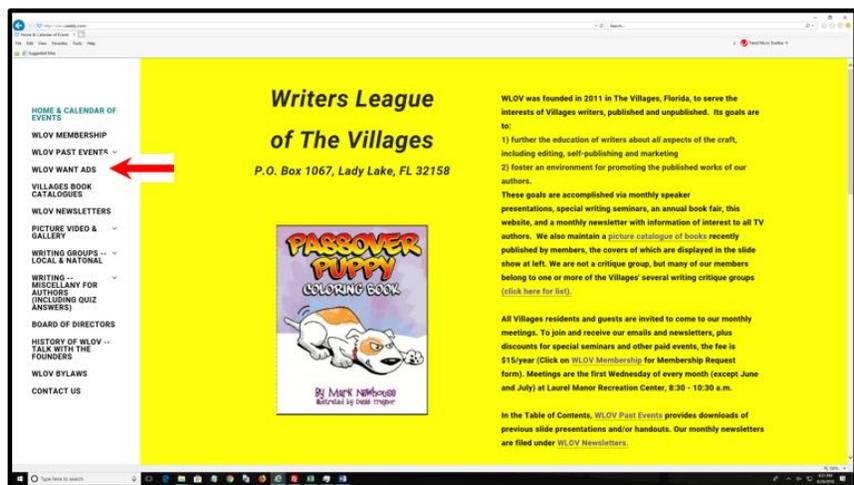
At the April 4 general meeting, WLOV member Penny Thomas spoke on genres and book blurbs, taglines and loglines – all essential for effective marketing. Her handout, which includes the Powerpoint slides, is on our website at www.wlov.org.



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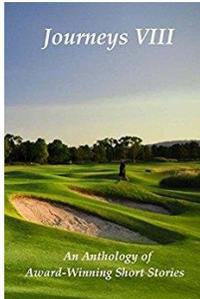
Writers seeking local editors/proofreaders

The WLOV web site (www.wlov.org) has a section called “WLOV Want Ads” where you can list services you offer or request something writing-related, like book exchange for Amazon reviews. One service frequently requested by our members is for editing and/or proofreading. While these services are abundantly offered via internet businesses and freelancers, many Villages authors would prefer to deal with someone local. If you can offer such a service, let me know and I’ll place a notice in the next newsletter and on the web site.



Journeys Deadline is June 30, 2018

There are dozens of writing contests for aspiring authors, some national in scope, others local. The Florida Writers Association RPLA and Collection stories contest deadline was April 30. There is still time to enter Journeys.

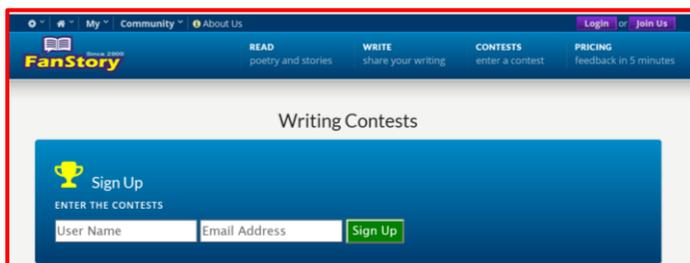
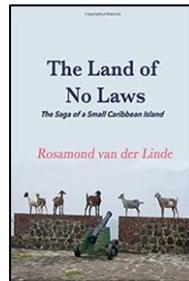
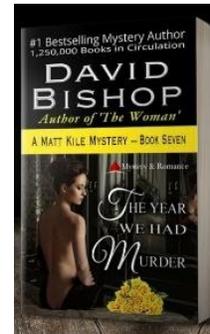
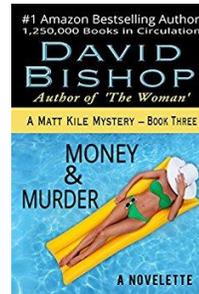
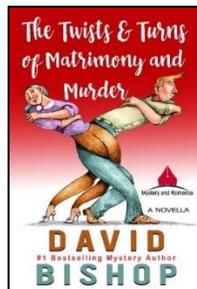
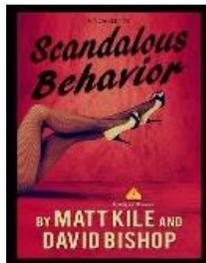
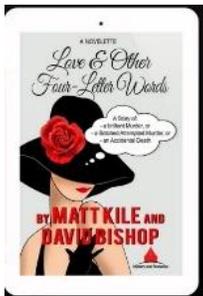


Journeys is an anthology of short stories chosen by a contest committee, with the winners published in a volume called *Journeys*. It is run by WLOV's Mary Lois Sanders, and is now in its 11th year. Maximum story length is 3000 words. The deadline for submissions is June 30, 2018, with the results announced in October, and *Journeys XI* to be launched in December. The fee per story entry is \$20. Click on link below for contest guidelines.

http://wlov.weebly.com/uploads/2/4/3/6/24362452/cwn_journeys_xi_short_story_contest_guidelines.pdf

New Books added to WLOV Catalogue since last meeting

If you wish your book listed in the catalogue, which is posted at 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). The catalogue is for books published 2016-2018. Books added since our April meeting are shown below.

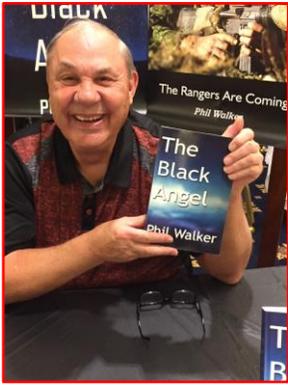


And Speaking of Contests...

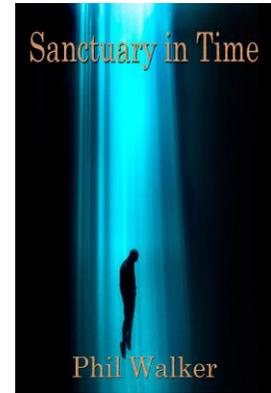
WLOV member Chris Coward, who is also this year's chairperson of Florida Writers Association's Royal Palm Literary Awards, recommends the following web site for writing contests open to all writers. Chris comments: "I pass this on FYI. I know nothing about FanStory, but Hope Clark has been around a long time, and her website has

been voted one of the 101 best website for writers by Writers Digest for more than a decade."

<http://www.fanstory.com/contestsall.jsp>



WLOV Members are invited to write a guest blog for the Newsletter, on any topic related to writing, publishing or marketing. This month's blog post is by WLOV membership chairman Phil Walker, shown at left with one of his earlier books. His latest book, due out this year, is the exciting *Sanctuary in Time*. Phil runs a Tuesday morning critique group at Canal Rec Center, Working Writers Workshop. Email Phil at walkhouse@yahoo.com.



Let's Write a Book

By Phil Walker

Writing a book is a craft with as many facets as a sparkling diamond.

For some, the entire story flashes in front of their face, and, like a movie, they just tell the tale as they see it.

For others, the story is built like a Lego building—one piece at a time.

Some write increasingly complex outlines, filling in each detail of the story until it finally takes shape and is complete.

Whatever system is yours in the creation of a book, you still have to sit down and write it. No one knows better than you that this process is difficult, brutal labor.

We authors do not write because we can, but because we must. Writing is only for people who would be miserable without it.

Unfortunately, everything above is only a fraction of what you face. As Thomas Edison said, "Invention is five percent inspiration and ninety-five percent perspiration."

So, the story is on paper. Big deal. The real work is only beginning.

Now you are faced with the daunting task of sorting out all the correct grammar, point of views, structure of the story, the plot, the personalities of all your imaginary characters you are bringing to life, and serving the greatest master of them all—Profluence, the forward movement of the story.

A completed draft is now ready for critical examination. Bear in mind, Ernest Hemmingway wrote, "All first drafts are crap." If you don't know this, chop your computer into a thousand tiny pieces and forget the whole idea.

Whether you use a dozen literary critique groups, purchase the services of professional editors, or sit down and read your entire story to your grandma, you must share your work through the eyes of people different from yourself.

This process can go on for months, years. You will be so discouraged you will threaten to quit more than once. How dare people criticize my hard-won prose?

Ultimately, the completed work will emerge. It may be somewhat different than you imagined it—back up there when you were being so creative. Nevertheless, you will bask in the sunshine of your creation and prepare to present it to the world for their entertainment, illumination, edification and delight.

You have now completed approximately ten percent of your total effort. What is waiting for you, out there in the great world, are no less than a million new books every year.

Your margin for error, both in the writing of your book, and in the way you offer your creation to the public for their examination and purchase, is very narrow. Actually, the work has just begun. The remaining ninety percent has nothing much to do with creative writing at all. You must now begin the process of marketing your book. Thomas Edison was right.

But that's a different story.

A Candid Conversation with WLOV Member David Bishop About His Books

By Larry Martin



WLOV member David Bishop is probably the most financially successful self-published author in The Villages. And certainly one of the most prolific. He is known for his highly readable mystery-thriller-romantic suspense stories. His books have appeared more than 250 times on various Amazon bestselling lists. For the month of May, 2015, David was an Amazon All-Star Author--one of the bestselling 100 authors in Amazon. Recently he has published a series of shorter works – novelettes and a novella – and has found them to be very rewarding. I asked him to share some insights into this recent endeavor and his approach to writing and marketing. The interview is in two parts. The second part will appear in the June WLOV newsletter.

LM: When did you start writing novels?

DB: My first novel came out in October 2011. And, if I may, let me tag onto this first answer to say: My overarching intent in doing this Q&A is to pull back the secrecy curtain and provide hard numbers with respect to each point you've asked.

LM: What got you started?

DB: Always wanted to write novels, but feeding a family and keeping the electric bill paid took precedent. I actually began writing during the last twenty years of my working life. I valued privately- owned companies and intangibles properties such as patents/copyrights/goodwill and similar assets. My first published book was non-fiction and published by Wiley & Sons, the largest business book publisher in the world (as I understand it): The title was, *Valuation for M&A: Building Value in Private Companies* which I co-authored with a good friend and colleague, Frank Evans. It was published in English, Russian, and Chinese, and is the biggest seller in history on that specific subject. That sounds more impressive than it is. In total, the book has sold something in excess of 12,000 copies, as best I recall. The narrowness of the subject matter, and the cost of the book (\$79.95) allowed that level of sales to be the most ever. Each time I valued a privately owned company I wrote a roughly 75-100 page report detailing how that value was determined. My clients were numerous courts of law across America, the IRS, and hundreds of private and publicly-traded companies. I was engaged as an expert witness in something like 200 cases throughout the United States. I also wrote training materials that were used through the U.S., several other countries, and by the Panama Canal Commission.

LM: And the fiction?

DB: As for writing fiction: Always told myself I'd do that someday, when I could afford to invest the time. I got to that point and began writing fiction in 2005. After writing three novels, I walked the well-worn trail of finding a traditional publisher. Some years later, in 2011 I found a boutique mysteries-only publishing house, and entered into a contract for them to publish my political thriller: *The Third Coincidence*. After that, I switched to independent publishing. All my books since then I've published with Amazon KDP for ebooks, Amazon CreateSpace for print, and, now, Amazon ACX for audiobooks. Next month my fourth audiobook will be released and the rest of my stories will follow as audiobooks over the coming 18-24 months.

LM: How many books have you written, and do you stick to one genre?

DB: Since 2011 I have published 18 stories. Of the 18, two are novelettes, two are novellas, and the other 14 are novels. My genres are mystery, political thrillers, and romantic suspense. Although, as we all know, all books are really multi-genre. The rigid genre grouping that were

created to assist bookstores in organizing their merchandise, are becoming less fixed as time goes forward. Amazon now provides average review ratings for most of my books as mysteries, also as thrillers, and also as romance. I plan to expand this genre diversity in the future by having some of my stories also catalogued as humor and/or cozies, perhaps others as well. The point being the strictness of genres is part of old school thinking and procedures. They will still need to exist but with less rigidity.

LM: And altogether, sold how many?

DB: I don't keep numbers as to quantities sold. I mean I see the totals on periodic reports from Amazon and its subsidiaries, but I don't retain all those reports and don't keep running totals on sales per se. As I see the market for books, the number that's most important is total circulation. My total books in circulation is just over 1.3 million. The overwhelming majority are digital books. Except for Indies who regularly work the book expo/book fair circuit, print is a segment of the market that is largely not available to Indies.

As for print books, the major publishers have two huge advantages we Indies can't effectively overcome: 1) a huge advantage on the cost to print books, and 2) the major publishers provide a return policy for bookstores that Indies can't match. That return policy allows bookstores to keep their inventory of books fresh and gives them a way to shudder books that aren't moving. And, given, the oppressive cash flow problems in the bookstore business, they have little to no interest in buying more expensive books from Indies. Yes, we sometimes get them in on what is essentially a consignment basis, but they have an unpleasant way of making us think they're doing us a favor. Indie genre authors now create more than 50% of the new genre fiction and the bookstores way of doing business substantially denies them access to over 50% of the new products that fall within their merchandise definition—one more reason for the gradual decay of the bookstore business.

LM: Audiobooks?

DB: With respect to my circulation number, audiobooks is tiny. The traditional publisher of my first novel put it out as an audiobook. I get the reports twice a year. Without digging up all those past reports, I'd estimate maybe ten audiobooks are sold each month. With respect to my indie-published novels now in audio, the data are very skimpy. My first came out in September of 2017, and my second in mid-March this year. In total my two indie-audiobooks have sold something like 60. However, in March 43 were sold. Does this suggest a trend of growing audiobook sales or simply a blip for one month? At this point, I have no idea.

Let me return to the 1.3+ million books in circulation and answer your question about sales versus downloads. I assume by downloads you meant free e-book downloads—all e-books (sales or frees) are downloaded. In any event, the majority of the 1.3 million were free downloads, maybe as many as a million of them, but I suspect something less than that, with the remaining 300,000 plus being sold.

LM: You recently published works in a shorter format than full-length novels. Tell us about that.

DB: Late in 2017 I quickly put together and published three stories that were not novels. Two are novelettes and one a novella. They are doing very well. Local authors might find interesting some data on how my abbreviated fiction stories are doing in the marketplace. Below are some data on those 3 recent publications.

Love & Other Four-Letter Words, a novelette

Date of publication: October 2017

In the six months it has been out, 51 have sold and 247 downloaded during a free offer period for a total in circulation of right at 300. Plus print sales estimated at 15.

Amazon reviews: 18 so far, with 4.7 avg stars

Goodreads rankings: 23 total, 4.8 avg stars

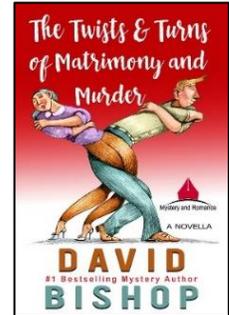
<https://www.amazon.com/Other-Four-letter-Words-novelette-Bishop-ebook/dp/B0767C7VB7/>



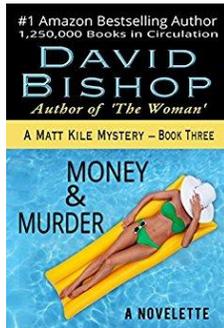
Scandalous Behavior, a novelette
 Date of publication: November 2017
 During the five months it has been out, 86 have sold and 211 downloaded during a free offer period for a total of 297, plus print sales estimated at 20.
 Amazon reviews: 16, with 4.7 avg stars
 Goodreads rankings: 9 total, 5.0 avg stars.
<https://www.amazon.com/gp/product/B077RSHYZ9/>



The Twists & Turns of Matrimony and Murder, a novella
 Date of publication: December 2017
 During the four months it has been out, 121 have sold and 6,805 taken during a free offer period for a total of 6,926, plus print sales estimated at 20.
 Amazon reviews: 21 reviews, with 4.4 avg stars
 Goodreads: 38 ratings, 4.0 avg stars.
 Amazon breakdown by various genres shows 4.2 avg stars as a “mystery” and 4.3 avg stars as a “romance” story.
<https://www.amazon.com/Twists-Turns-Matrimony-Murder-ebook/dp/B077Y5L88W/>



The two novelettes sell for \$5.99 as print books, and the novella, *The Twists & Turns of Matrimony and Murder*, sells for \$7.99.



For a point of contrast, I published one earlier abbreviated story, a novelette of about 40 pages, titled *Money & Murder*. It came out as an e-book in November 2012, and is one of the stories in my Matt Kile Mystery Series. Around 20 copies of the e-book are sold per month, most at the regular price of \$2.99. In February of 2018, I brought it out as a print book at \$5.99.

<https://www.amazon.com/Money-Murder-Novelette-Matt-Mystery-ebook/dp/B00A2B8QIA/>

LM: The two recent novelettes (*Love & Other Four-Letter Words* and *Scandalous behavior*) are by you and some guy named Matt Kile. Isn't he a protagonist in your novels?

DB: Yes. Matt Kile is the lead detective protagonist in seven of my mysteries. In those novels Matt Kile is both a private detective and a novelist. Over time several readers have emailed to ask, “If Matt Kile is a writer, how come we never see anything he writes?” That led to me including Matt as a co-author on two of my novelettes. This allowed me to connect the readers of Matt Kile stories to the independent novelettes in which Matt is a co-author, but not a character. Those two novelettes begin with Matt interacting with his assistant and houseman, Axel, and leads to Axel reading the final draft of the novelette in which Matt does not appear.

LM: Do you pay Matt Kile royalties?

DB: Ha, ha. Yes, but they accrue back to his creator.

[TO BE CONTINUED. In Part 2 David discusses his approach to marketing and publicity]

Cartoons

