



Whether you are a published author or a writer-wanna-be, this e-zine is for you. Here, you will find articles about all types of writing, publishing, and book marketing; plus we feature articles written by our readers. Our goal is to connect the writing and publishing community through networking that benefits both. Brought to you by [Write On! Creative Writing Services](#).

MAN WITH THREE POLES BY BARBARA SHARP

I first recall writing being called a *craft* in Anne Morrow Lindbergh's timeless [Gift From the Sea](#). In Chapter II she tells us that she has a husband, five children and a home just beyond the suburbs of New York. Then, "I have also a craft, writing, and therefore work I want to pursue."

The matter of *craft* ironically appeared on an April morning during my customary and solitary walk along the Harpeth River and Mr. Rochford's lake. In the cool, hushed dawn I walked eastward into the sunrise and came upon a lone fisherman—a normal-looking suburbanite in his 30's. He was slightly below and to the left of the trail, beyond the tall weeds balanced on the low rocks along the skimpy shore. What caused me to pause momentarily and issue a wry but respectful "you must be *VERRRY* serious" were his three fishing poles. One he held and worked with his hands but the other two—with their lines also in the water—were affixed to the loops of his pants, one on each side of his body.

Continuing past him the better part of a half-mile to the turnaround gave me ample time to conjure up ideas about the man and his poles. Since he was still there on my way back with his body turned toward me I began with a general inquiry "is there anything *IN* there?" To my surprise, he informed me of the entire history of the development of Mr. Rochford's lake, the three champion fishermen who lived across the road that used to return from Percy Priest to release their weighty bass and catfish into this very water, and his very own long list of impressive catches, i.e. fish stories!

Naturally our conversation progressed to the three poles. One was used to fish the area just off shore in the weeds, the other was used slightly farther out in the fringe of the weeds and the third was for fishing in deeper water. Bait differed too—from worms to lizards to artificial types. When he fished the river—a few yards beyond the lake—he again used a different pole and type of bait.

Feeling enriched by our encounter but not wanting to further deter him, we agreed upon the peace of the hour and the sanctity of the place and I went on my way.

Fishing had become his craft. The love of it sprang from him. No doubt in the beginning he was disciplined and patient. Constant fishing yielded strength and skill fine-tuned by attention, devotion and ingenuity. He had fished and fished until he came to trust the process and his own artistic stability.

How much like fishing is writing with its poles as our pens.

Barbara Sharp is a member of the Write on! Creative Writing team. Barbara's non-fiction writing interests include women's health, lifestyles, human interest stories, personal biographies, spirituality, religion, and research projects.

New subscribers this month will receive a free eBook!
[Subscribe to Writers in the Sky now!](#)
Feel free to forward this newsletter to fellow writers!

Writing an Advertorial by Yvonne Perry

An advertorial is an advertisement that appears like an ordinary newspaper article. It offers useful information to the reader, but promotes a single advertiser's product, service, or point of view. For example: You are a writer and you have authored a book that you want to let people know about. First, you need to pique their interest by giving information pertinent to the book. You may want to use quotes and remarks from those who have read your book. For an example of an advertorial, please see the submission in this newsletter by Godfrey Harris about IPA as well as Emma Ward's article about bookhitch.com.



Yvonne Perry is a freelance writer and the owner of Write On! Creative Writing Services. She is a graduate of American Institute of Holistic Theology where she earned a Bachelor of Science in Metaphysics. She began her full-time writing career in 2003 and has since written more than twenty books. Each having their own strengths and interests, the Write On! team presently has 10 writers to assist clients with writing for books, articles, bios, resumes, press releases, business writing and more.

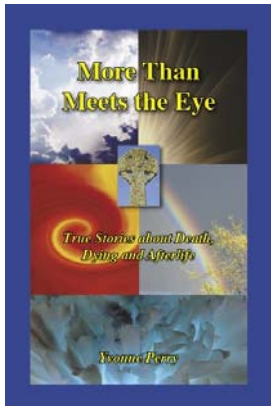
Contact Yvonne Perry
(615) 415-9861

Email: writer@yvonneperry.net

Web site: www.writersinthesky.com

Blog Site: <http://yvonneperry.typepad.com/ghostwriters/>

More Than Meets the Eye: True Stories about Death, Dying and Afterlife Authored by Yvonne Perry



Including a commentary by Dr. Aaron Milstone of Vanderbilt University Medical Center, *More Than Meets the Eye: True Stories About Death, Dying and Afterlife* covers many aspects of the dying and grieving process. Perry uses true stories to look squarely in the face of euthanasia, suicide, near-death experience, post-mortem processes, hospice care, assisting the passing of a loved one, spirit visits from deceased loved ones and other topics people are somewhat reluctant to talk about. The book offers non-religious information and insight to assist people in finding peace about the mysterious process of transitioning back to God/Source. A legal document that may be used as a living will is included in the appendix.

Read more at www.yvonneperry.net/books.htm or purchase at Amazon.com.

NETWORK WITH US!

Add your announcement or brag about your writing accomplishment. Tell us about your book or business. Share information and ideas or send articles or advertorial for the next issue to writer@yvonneperry.net. Here are some announcements from our readers:

The Lieurance Group, a co-op for freelance writers and graphics designers is actively seeking additional members for the group. There are no dues or fees to belong to this co-op. Members simply market their services and products collectively. Visit The Lieurance Group at <http://www.lieurancegroup.blogspot.com> to find out more about the co-op and learn how to submit your resume, and writing samples, or portfolio for review. And don't forget to sign up for their mailing list.

Become a member of the University Of Masters and take Suzanne Lieurance's new workshop Freelance Writing: Jumpstart Your Career. The next session of the workshop is Tuesday night, July 25th at 5:00 p.m. (Pacific Time). But the class is recorded. Become a member of the University of Masters and you can listen to the workshop any time you like. Not only that, you can listen to ANY or ALL of Suzanne's writing workshops, as well as any or all of the other workshops offered through the University Of Masters for only about \$20.00 per month. You can cancel your membership at any time, too, so it's a great deal even if you decide to become a member for only a month or two.

The topic of Suzanne's July 25th class will be "Putting Together a Professional Resume for Your Freelance Writing," and Suzanne's special guest that evening will be Maurene Hinds, certified professional resume writer and author of The Ferguson Guide to Resumes & Job-Hunting Skills. Since many freelance writers offer resume writing as part of their services, Maurene and Suzanne will also discuss what it takes to freelance as a professional resume writer. Visit Suzanne's website at <http://www.suzannelieurance.com> to learn more about the University of Masters.

The Writer's Pub newsletter has a new small column called "The Congrats Corner" (To celebrate new clients, personal accomplishments, new successful business marketing or networking, new business, etc.) Advertise with The Writer's Pub: **ONE TIME ADVERTISEMENT - \$10.00 FOR ONE MONTH ONLY TWO OR MORE MONTHS ADVERTISEMENT - \$5.00 PER MONTH**

Introducing L.E.E. Design - an exceptional, diverse graphic design studio owned and operated by sole artist, Jessica Dockter. L.E.E. Design, established in 2004, is a full-service graphic design and brand implementation studio with a mandate for quality, standing out by delivering a level of expertise and design innovation that separates her clients from the competition. Hands-on research and conceptual development, and design with detailed attention to every element is a day-to-day constant—being equally committed to providing superior results for each of the clients served. Her highest priority is keeping clients happy and giving them something to be proud of. Jessica goes the extra mile for her clients creating exceptional communication materials, professional photo retouching, brochures, magalogs, ads, books, catalogs, logo identity, brand services, and websites that help them grow their businesses & their brands.

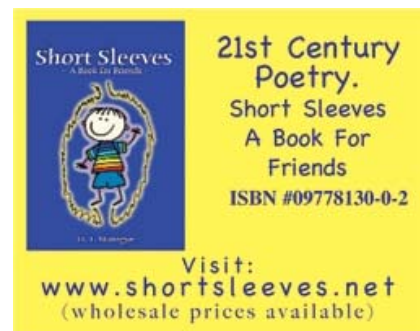
For a small company, she has an incredible reach and creative bandwidth, serving established companies, start-ups and entrepreneurs alike. I invite you to see what the excitement is all about - and how Jessica can help you reach your communication goals and dreams. Email Jessica at leedesign.org, or visit her website at leedesign@leedesign.org

Franine Silverman, publisher of Book Promotion Newsletter, represents authors by emailing Expert Sheets to the media. This low-cost service began in December 2005 and many members have since been interviewed by major dailies and radio hosts. For only \$49.50 a year, members are entitled to a year's subscription to Fran's newsletter,

her on-line publicity service, and an interview on her radio show, Book Marketing with Fran. Contact Fran at franalive@optonline.net for more information. www.bookpromotionnewsletter.com

“Testing the Waters: Find out if Resume Writing is Right for You before Taking the Plunge!”
If you've often thought of adding resume writing to your list of freelance writing services, this four week workshop is just what you need! Find out more about this highly specialized form of writing BEFORE you make the final plunge and plunk down hundreds of dollars for training and/or membership in professional resume writing associations. Your instructor, Maurene J. Hinds, is a Certified Professional Resume Writer and author of The Ferguson Guide to Resumes and Job Hunting Skills. For more information and to register, please visit www.maurenejhinds.com.

Hal Manogue's Ten Commitments will be published by Children of the New Earth where Kathleen Jacoby is the editor. You may read the August issue of the magazine online at www.childrenofthenewearth.com. Children Of The New Earth is associated with planetlightworkers.com. Also visit Hal's website at www.shortsleeves.net.



Writer Gazette brings you a free writer-related newsletter and website of articles, paying call for submission and freelance job postings, contests, resources, tips, and more to help induce, improve, and promote your writing career. <http://www.writergazette.com>.

News from Bhubaneswar, India: Announcing the release of Bishnupada Sethi's first English Poetry book (2006) titled “**Where Shall I Go!**” A few annotations on this poetry book are as follows:

“Bishnupada Sethi's poems have a sort of primeval innocence and an urban strength in them. His inscape reminds us of an uninhabited interior of a forestland where everything is as fresh and unpolluted as 'the first flow in the river during rains' and the 'dew drops on green leaves.' In him meet two streams: a refined lyricism which sometimes soars up into what can be called Tagorian mysticism; and the down-to-earth folk tradition that often contextualises time and space in terms of a society's collective memory.” - *Thachom Poyil Rajeevan*.

“Bishnupada Sethi's poems are simple and intense, like the figures that move inside them. They open a new world before us and with a sincerity of description and purpose that is very much its own. They speak of an ancient tradition that is in danger of being annihilated by the 'modern' ways of life. However, there is nothing sentimental about the themes and their treatment, nothing that may be thrown aside as unimportant. They make a strong collection.” - *Bibhu Padhi*, Eminent poet and author of “Going to the Temple”, “Meditation on Being”, and “Painting the House”.

“Bishnupada Sethi, an unsullied discovery, is the glittering star in the firmament of Indian Poetry in English, who has come here to stay. A poet of outdoor, distinct and potent voice, Sethi has brawn to carve a space in the psyche of readers for depicting the lyrical beauty, love, grief, romance and passion with absolute simplicity.” - *Manu Dash*, A bilingual poet and author of five books.

Read more about the poet and the book at <http://rainbowther.blogspot.com/2006/03/where-shall-i-go.html>

Bias Onus Publishing (<http://www.biasonus.net/>) is accepting submissions for e-books. If you have a finished product that you would like to have Carmen market for you on her website, please email her at

editor@bionuspublishing.com. Carmen also shares a useful link for anyone who is considering self-publishing. <http://www.ideamarketers.com/services/selfpublishingresources.cfm>

You Are What You Love (Purple Haze Press 2006) by Vaishali is a Spiritual GPS map by which you can find your inner way home again. It shares a heartfelt and soulful exploration of the truth of why we are as Spirit, in need of a human experience.

The central core of the book is based on the wisdom of the Swedish mystic Emmanuel Swedenborg, and his insights on the nature of Spirit. Vaishali who has spent years gaining a profound understanding of the mystic Emmanuel Swedenborg progressive work and its wisdom has become the central core of her book *You Are What You Love*. Swedenborg says that heaven gave him permission to break through the purely spiritual dimension: where nothing is physical or mortal, only spiritual beings that make up the various levels of heaven. Though Swedenborg's discoveries, Vaishali demystifies mysticism by in *You Are What You Love* by offering answers to many thought provoking questions about the pursue and attainment of Ultimate Truth...

Vaishali, follows the thread of Christianity, Buddhism, Sufism, Hinduism and the Jewish religions and ties them back to this central core teaching to reveal that we do not have love, we ARE love. *You Are What You Love* is designed to radically change the hearts of the reader, by freeing their love with truth of who and what we are. Consult the guidance of your heart to see if this love prescription is right for you. [See Vaishali's article below.](#)

What's in Store for the Book Industry and its Authors? By Emma Ward

In recent months publicity focusing in on the book industry has been quite poor. Authors and publishers are up in arms about the treatment of their work in regards to copyright issues, and there is much talk about the quintessential foundation of America: lawsuits. Many authors and publishers are worried about the rights to their books and who is going to be receiving the greatest share of their hard time and energy. As many within the industry know, most of the time the profits that seep back to the author have to be channeled through various mediums before they can be rewarded for their work. Did you know a book is considered a success when it sells around 5,000 copies for a fiction book, and 7,500 for a nonfiction book? This means that many authors are writing a few books at a time in order to remain afloat! May be lawsuits would be a good source of income in this case.

For many, even though the Internet poses copyright issues (as it did in the music industry). It also offers many new opportunities. As more and more individuals are starting to trust the Internet and its security more, readers are turning away from traditional bookstores, to online stores. Much of the trend within the book industry is to move towards online book sales, and e-books. Many authors and publishers are using this alternative marketing outlet, creating their own websites to promote books. With all of this change within the industry there are many who wonder: what will come next?

One answer could be "newbie" companies such as bookhitch.com. This new company has seen the changes within the industry, and the needs of authors and publishers to increase awareness of their work. bookhitch has developed a website that seems to be taking advantage of these new trends and has designed a savvy website that allows authors and publishers to list an unlimited amount of books, for free (there is a premium service which costs extra to have a picture of the book). bookhitch is a place for authors/publishers to market their books and a site where readers can buy books that they would usually have to find by visiting numerous stores and sites. So what makes this company so unique besides the name? Next to the book listing the author/publisher places a link to where the book can be purchased. This link will take the reader to an authors/publisher website or wherever the book can be purchased. Helping readers to reward the authors directly for their work, and cutting out various channels where their money once flowed. A percentage here and there of their work is no longer taken out. So what's the reaction so far? Go see for yourself! Look at the "Your views" page off the main bookhitch.com home page, and feel free to add your comments. The website was launched in May, 2006, and already has an

astonishing number of books and hits to the website each day. bookhitch.com could be the website that many authors, publishers and readers have been waiting for.

Born in England, Ms. Ward migrated to the U.S. and graduated from Marist College in Poughkeepsie NY. Ms. Ward holds a bachelors degree in Business Administration with a double emphasis in International business and marketing (also completing a minor in Psychology). She currently works for bookhitch.com, where she is marketing the "newbie" website.

International Publishers Alliance by Godfrey Harris

If you are looking for a way to sell your books internationally, you might be interested to know that once a title is published abroad, it is sometimes easier to find a U.S. publisher. International Publishers Alliance (IPA), a cooperative serving small and independent book specialists, was started by two Florida publishers who wanted to expand their displays while sharing expenses. I, Godfrey Harris, shared many of my titles with IPA and enjoyed great success before being asked to take over the organization in 1993.

Books can be shown at other shared stands, but only IPA has proven its ability to consistently sell rights to foreign publishers, arrange distribution contacts, and deal effectively with agents, brokers, scouts, reviewers, printers, and others in the book trade through a synergistic effort to represent the broadest possible array of titles at the major international book fairs. Space on other shared displays may be cheaper, but publishers have said that IPA provides the best representation through its long established contacts, the fastest end-of-show reporting, and the most consistent one-on-one free assistance. In fact, one publisher said that the generic foreign rights agreement that IPA provides would cost more than twice as much as the cost of one show.

WHAT OTHERS SAY ABOUT IPA

“I am very pleased with your efforts and look forward to utilizing your services again next year. I appreciate the good work you do and all your support.” ~Dr. Joe Rubino, Vision Works Publishing

“[The]...professionalism, follow-up, organization, and attention to detail makes it very easy to do business with [International Publishers Alliance.] I highly recommend your service to those who want professional representation.” ~ Wise Owl Books

“...thank you for the superb job you did for our company at the ... Frankfurt Book Show. We had our books in two booths and the difference was similar to the difference between a lush rain forest and a barren desert. From the other booth we had no interest at all. Nothing! The inquiries from your booth will probably yield thousands of dollars of business... ~ JDV Publishing Co.

“Thank you for always thinking about us and our marketing opportunities.”~ Fairy Messages

“Having organizations such as yours, with creativity and gumption...is one of the reasons I’m...proud to be [at] Publishers Weekly.” ~ Roxane Farmanfarmaian

“Writers find many hands ... offering help. Very few hands can provide help. Godfrey Harris can and does. The IPA booth at the Frankfurt Book Fair did more for our work than any other we thought might. And the reason is truly individualized attention.” ~ Tania Wisbar/John Mahoney, The Last Cemetery in Berlin

“Thanks for all your hard work for small publishers!” ~ Mary Jeswald, Orangefoot Publishing Company

The 2006 Frankfurt Book Fair is coming in October: Each year, most publishers gear their new titles or publication plans to the Frankfurt fair. It is the year's most important benchmark for publishers of what is and what is to come. It is not only a remarkable market for selling foreign rights and obtaining distribution deals; it is also the best time and place to catch up on all pending foreign arrangements. If you would like to join International Publishers Alliance in our 23rd consecutive appearance at one of the busiest stands in the major

International Pavilion at the Frankfurt Book Fair, please signal your interest by email to hrrmg@aol.com. We will in turn send you an explanation of the next steps in the process and the key dates you need to keep in mind.

The price of representation at Frankfurt is \$285 for one title, \$255 each for two titles, and \$220 each for three or more titles. We need two books for display and we need our catalog information form completed before eligibility for our stand--No. 8.0 K980--this year at Frankfurt.

Godfrey Harris, IPA's Executive Director, has been involved with International Publishers Alliance since 1990. He is a former university instructor in political science, U.S. diplomat, and member of the President's Executive Office. Harris has been CEO of Harris/Ragan Management Group, a public policy consulting firm, for 38 years. Harris/Ragan's publishing subsidiary, The Americas Group, specializes in public policy and business books. It currently has more than 20 titles in 40 different foreign editions in the marketplace. As Director of The Americas Group, Harris has been a respected observer of publishing developments for the past 17 years. He is also a member of Publishers Marketing Association and the Book Publicists of Southern California.

You Are What You Love by Vaishali

You are what you love, and you love whatever you are giving your attention to. Eastern Spiritual psychologies profess that whatever you give your attention to, is what you are making your God. If, for example, you spend all your time thinking about that next cigarette, then you have just made that next nicotine fix your God. If you are worrying about: your bills, your daughter's boyfriend with the spiked hair and nose ring, the price of oil, the likelihood of another terrorist attack or CNN's reported "fear du jour", then you love worrying and stressing out about your life. Surprising isn't it?!

The link between love and attention is synonymous, because of the Eastern definition of our Spiritual nature. Spirit is awareness itself. Spirit is inseparable from awareness, consciousness, or any other buzzword you'd like to use for it. Consciousness is what we bring with us when we come to the Earth plane. It is also what we take with us when the body expires and we shed the mortal coil. Awareness is our Divinity, our God juice so to speak. Therefore whatever we give our attention to, we are empowering with life-giving energy.

The Swedish mystic Emanuel Swedenborg (1688-1772) offers great practical advice when it comes to how to manage our awareness in our every day lives. Swedenborg suggested that we only give our attention to what lives in Heaven.

Swedenborg started out as a great scientist. As such, he'd rather we prove this shared wisdom to ourselves than take his word for it. When we as Spirit adopt a physical body, it comes complete with a nervous system. Swedenborg says that the purpose of this sensory feedback mechanism is that it keeps us real about what we are giving our attention to, because now we have to feel it. So how can we be sure if we are surrendering our attention to something that truly has our best interest at heart? Well, how does it make you feel? When you tell yourself that you do not, and will never have enough time, love, money or opportunity, how does that make you feel? When you convince yourself that you need to foster a story, with your attention, that your butt is so big it is generating its own gravitational field, just to keep you from devouring another box of Twinkies, ask yourself how does that communication make you feel? Could there possibly be a kinder, gentler route one could navigate awareness through such as, "Body, beloved friend, I love you, I care for you and I will only give you the highest food respect I can, because I value your healthy and well-being." How does the communication you give your attention to feel?

When we run an inner dialogue that qualifies everyone on the freaking planet as having the I.Q. of an amoeba, except ourselves of course, how does that makes us feel? Frustrated? Annoyed? Superior in a mean-spirited way?

What we give our attention to is the highest form of inner Spiritual alchemy available to anyone. The physical, outer-world based alchemy reality is simply a metaphor for turning the heaviest of our thoughts, the lead, into the purest gold of our focused attention. And unlike the arduous exterior atomic version of alchemy, the inner can be accomplished in an instant, in the blink of an eye, without expensive equipment, nasty bad smelling acids, or cluttered laboratories. Inner alchemy happens as quickly as it takes to release the dark and turn towards the Light. Another perk of inner alchemy is that all the inner gold you make, you actually get to take with you!

When you are watching your mind, your attention, you are also in the present moment. Being aware of where you are going with your mind, is like strapping on a seat belt that keeps you firmly in the here and now driver's seat. The times when you lose track of what you are doing with your attention, is when you are most likely to start projecting off into the future, or withdrawing to relive some past event. Watching the flow of our awareness keeps the present moment on the radar screen. Letting the mind wander without consciousness to what you are loving, what you are making your God, is when the 'you are here' red dot drops off the radar, and the plane starts to lose altitude. This is the entire purpose behind practicing any form of meditation; it keeps you in the now, watching the thoughts come up and practice letting them go. If you never practice opening your mind and letting go of your "stories", how will you have that skill when you need it?

Consider the expression "paying" attention. Like Swedenborg says, you love whatever you give your attention to. Aligning ourselves with the truth that you are what you love, and you love whatever you are giving your attention to, is why every Spiritual creature is having a physical experience. Having the Blessed opportunity to feel the truth of that higher Spiritual reality, in an arena we cannot fake, is why the Earth was created. Surrendering our free will and attention only and solely to what resides in Heaven, no matter what the physical world throws at you, is the life purpose of every person, everywhere, throughout all of time. If all of that is not enough to convince you that watching your attention is the definition of spiritually maturity and success...then I've got some property in Heaven, I'd like to sell you!

For More Info, a review copy or book on tape of *You Are What You Love* or to schedule an interview with Vaishali: Contact Stephen or Aime McCrory @ The Business Muse. 310-228-0943 thebusinessmuse@gmail.com FOR MORE ON VAISHALI VISIT: www.purplev.com. Audio Files also available per request.

Vaishali is part Stand-up Comic, part Spiritual Teacher and full time Soul Stripper who combines humor and spiritual wisdom in her new acclaimed book YOU ARE WHAT YOU LOVE. Vaishali has worn only the color purple - exclusively, for over a decade, as her Spiritual uniform of choice. She has spent years gaining a profound understanding of the mystic Emmanuel Swedenborg progressive work and its wisdom which has become the central core of her spiritual practice. Vaishali shares this truth and many of his other insights in her workshops, interviews and in her new book You Are What You Love (Purple Haze Press 2006). www.purpleV.com

Vaishali's articles have appeared in Mystic Pop Magazine, Magical Blend Magazine, Natural Awakenings Magazine and many others. Vaishali is a frequent radio and internet radio guest and has appeared on stations including, KPFK, KBAC, Seeing Beyond, worldpuja.org, Healthy Life Radio.

She graduated Magna Cum Laude from both the Religion & Philosophy Department as well as the Radio & Television Department at San Francisco State University. She currently resides in Florida and continues with her life purpose of Spiritual teaching, and consulting as well as is working on her next book. She has been teaching and providing Self Emergence individual consultations, since the early nineties.