

Writers in the Sky Newsletter



A Newsletter about Writing by Write On! Creative Writing Services

Write On! Creative Writing Services is pleased to offer *Writers in the Sky*, our monthly electronic newsletter. Whether you are a published author or a writer-wanna-be, this ezine is for you. Here, you will find articles about all types of writing, book publishing and marketing; plus we will feature articles written by the readers. For more information please visit www.writersinthesky.com or email Yvonne Perry at writer@yvonneperry.net.

How I Started My Freelance Writing Business by Yvonne Perry

Many times, people ask me how I got started in the writing business and what I would recommend to those who are just starting. I'll share my story with you in hopes that you will be able to glean information and encouragement to step out and follow your dreams.

I've always been one to follow my inner guidance and take advantage of the opportunities that come my way. That is pretty much what I did to get started as a freelance writer. My work as an administrative and executive assistant required good writing skills so I naturally had a reason to keep them honed. I began doing pro bono writing assignments for volunteer organizations that I was working with and pretty soon, I had people asking me to write for them.

I didn't know how to start my own writing business, but I had to have a company name. I chose Write on! Creative Writing Services. I read everything I could find about freelancing and starting a business. The next logical step was to create a Web site and begin to advertise via email and printed ads. I connected a Google ad to my Web site and waited for projects to start coming in. Things were slow at first and every prospective client wanted to see samples of my writing. I pulled every document I had written over the past five years that could show my skills and I posted them on my Web site. I gained a few clients but I was no where near ready to leave my day job.



Next, I joined the pool of freelance writers at www.guru.com and took any project I was awarded. Having to bid for jobs allowed me to gain confidence in my ability to market myself. Many times I didn't win the bid for a project I really wanted, or the pay was minimal, but I did manage to build my writing portfolio.

I joined Meetup.com and Yahoo groups as well as the Chamber of Commerce and other business networking groups in my area. Networking is imperative. It's a win-win for everyone. Networking is a fun and effective way to meet people and build your business while helping them build theirs. There were weeks when all I did was network and market my business, but it has paid off. Today, many of my clients are a result of some networking effort I have made.

Soon, it was time to leave my day job and brave the frontier as a freelance writer. There were times when I questioned my sanity, and if it had not been for my husband's financial and emotional support, I would have been back in a corporate job pronto. I am glad I persevered. I now have an excellent base of repeat clientele as well as new clients who find me on the Internet or via word-of-mouth from a satisfied client. In 2005, I expanded my writing business to include eight qualified writers to take projects when I am overbooked. These writers have diverse interests and skills, which allow Write on! Creative Writing Services to offer fiction, technical, copywriting and other genres, while allowing me to focus on my strength and interest for non-fiction.

There is nothing quite like being able to work from home, but it requires discipline. If you are not able to manage your time and keep your self on schedule with deadlines you have set for yourself, then freelancing is probably not a good option for you.

If you are interested in writing full-time and making a living at it, you might be interested to know how busy my daily schedule is. I begin writing at 10 a.m. and end around 6 p.m. I constantly focus on client projects, but I also continue working leads and looking for networking, advertising and marketing opportunities. I work weekends if I have deadlines approaching or if I need to update my website or blogs: <http://yvonneperry.typepad.com/ghostwriters/> and <http://yvonneperry.typepad.com/weareone/>. I write about three thousand words per day and I rarely write anything for which I don't see an immediate purpose. I try to make my writing serve double duty. If I update my bio, I may use it as my elevator speech at the next networking meeting. If I post a message a blog, (my own or someone else's) I will probably convert the post into an article for my newsletter. If I write a press release, it may go on the writing samples page of my Web site.

The best training for a freelance writer is to have a college education with a major in English, writing, journalism or business; however, I have none of these. I do have a love for writing and I am creative in my written expression. I have a good command of the English language and grammar. I use the spell check feature, a thesaurus, a dictionary, a writing handbook, reference books, and online tutorial sites to guide me in the protocol and improve my writing. What is really

needed is experience and you are only going to get that on the job or by trial and error. I believe the best things you can bring to any endeavor, job or otherwise, is to have passion, a great business mind and a willingness to step out in faith. Freelancing definitely requires it.

*Yvonne Perry is a professional writer and the owner of Write On! Creative Writing Services. She has personally co-written, edited, ghosted or formatted over twenty books for clients. That's in addition to the articles, brochures, press releases, Web text and newsletters she has created! Yvonne is a graduate of American Institute of Holistic Theology where she earned a Bachelor of Science in Metaphysics. She is the author of several children's books, a humorous book about raising teenagers during mid-life crisis, and a newly released book entitled **More Than Meets the Eye: True Stories About Death, Dying and Afterlife**, which provides comfort to those who are grieving the loss of a loved one.*

Subscribe to Writers in the Sky Newsletter Receive a Complimentary eBook

Spread the news! Let your friends know about this informative newsletter and have them subscribe to this newsletter by completing the sign up form at <https://app.quicksizzle.com/survey.aspx?sfid=13065>.

***** The first 25 people to subscribe to Writers in the Sky in the month of June will receive a complimentary PDF of Yvonne's book, MORE THAN MEETS THE EYE: True Stories about Death, Dying and Afterlife*****

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 choices, 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. Available for purchase at [Amazon.com](https://www.amazon.com) for \$13.99.



Readers Contribute News to This Newsletter

I love to network because I believe in the unlimited bounty of the universe. There is enough water in the oceans to float all our boats and I enjoy offering an opportunity to connect the writing and publishing community. If you have an article, announcement or other information about writing publishing or marketing books, [please email me!](#) Here are some announcements from our readers:

Vance Raeburn has a new Web site where authors like us can make money can make money on articles we have written. [Submit an article to usewho.com](#). It's easy to use!

CALLING ALL AUTHORS is a talk show designed to inform the published author, the aspiring author and the reading public about issues and concerns that affect books and their creation from beginning to end. This show presents a dynamic and entertaining focus on books, their creation and their marketing. CALLING ALL AUTHORS addresses topics about writing, manuscript submission, publishing trends, marketing success and outside the box promotional techniques. Nightengale Press founder and publisher, Valerie Connelly conducts interviews of authors and industry experts whose candid, highly responsive and entertaining conversations have become the hallmark of this very successful program. <http://www.globaltalkradio.com/shows/callingallauthors/> Tuesday, 7 p.m. CST.

If you have a family Bible or sentimental keepsake book that is falling apart at the seams, you can have it restored and rebound similar to its original condition. Specializing in the restoration of historical documents, Kathy and James Jackson have been turning old books into treasures for over 20 years. See the before and after photos and get a quote at www.restorabook.com.

Yvonne Perry was interviewed by May Leilani on Acheive Radio this week. The 2-hour show was about Write On! Creative Writing Services and books written by Yvonne. You may listen to the show at <http://www.achieveradio.com/~leilani/>

Online writing classes are being offered by Maureen McMahon, Instructor for Writers Online Workshops (Writer's Digest). For a list of classes, please see <http://www.writersonlineworkshops.com>.

Last month, Angela Grett, a writer on the Write On! team, announced the release of her new book, ***My Mother's Bipolar, So What Am I?*** The book is having a great deal of success. Those who have read it are raving about how much the insight Angela shares is helping them manage their relationship with their bipolar loved one. [Angela's book is available on Amazon.com](#). You may read more about bipolar disorder or hear Angela speak about her book on her Web site www.childrenofbipolar.com.

IBI Global is a national organization whose mission is to help entrepreneurs and business leaders launch or grow their businesses. We do this by giving them access to Fortune 100-level training, high-level networking, capital, contacts, resources and customers. For authors, we teach them how to raise the capital needed to support their book with book tours and marketing, and then help them meet investors. We also introduce authors to top publishers, screenwriters, movie producers, publicists, literary agents and more. We have launched the careers of "Chicken Soup For The Soul" authors Mark Victor Hansen and Jack Canfield, "Men Are From Mars, Women Are From Venus" author John Gray and many others. Two movies will be released in 2007 that were based on novels or scripts by IBI members. For more information, call Vinny Ribas at 615-568-4736 or visit www.ibinashville.com.

Yvonne Perry enjoys hearing from people on her mailing list and invites you to [visit her ghostwriting blog](http://www.yvonneperry.typepad.com/ghostwriters) at <http://www.yvonneperry.typepad.com/ghostwriters>. There you may read more articles, post comments and find answers to questions regarding "how to" and "where to find" information about writing, publishing and marketing books.

Lynne Berry's newest picture book, *The Curious Demise of a Contrary Cat* (illustrated by Luke LaMarca, published by Simon & Schuster Books for Young Readers), will be released on August 8, 2006. The book is available for pre-order at Amazon.com, or through Berry's website, at www.lynnberry.com. Berry's first picture book, *Duck Skates* (illustrated by Hiroe Nakata, published by Henry Holt & Co. Books for Young Readers), was released last November, and also is available through both Amazon.com and www.lynnberry.com, as well as many local bookstores.

Mother's Day 2006 was a very special day for Hal Manogue because he felt a greater connection to Source than ever. As soon as he opened his eyes that morning, he could feel his own mother and all moms touching him. An unmistakable feeling of love surrounded him and he cried in joy as the words of a poem enfolded him. "Forever Me" will be included in his 2007 collection of poems to be released in January. Hal Manogue's second book of poetry, *Short Sleeves A Book for Friends 2006 Collection* (ISBN# 0977813002) is now available. To obtain a copy, visit www.shortsleeves.net or your local book store.

Ever wonder why there are so many threes in children's literature? Three bears, three pigs, even three Billy Goats Gruff? Then find out what the "Core of Three" is all about and learn to write your own tales for children using this simple story structure in a new workshop series offered by children's author, Suzanne Lieurance. Lieurance has published 12 books for children and is currently under contract for two more. She also teaches "writing for children and teens" for the Institute of Children's Literature and she is a master teacher for the University of Masters. The fee for her writing workshops is included in the basic membership for University of Masters, which is just \$19.95 per month. This will allow you to access Suzanne's workshops and ALL those offered by the University. [Find out about](#)

her writing workshops offered at <http://www.universityofmasters.com/suzanne.html>.

Rebecka Vigus, author of *SO YOU THINK YOU WANT TO BE A MOMMY?* is scheduling talks with parents, teens, and preteens for June, July and August. Those looking for a motivational speaker with a message for teens and their parents about pregnancy need to check out her website at www.penadream.com and contact her for dates and times.

Musicians, Authors, and other Artists: Are you tired of searching for writers, photographers and PR firms to produce your press kit? The E-Pub Pkg allows YOU to pick and choose different services for ONE Convenient Price! Check it out: www.Simpson-EPublishing.com.

Using An E-Mail Query to Sell Your Book or Screenplay

by Gini Graham Scott, Ph.D.

Sending an e-mail query to agents and publishers is an increasingly effective way to sell your book. It is also a way to directly market your book to even the biggest publishers even if it's your first book. Use it to pitch scripts to film producers, production companies, and agents, too, and to promote your book or anything else to the media.

I have found this out personally and also as a result of working with about 400 clients over the past two and a half years through Publishers And Agents. Net (with a Web site at <http://www.publishersandagents.net/>), a query service I set up to connect writers to agents and publishers. In the course of testing out the database when I first set up the service, I sold two books to top publishers *Do You Look Like Your Dog* to Broadway Books/Random House and *A Survival Guide to Working with Humans* to AMACOM, and since then have sold two more books this way *When I Grow Up*, *I Want to Be a Surgeon* to Sasquatch Books and *Homicide by the Rich and Famous* to Berkley Books (paperback) and Greenwood Press (hardcover). I found an agent who sold a third book: *A Complete Idiot's Guide to Party Plan Selling* to Alpha Books.

Also, after I expanded into pitching scripts and TV projects to film producers, production companies, and agents, I found several TV producers to turn *Do You Look Like Your Dog* into a TV game/reality show. Other authors have gotten top agents and made sales to top publishers, including Random

House, Hyperion, Sourcebooks, Simon & Schuster. Even one of the agents I work with has used the service a half a dozen times to expand his contacts to new editors for both fiction and nonfiction, as well as pitch producers and production companies on turning novels into screenplays.

On the average, writers who send out queries get about 15-20 requests to see their material within a day or two, sometimes within a few hours, and some with especially strong projects have gotten 50-60 responses. One even got 350 responses, including calls from the top executives at major publishers, and is now the top agent she obtained through the query is finalizing a deal with a major publisher.

The key to doing a query successfully is writing a good query letter that quickly explains what your book or script is all about and including some short, relevant bio information about yourself. You also need a strong subject line, so that the editor, agent, or producer who gets your e-mail will open it and read it. The letter has to be a strong marketing and sales letter, but can't sound too hypy.

Not all writers, even those who have previously published books and articles, can do this successfully, however. For example, often writers will include too much detail about their book, use phrases that give them away as an amateur, such as "I'm really excited to present a proposal which I have just finished polishing," or use language that sounds too academic for a popular book. So now PublishersandAgents provides guidelines for how to write a good letter, plus I review and edit all letters before they go out, and make suggestions for changes and additions. And now about half of the clients ask me to write their letters.

Another key to sending out an effective query is having current information on editors and agents, the type of books they are interested in, and their e-mails -- not always an easy task, since there are frequent changes in the industry, particularly among editors. That's why I regularly update the database, usually every week or so, using industry sources. Commonly writers look for information on editors and agents in the popular writers' guides like *Writers' Market* that are published annually. However, the information in these books is already several months old by the time the books first appear in bookstores, and this information is increasingly out of date as the months go on. Also, these books tend to feature the smaller publishers and agents who are receptive to newer writers, while the biggest publishers and agents don't want to be listed. By contrast, Publishers and Agents focuses on the larger publishers and agents.

Finally, given the competitiveness of the industry, you can increase your chances for a sale if you view pitching your project to editors, agents, or producers as a numbers game, just like making most types of sales. Sometimes writers contact just a few publishers or agents at a time and then wait. But given the small number of new projects that are accepted by any editor or agent and the time for consideration, this approach is usually a mistake.

Generally, it is more effective to send out multiple queries at the same time, which is why I use a special e-mail program to do this. So queries go out under the client's e-mail (unless I am doing a query for myself) and to hundreds of agents, editors, and producers at the same time, though they are targeted based on the type of project. For example, a non-fiction history book will go to editors

interested in history and related topics; a self-help book will go to editors with that interest; and so on. For more information, you can visit <http://www.publishersandagents.net/> for details on contacting editors and agents and <http://www.screenplaywritersconnection.com/> for pitching a screenplay to producers, production companies, and agents. For information on promoting books and anything else, visit <http://www.newsmediaconnection.com/>.

Gini Graham Scott, Ph.D., J.D. is a nationally known writer, consultant, speaker, and workshop/seminar leader, who has written over 40 books. Her latest include Homicide by the Rich and Famous (Berkley, Greenwood), A Survival Guide for Working with Bad Bosses and A Survival Guide for Working with Humans (AMACOM), Do You Look Like Your Dog? (Broadway Books/Random House), and When I Grow Up I Want to Be a Surgeon (Sasquatch Books). She has a TV show for Do You Look Like Your Dog being pitched by various producers. <http://www.giniscott.net/>.

eBooks: A Great Way to Publish!

By Genevieve Coti

eBook are the largest growth market in publishing today. eBook publishing offers you fabulous opportunities to lower publishing expenses, generate buzz and create profits.

ePublishing provides authors, self-publishers and small presses a whole new channel of distribution. You can write, edit and update books with ease. You can test market, find an audience and make money before doing an expensive print edition. My husband, the writer in the family, plans to repurpose his material to make money by separating chapters into booklets, creating special reports and producing white papers. eBook publishing means you can afford to let your creativity soar.

Remember those people who said that eBooks would never catch on? I was one of them! Who wants to take their computer to bed? I am a reader who loves books: the way they feel, the way they look, the way they smell. I grudgingly read my first eBook and my personal revolution began. Now, on any given night, you can find me, my husband and the cat curled up in bed -- reading in the dark. The backlit screen on my eBook reader means no more waking up at 2:00 am with the lights on and a stiff neck. Better yet, we can actually go on vacation without those two cartons of books; they all fit on a chip the size of a mini Hershey bar.

eBooks became so seductive that I gave up my day job. For fifteen years, I had worked with a CD and DVD technology company that began CD-ROM publishing in the 1990s. I came to believe that

eBooks and ePublishing are exactly where CD-ROM was in 1989. I had to start an ePublishing company.

No, eBooks will never replace paper. I wouldn't want them to. They are simply another book format like hard cover, trade paperback, mass market paperback and audio books.

Should you publish eBooks? Consider this: eBooks and ePublishing are in the news every day: Sony is introducing a new eBook reader; Dan Brown (best-selling author of *The DaVinci Code*) heralding the benefits of eBooks for readers and authors; Random House (CEO Jane Friedman) announcing "Digital is our destiny." Once a fad, then a trend, eBooks have become a revolution! There *are* eBook readers out there and they're buying eBooks.

ePublishing gives you more ways to expose your book, make sales and earn profits.

*Genene Coti is CEO of DigitalPulp Publishing <http://www.dpppress.com/> (DPP), a company that creates, markets, and sells eBooks. The publishing division introduces new voices in fiction and poetry, and sponsors progressive and innovative nonfiction. The **DPPpress** offers a free service to other publishers that transforms paper books into eBooks. The **DPPstore** (<http://www.dppstore.com/>) promotes and sells **only** eBooks from small presses; available 24/7/365 in many styles and formats. DPP is reinvigorating publishing and reinventing reading!*