

Liberty States Fiction Writers

A Multi-genre Fiction Writers Group



February Meeting

SATURDAY, FEBRUARY 11th 2017

Growing Your Audience Without Having To “Sell.” By Rachel Kenley, co-founder of the Writers Business School

Congratulations! You’re a published author. That is an amazing achievement. Is your book reaching the readers you wanted? You wrote these books to connect to readers, not sell to them, so how can you accomplish this without feeling like you’re always asking people to buy your book?

Join author and Writers Business School founder Rona Gofstein (writing as Rachel Kenley) to learn more about how to create a system that lets you build your audience and reader base without that “smarmy” feeling of selling your book.

Why “Selling” Doesn’t Work
An Introduction to Creating Your Platform
Your Core Audience
Where can you find them?
Online
In Person
How can you reach them?
Reach and Grow Your Audience Naturally
Blogging
Social media
Speaking opportunities



About Rachel Kenley

A Jersey Girl currently trapped without good diners or boardwalks in New England, Rona Gofstein is a novelist (as Rachel Kenley), workshop leader, and co-founder of the Writers Business School (www.writersbusinessschool.com). She is the best-selling author of five romance novels, seven anthologies and most recently, a series of four sexy retold fairy tale novellas. She speaks nationally on writing, business, and how to connect with your heart’s desire. When she is not writing, she is homeschooling her sons, trying unsuccessfully to keep up with laundry and laughing as much as possible. She loves reading, chocolate, her morning cup of coffee, and retail therapy. She can also be found (perhaps a little too much)

on Facebook (www.facebook.com/authorrachelkenley)

BROWN BAG DISCUSSION

Following our monthly Featured Speaker presentation we are bringing back Brown Bag discussion workshops. On alternating months we will discuss topics related to technical issues and the craft of writing and/or host critique sessions.

This month (February) we will hold a pitch practice session for those interested in pitching to agents and editors during the [Create Something Magical Conference](#). Need some ideas on how to prepare or improve your pitch? Check out [The Ultimate Guide to Pitch Writing by Jami Gold](#).



President's Letter

January is almost gone and February is arriving filled with hearts and flowers for Valentine's Day. As a romance author, it's one of my favorite times of year besides Halloween when my dark side just itches to emerge. LOL!

February is also that month where the reality of all those New Year Resolutions some of us made smacks us in the face and we ask ourselves if we are on course to keep those resolutions or heading for failure.

Failure is an interesting concept to me. There are those who think that if you try and don't achieve, you've failed. Some people find the idea of failure so daunting, they won't even try or they try half-heartedly and wonder what might have happened if they'd really tried as hard as they could.

For me, failure is, as Mary Pickford said, about the falling down and not getting up.

Think about how often toddlers fall and how often we encourage them to get up and try again and again. It's a pattern we repeat with children all the time, encouraging them to keep on trying and never give up.

It's important advice to keep in mind as authors because no matter where you are in your career, there are times you will fall. You may want to wallow there a little. Who hasn't? But at the end of the day, building a career as an author means getting back up and facing the challenges of an ever-changing publishing industry. Like Darwin's tortoises, we must learn to adapt in order to survive in a different climate.

How can you learn to adapt? Belonging to a group and getting together with other authors is one way. It's part of the reason we founded Liberty States—for authors to unite and share what's happening in the industry and learn new things from each other and our workshop presenters.

Going to conferences is another way to adapt, and so it's time for me to plug our 8th Annual Conference on March 18-19 (and remind you that dues are also now due). Early Bird pricing will be good until February 14th and editor/agent appointments are now open! You can register here <http://www.libertystatesfictionwriters.com/conference/>. Help us spread the word about the conference by [sharing this flyer](#) at your local libraries or [posting this image](#) on social media! Thanks.

In parting, remember that you're not alone and that your experiences are likely not unique. Don't be afraid of reaching out for help or advice about what to do with your career or writing. Don't be afraid to fall down. It makes the getting up all that much more rewarding!

Caridad (Charity) Pineiro
President

P.S. – If you like receiving the newsletter, we could use some help with gathering articles and member news. If you'd like to volunteer, please contact me at caridadpineiro@gmail.com.

Industry News and Helpful Articles for Writers

"Digital Book World Speaker Sees Stable Market for Trade Sales" from Publishers Weekly
<http://bit.ly/2jiM9CF>

“Looking Back at 2016: Important Publishing Developments Authors Should Know” by Jane Friedman
<http://bit.ly/2jiSG0h>

“Class Action Suit Filed Against All Romance Ebooks” from The Digital Reader
<http://bit.ly/2jiNIWD>

“RWA2017 Registration Opens February 7”—2017 RWA Annual Conference, July 26–29, in Orlando, Florida.
<http://www.rwa.org/conference>

“Authors Guild v. Google—An Expansive View of Fair Use” from the Huffington Post
<http://huff.to/2jiY2bP>

“Microsoft Making Late Entry in E-Books to Take On Amazon” from Fortune Magazine
<http://for.tn/2jiOGN9>

“Creative Flow: Flowing Body, Flowing Mind” by Sid Kemp at Write by Night
<http://bit.ly/2jiOqhi>

“25 Literary Journals That Also Publish Genre Fiction” by Emily Harstone
<http://bit.ly/2jwP6Tk>

This Month's Writing Tip

When you sit down at the computer, are you staring at a blank screen and struggling with what to write? Where to start? Where to end? Try visualizing your scene in your head before you sit down and write. Imagine it as a movie and replay and rewind as needed. Once you sit down, it will be easier to record that visualized scene on paper. Not sure you can remember it? Keep a notepad nearby and jot down those Aha! Moments that come to you as you are visualizing.

Have a tip to share? Please email it to contact@lsfwriters.com.

Member News

Eileen Watkins has signed a three-book contract with Kensington Books to launch a new series, the Cat Groomer Mysteries. Her stories will feature 27-year-old Cassie McGlone, who owns and operates a cat grooming and boarding business in the fictional small town of Chadwick, N.J....and ends up solving murders on the side. The first in this series, *The Persian Always Meows Twice*, has already been accepted and is due out in October 2017. For more information on Eileen, please visit www.efwatkins.com.

Tina Gabrielle, writing as Tina Kashian, has sold a three book cozy Mediterranean Mystery series to Kensington Publishing Corp. The first book, *Hummus and Homicide*, will be released in 2018.

Vicki Weisfeld's short story “Breadcrumbs” was published in Issue 3 of *Betty Fedora*, a journal whose tagline is “Crime Fiction for Kickass Women”!; her story “A Slaying Song Tonight” was published in the January/February issue of *Ellery Queen Mystery Magazine*; and “Burning Bright” will be published by Level Best Books in the anthology *Busted: Arresting Stories from the Beat* in April. Reprints of two of other stories appeared in *Kings River Life* (10/16) and a *John Greenleaf Whittier Foundation* anthology (forthcoming: April 2017).

Have member news or a new release to share? Please email it to contact@lsfwriters.com.

Promo Opportunities

Members Only Conference Promotion Perk - First Come First Served - Sponsor a table by donating a centerpiece to be given away to one attendee at the table and goodies for the remaining spots at the table. We ask that goodies not be just paper. However, paper with a promo item, such as a pen and bookmark together will be acceptable. Two authors may join together to sponsor one table. Authors who participate will have a reserved spot at that table so they can network with their tablemates. Anyone wishing to sponsor a table should send an e-mail to conference@lsfwriters.com. In addition to this, we will have the usual basket giveaway if you wish to contribute a completed basket as well as a goody table where you may leave promotional items.

Author Signing Spotlights at Conference - First Come First Served - There will be author signing spotlights throughout the conference. These spotlights will feature groups of 4-5 authors maximum at set times. Authors can bring their own stock to sell or give away. These spotlights are not open to the general public and so we encourage authors to have their fans register for the Reader Track so they may meet you at the signing spotlight. If you would like a signing spotlight at the conference, you may select a time for your spotlight as you register to attend the conference. Please register early as the slots for these signing spotlights may fill-up quickly.

Ocean County Library Self-Published Author Fair – The Ocean County Library system is having a self-published author fair at the library's Lakewood Branch. The event will be held on Wednesday, April 19th from 5:30-8:30 PM. The plan is for every author who is participating to have table/station from which they can sell and talk about their books. If you wish to participate, please e-mail Charity at caridadpineiro@gmail.com.

Bergen County Book Festival - The Bergen County Cooperative Library System (www.bccls.org) in cooperation with the Paramus Public Library is planning its fifth book festival - BooksNJ2017: a celebration of books and the readers who love them (www.booksnj.org). The date is Sunday June 11, 2017 from 1 PM-5 PM outdoors (rain or shine) on the grounds of the Paramus Library. If you are interested, please use this link to complete their author application - <http://bit.ly/2kaFYWa>. Please note that the organizers have indicated “***we cannot promise that every one of you who asks to participate can be accommodated—there are just so many hours and just so much room.***”

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