



SASP

NEWS

July 2021

Spokane Authors and Self-Publishers
P. O. Box 18573
Spokane, WA 99228-0573



Spokane Authors and Self-Publishers (SASP) began in 1998 when *Chuck O’Conner, Elmer Freeman, Joe Meiners, and Dan Vollmer*, Spokane area authors, formed a club in order to share knowledge and experience with those interested in writing and alternative ways of publishing. Today, SASP is a large non-profit organization dedicated to anyone with interests in any aspect of writing and art. Members include aspiring (and successful) authors, poets, journalists, illustrators, editors, publishers, printers, writing instructors, and many others. Monthly luncheon meetings provide inspiration and education by way of knowledgeable and entertaining guest speakers, and the cheerful camaraderie of people sharing common interests and goals. Membership is open to all who love writing, art, and interesting people.

Spokane Authors and Self-Publishers **meets** the first Thursday of each month at **Golden Corral**, 7117 N. Division Street, in Spokane.

Presentations begin at **2:30 pm**. The room opens at **2:00 pm** so members and guests can dine, visit, join, pay dues, browse, and perhaps buy each other’s books. After short break, members and guests relate their accomplishments, mention upcoming activities, and we draw for door prizes. Members and guests must be present to win.

Attendees are requested to buy lunch upon entering the establishment, and to leave an appropriate tip for the waiter/waitress.

Due to the Pandemic we are currently not meeting. When we do meet, we will let everyone know the place, the day and the time.

Membership benefits include listing on the SASP website, www.spokaneauthors.org. Many members provide short biographies and links to external personal websites, creating more marketing exposure. Current members may list and describe their published works on the SASP website and offer their work for sale at meetings. (Visit the “members” page on our web-site to connect with members’ web-pages. Our “links” page connects to interesting on-line locations, including those of many SASP members.)

Guest speakers inform, inspire, and entertain with a variety of topics designed to provide knowledge about writing and publishing.

SASP members are encouraged to purchase or trade completed works of and with fellow members. They are also encouraged to donate copies of their work as door prizes.

Winners of others’ work are expected to provide a review.

Note: SASP no longer transports name tags and display books to and from meetings. Your name tag is yours to keep and maintain. Please take books you provide for display. We provide space for displaying your books, but you must bring them to each meeting.

Submission Deadline: Items to be included in the next edition of SASP NEWS must be received by the editor a week prior to the next scheduled meeting, or when the next meeting would normally be held. **July 29th for the August 2021 issue.**

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“Like” the SASP Facebook Page:
www.facebook.com/pages/Spokane-Authors-Self-Publishers/1640079982945679

“Join” the SASP Facebook Group:
<https://www.facebook.com/groups/1646364128981815/>

“Follow” us on Twitter:
<https://twitter.com/AndAuthors>

Contact us at: authors@spokaneauthors.org

OUR NEXT MEETING!

We are getting closer! Maybe sometime in July, or almost certainly in August. We'll keep you informed!

FROM OUR PRESIDENT

Greetings my fellow SASPers and SASPerillas,

Your officers continue their search for the best and safest way to restart our meetings. A couple of our members wondered why we stopped meeting in the first place, and wish to begin anew as soon as possible. Others are still worried about their safety and wish to postpone a little longer. I'm a tweener: To me, it appears relatively safe at this point, but who knows. (Checking the newspaper every day I've noticed that the WORLD's new cases are getting lower, the US cases are down, and SPOKANE COUNTY new cases



are down – finally!)
The governor continues his relentless drive to open up the state on June 30th regardless of whether we reach a 70% vaccination rate or not. I shall phone Golden Corral immediately on the morning of July 1st to reserve our usual room. Or maybe we want to reserve the entire room (if available) instead of just our usual half - in order to spread out. (We can't seem to get a consensus on this, or a consensus on when to start, or if we want to require proof of vaccination to enter.) To confuse things further, the first Thursday of July falls on the 1st so it does not appear that July 1st is an option. Dave suggested a mid-July meeting to get us started – or we can wait until August 5th for our first meeting. Your

officers will make a decision and notify you as soon as that decision is made. (I'm voting for August 5th.)

On to other matters: In the May 24th Spokesman Review (Dad Daze column), Ed Condran writes about his daughter Jane wanting to be a journalist. So he emails the well-known reporter/journalist Linda Ellerbee, who (surprising) replies to him - with some excellent advice. [And I think it is excellent advice for all writers.]: "Encourage Jane to read as much as possible, and she should know that I'm a writer because I'm a reader." She goes on to say, "The most valuable gift I was ever given was a library card. It took me out of my world and took me everywhere else." More advice: "The most wonderful thing I want Jane to know is that you get paid to learn stuff when you're a journalist. What other profession can you say that about? [Authors of books, teachers?] A liberal arts degree helps. You need to learn language, psychology, history, politics, and geography. And most importantly: If you want to know something, ask."

Remember: To steal from one person is plagiarism. To steal from many is research. Be kind,

Jim

CELEBRATING INDEPENDENCE

They Signed For Us

Of all our national holidays, Independence Day or the fourth of July is the favorite of most Americans. Memorial Day and Veterans Day are more sober events, but the Fourth of July usually brings forth nostalgic thoughts of happy days past. I still remember those fireworks, picnics and parades of days gone by.

Today it seems that people have to hit the road and get away in order to celebrate the day. I also remember one fourth of July back in 1945. We were sitting at anchor in a transport area named Kerema Retto, a small group of islands a little south of Okinawa when



the Kamikazes flew in low. The fireworks display was quite impressive, but we didn't have no picnic.

I always liked the fireworks displays we used to have sitting at anchor in my boat off of Navy Pier Chicago much better as we watched the splendor.

What about that first Fourth of July back in 1776? The events that unfolded in Philadelphia changed the political thinking of the world. The ideas that unfolded and were placed on a piece of paper we call *The Declaration of Independence* had never been tried. I am amazed that those early patriots could come up with the farfetched ideas of "truths to be self-evident, inalienable rights, rights to be self-evident, that all are created equal, life, liberty, and the pursuit of happiness, governments deriving their just powers from the consent of the governed," and so on. We should take the time to re-read the glorious document that made it possible for us today to live our life so plentiful. What a piece of magnificent thinking!

I keep thinking of those men who had the indomitable courage to sign the document. These were not anarchist rabble but men who had wealth and substance and much to lose if the revolution fizzled. If you delve into the history of the signers, you will find that they "mutually pledged to each other our lives, our fortunes and our sacred honor." And so it was, many lost their fortunes and ended up penniless. Thomas Nelson Jr., a signer from Virginia, ordered his troops to shell his own mansion when he learned it was a British headquarters. He was left in financial distress as a result of the war. Two signers, Hayward and Rutledge, were captured by the British and imprisoned. Arthur Middleton's homes were ravaged by the British. Philip Livingston of New York had his home used as a British

barracks and hospital. They confiscated his business interests. John Hart from New Jersey had his farm and mills wrecked by the redcoats, and he was driven into hiding. On returning after American victories at Princeton and Trenton, he found his wife sick and dying and his family scattered.

Thus was the plight of many of the signers. Not all of them signed on July 4th, but there were a total of 56 signers. The war for independence had already begun. The British Army was a brutal force to be reckoned with. They were militarily experienced and used all the tactics an invading army uses. There was no Geneva Convention in those days. No video cameras recorded their atrocities. Hanging was a common thing for them, as well as the firing squad. They had little concern for humiliation of the prisoners. Of course, they didn't have news media to report their indiscretions.

Today, there are disagreements and dissensions amongst Americans. But, just think what it was like in 1776. A great segment of the population remained loyal to the king. Not all were in favor of an independent country and were content with the indiscretions of the king. Fortunately, the patriots had a greater zeal. The army of George Washington was hardly a match for the professionally trained British Army. Yet with all their handicaps, they were able to persevere and prevail over the British. What developed from that grand effort was our great country. And I repeat that. "Great Country!" We have every right to celebrate and remember how it all happened. And to remember those who had the indomitable courage to put their name on that great document we refer to as the *Declaration of Independence*.

Remember, they signed for us.

Stan Parks

FROM THE EDITOR/WEB-MASTER

Like all of you, I'm more than ready to start meeting again. At the same time, I don't want to rush it and perhaps have members



contract something that could have been avoided with a little more patience. It does look as if we will resume meeting sooner than later.

As I set out to write this month's column, I find I don't really have anything that I want to discuss

in any great detail. Therefore, I'll spare you any of my long-winded discourses. (Of course, you know that once this is sent and mailed, I'll realize I should have written about any number of things.)

Because of the Pandemic we haven't been screaming for dues, but if you want to pay, the easiest way is to mail a check or money order for \$15.00 to:

Spokane Authors and Self-Publishers
P. O. Box 18573
Spokane, WA 99228-0573

I check the mail weekly, and if we receive any dues payments, I take those payments directly to our financial institution for deposit.

If you are ever looking for our mailing address, it's on the front cover of each and every issue of SASP NEWS. It's also on the Welcome Page and the Membership Forms page of our web-site. I hope that helps.

OUR JUNE 2021 MEETING

Due to the Corona Virus/Covid 19 pandemic, we did not meet on Thursday, June 3, 2021.

MEMBER WEB-PAGE GUIDE

1. Name and photo/headshot
2. Brief biography
3. Links to web-site, blog, or other on-

- line locations.
4. Information about any books published.
 - a. Book cover shot/thumbnail
 - b. Brief description/blurb/reviews
 - c. Amazon ASIN, ISBN or other
 - d. Locations where available.
5. Send as much information as possible to: daveeva@comcast.net, authors@spokaneauthors.org, or
 Spokane Authors and Self-Publishers
 P. O. Box 18573
 Spokane, WA 99228-0573
 Check out other member web-pages at www.spokaneauthors.org. Click on the "Members" button and then on the member's page you wish to view.
 Contact your web-master if your page needs to be updated or corrected

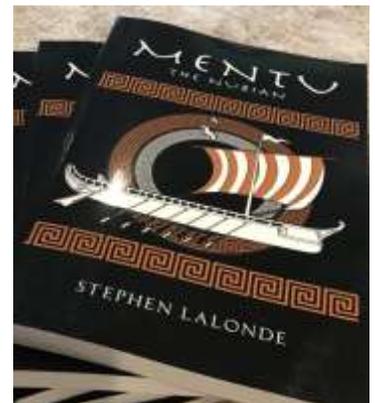
MEMBER UPDATES

Sadly, when we do resume meeting in person, one longtime member will not be with us. Author and artist Joan D. Carter passed away early in June. May she rest, write, and paint in peace.

New Books!

A couple of our members have recently published new books. First is Stephen Lalonde, with *Mentu the Nubian*. It is a follow up to Sinon of Kirra, which he released a few months ago.

Secondly, the ever prolific Larry Danek offers his latest Nomadic Ghost story. This one is called, *Pioneer Ghost*, and is available on Amazon, both as a paperback and on kindle.



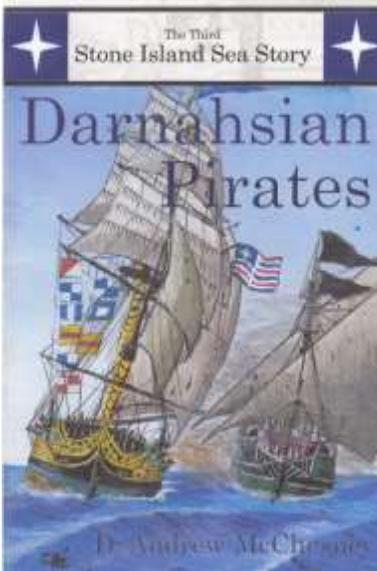
The Pioneer Ghost travels the Oregon



Trail in search of his designated target and finds companions and fellow travelers along the way. They are beset by Indians and other travails before he can find the men he is destined to remove from the living. He is called by dead men who seek revenge for some unknown reason.

www.amzn.com/dp/B0957397G1

www.amzn.com/dp/B094TCDGZG (paperback)



Additionally, your editor is getting ever closer to publishing the third Stone Island Sea Story. Is here an early version of the cover. The artwork is final, but there may be some refinement to other parts of it.

We're Always Learning



Our Vice-President, Sue Eller found the following and thought it might be of benefit.

The Best Book Marketing Strategies for Amazon Author Central

by [Penny Sansevieri](#)

We often complicate the heck out of things, don't we? But the thing is, the best book marketing doesn't have to be complicated – stop overthinking how to sell books on Amazon.

The Best Book Marketing is Free: Amazon Author Central

Did you know that Author Central pages are searched 1 billion times a year?

How's that for an eye-popping number? How does your Amazon Author Central page stack up? If you're like most authors, you probably haven't been on that page in a while, and that's ok. I hope this article helps to expand your thinking when it comes to this free, but powerful, book marketing tool.

So, Where Do You Start?

Well, first add your author bio, your website address and links to your social accounts. Then, consider adding additional images, video content or a link to your blog if you have one (and you update it regularly).

Make Sure All of Your Books Show Up

This may sound like a small thing, but depending on how your books are listed – for example with or without a middle initial – not all of your books may show up under your Author Central account. That can cost you sales. If you're having trouble with this, tee up a support ticket via Author Central to get this fixed.

Details Matter to Your Readers

When it comes to how to sell books on Amazon, adding small changes, like a nod to an upcoming holiday or an award you received, makes a big difference to your reader. It tells them you're paying attention. Adding video content to your Author Central page – maybe a video from an event you did or your book trailer – can help to boost your page engagement for

the best book marketing results, and it gives your readers a reason to keep checking back.

I've seen lots of Author Central pages without an author photo, which seems crazy to me. It's such a small thing and such an easy add! And you can update your photo for holidays, too. A fun Santa hat for Christmas, etc. Or you could even make it something that lines up with your book.

Did you write a book with a strong Irish theme? Maybe a picture of you in Ireland, or just dressed all in green. Small details absolutely matter to your readers, so make the most of this free page!

You Can Always Access Author Central

I know that some authors have a hard time accessing their book detail pages to add in keywords, change pricing, etc. Sometimes your publisher "owns" your Amazon book page, making it tricky to access. But your Author Central is absolutely your page; you access it using your regular Amazon login via author.amazon.com.

How To Sell Books on Amazon: Add Lots of Fun Content!

Once you log into Amazon Author Central, you'll start to get a feel for how many updating opportunities you have. Here are just a few:

- *You can add reviews that didn't make it into your Amazon reviews.*
- *You can update your book description to add a stand-out review to the top of it.*
- *Use fields like: "From the Author" and "From the Back Cover" and "Inside Flap" to add fun details to your book pages, like an author interview or a short book expert!*

All the fields make it prime for selling yourself and your book in multiple ways, and most authors aren't maximizing their page for the best book marketing, so you'll stand out!

Keep an Eye on Your International Author Central Pages

Once you've tricked out your U.S. Author Central page, take a look at some of the other countries and see what kinds of updates you can do there, too. In some cases, your U.S. page will carry over internationally but not always. The international Amazon pages are:

Author.amazon.co.uk
Author.amazon.de
Author.amazon.fr
Author.amazon.in
Author.amazon.co.jp
Author.amazon.es
Author.amazon.it
Author.amazon.com.br

Amazon Author Central is one of the many simple strategies you can implement to gain more exposure, and it's always surprising to me how many authors just don't use it. Spend a few minutes making some updates – remember it doesn't have to all be done in one sitting! But the more you explore Author Central, the more wonderful benefits you'll discover!

Note: Penny Sansevieri, CEO and founder of Author Marketing Experts, Inc. (AME) and Adjunct Professor at NYU, is a best-selling author and internationally recognized book marketing and media relations expert. Visit her website at amarketingexpert.com and subscribe to her blog for more free, simple, and helpful things to do to help market your books.

SASP BOOKS ON AMAZON/KINDLE

Many SASP members' books are on Amazon and/or Kindle™ (We print short parts of the list on a rotating basis. The complete, and hopefully up to date list is available on the web-site, under "NEWS")

(Contact the editor/web-master at daveeva@comcast.net or at authors@spokaneauthors.org to get your Amazon/Kindle books listed)

To speed your search, add the provided ten digit numerical or alpha-numerical code (ASIN) to: [www\(dot\)amzn\(dot\)com/dp/](http://www(dot)amzn(dot)com/dp/)

Example: www.amzn.com/dp/B008TXC332
or: www.amzn.com/dp/1936178044

(Recently it seems Amazon is assigning its own unique ASINs to the paperback editions of books, rather than using the ten-digit ISBN as they previously did. In the future we will attempt to point this out in individual listings.)

Stephen D. Lalonde

The Phoenix Gift B07KGMSBDJ
A Palette of Verse B01NCJ8IP7

Various SASP members

*Celebrating Spokane Authors:
A Collection of Poetry, Essays, and Short
Stories* B077GBTQ67 1978483619

D. Andrew McChesney:

*Beyond the Ocean's Edge: A Stone Island Sea
Story* B008TXC332 1432780379
*Sailing Dangerous Waters: Another Stone
Island Sea Story* B00HF9Y05K 1478721898

James Parry:

*Book All the Teachers: An Irreverent Ride
through Middle School* B00US5918V 1501042211

Bob Weldin:

The Dry Diggin's Club 0578106825
The Adventurists 153027253X

Sue Eller:

Return from Armageddon B005JVAJKQ 1477655727
Meadowlark Madness B0097D599I 1479181714
Send in the Drones B07TFDFVS9 1726834662
The Gluten Free Gourmand B00TRBKT9U 150853134X
Taming of the T-Bird B00S2ZDIQTQ 1505963982
Short Trips to Alternate Universes B08P342L5V B08P3QTJQL (pb)

Beth Camp:

The Mermaid Quilt and Other Tales B0090VHKBC 1479180971
Standing Stones B00I3RYFW6 1494772434
B01ATPTL5U (audio)
Years of Stone B00LF3FY4S 1500129585
Rivers of Stone B077M1TFLP 1545217491

The Seventh Tapestry

B08GJ8VRGL B097SKDWRF (pb)

Poetry in a Time of Pandemic

B0889TDKR2 B088LKF66

Kate Poitevin:

Saving Tir Gaeltacht (part One) 1986153959
Saving Tir Gaeltacht (part Two) 1986179486
Saving Tir Gaeltacht (part Three) 1986179923

Joyce Caudel:

The Hat Pin Murders 1936178397
The Hat Box Mystery 1481959107
A Hat to Die For 1530028612

Chuck Lehman:

Angels Three Six B00KMJXQR8
The Big Woods B007SQ4CTE
Asher B00HNZ6TTG
Lazarus Arise B007R0NPW6
The Shepherd B00HJBN4P6
Rogue 6 B01H7N8G2G
Exposure: A Story of Survival and Intrigue B01H5W4V64

Double Exposure

The Apostle's Wife B07NJ4DFCW 179039239X

B. J. Campbell:

Close Calls: True Tales of Cougar Bob 1936178044

Bob Manion:

Santa's Heroes 1936178095
The Tree House B004IZLHLE
The Tree House (new edition) 1946882003
Springer's Heart 0978850742
Summer Rain B00ZM3S2IM
Vampire and the Cop B00ZM4BBOS
Retitled Vampire Justice 0996864415
Sabrina's Promise 0996864407 097885070X

Sandra L. Mason:

N is for Nativity 1517614880
(Illustrated by Natalie J. Apodaca)
Into the Fire B08Z2GX2TC

Stan Parks:

Jakob's Ladies 1532910762