

SPOKANE AUTHORS & SELF-PUBLISHERS



July 2002

Newsletter

Volume 4, Number 2

Future Meetings

October 3

Byron King, an experienced publisher of magazines and newspapers, will speak to us about his new book — **Spokane: Then and Now.**

November 7

Jennifer McCord, past president of Pacific Northwest Writers Association and co-owner of Media Weavers, LLC, is a veteran in the publishing business. She will share some of her expertise and give you valuable tips on where--and-how-to questions on publishing in today's competitive market. The author's job doesn't end there, however. Next comes sales and marketing, and Jennifer will give us some pointers here as well.

December 5

Tim Hillebrand will chair a session on seminal ideas that spark the creation of a book, whether it is fiction or non-fiction. This presentation will take the form of a panel discussion with lots of sharing from the audience. The panel has yet to be selected. If you would like to participate, contact Tim by email: chief@synergetics.org or by phone 208-883-8814.

Dan Poynter Seminar: September 5

I would like to confirm a rumor. Dan Poynter IS coming to our next meeting in Spokane on September 5th! His seminar will start promptly at 8:00 AM and run until noon, at the Old Country Buffet on 5504 N Division Street in Spokane. The cost for early bird signups is \$50 for SASP members and \$75 for non-members. All signups after July 31 are \$75. As we expect this program to be an early sell out, avoid disappointment. Sign up TODAY. Do it NOW by sending your check to our treasurer Patricia Kobza at PO Box 55, Airway Heights,

WA 99001.

If you want to advance your writing and publishing career, you can't afford to miss this opportunity. Your alternative is to go to one of Dan's seminars in Santa Barbara, California, which could cost you well over \$1500. Sign up. You owe it to yourself.

Here is what is in store for you:

Book writing and publishing have recently changed. New technology and new techniques enable you to make more money, get to press sooner, and keep control of your work. Now you

can test the market, attract agents and publishers, and get reviews with just 300-500 copies in hardcover or soft.

1. The New Book Model: **Writing.** How to set up and build your book rather than just write it. Discover how to qualify the project, research on the Net, organize the project, draft the content and convert it into a .pdf file for printing.

2. The New Book Model: **Producing.** Typesetting, layout, book design and .pdf files for print and electronic editions. Publish eBooks:

(Continued on page 3)

Book Review

Electronic Publishing: The Definitive Guide {The Most Comprehensive Reference for Non-Subsidy E-Publishing} 2002 Edition—fully revised and updated. (ISBN: 1-931419-03-5) \$24.95 By Karen S. Wiesner

Whew! Some title. First of all, it's not an eBook, even though it's available in .pdf format. With some creative machinations, I was able to convert it to .lit format and get it into my PDA for a better read, and in the process make it a fully functional, actual eBook. But the average reader is certainly not going to go to all that trouble.

I congratulate the author on taking advantage of the electronic medium to update her book and keeping it current.

She begins by making a strong case against the advisability of

using subsidy publishers.

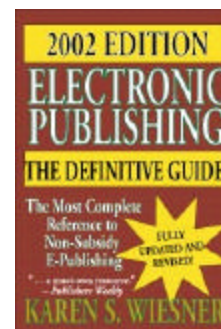
The book is divided into three sections: The first section deals with the ins and outs of electronic publishing with some good information. The second section is devoted to publishers' responses to a questionnaire. This information could have been digested and summarized for the reader. She gives pointers on how to pick a good publisher. The third section treats the important topic of promotion. The best and most valuable part of the book is her exhaustive list of 687 hot-links to Websites where authors can find promotional information. She has other valuable resources here of use to any author for effective marketing and sales.

I liked this book, found it useful, and recommend it for your reference library.

Wiesner, named a "leading romance writer" by The Writer Magazine, is the best-selling author of the Gypsy Road Series, the Angel-

fire Trilogy, Dare to Love Series as well as upcoming Wounded Warriors Series.

<http://karenwiesner.hypermart.net/Eptdg.htm>





President's Message

The good news as you can see from our front page article is that Dan Poynter, the high priest, self-publishing guru, the man who has written the bible on self-publishing, will be conducting a seminar for us on September 5th. Dan will share his latest tips and a whole new formula for publishing success involving the latest technology of electronic publishing and publishing on demand. If you're serious about your career as a writer, you will not want to miss this monumental event. Since space is limited, and we expect an early sellout, I urge you to get your reservations in to SASP ASAP.

In preparation for this event, I have taken the liberty of reviewing some of the literature available so that you can bone up on electronic publishing. In the process, I have learned some interesting things worth sharing with you. Astonishing to me was the fact

that some authors of electronic publications and even some publishers do not understand what an eBook really is all about. They seem to think that anything that can be read on a computer is an eBook. At least two authors and two publishers among the works reviewed in this issue believe that because a document is available in .pdf format (Adobe Acrobat Portable Document Format) that it is automatically an eBook. NOT. It is merely electronic text. To be an eBook, a publication must conform to OeB specifications (Open eBook Standards). That is, among other things, it should be searchable, highlightable, lookupable (in a dictionary), copy and pasteable, notationable and so forth. Sadly, several of the documents I reviewed for your interest do not allow these luxuries and therefore do not really qualify as eBooks. When it comes time to produce your first eBook, be sure that it conforms to OeB standards, lest you be humiliated and your stature

as an author suffer.

Another thing I learned about how to write a book is to let others write it for you. In three of the works reviewed, the authors filled up at least half of the pages with interviews or articles. I find this a lazy way to write a book and a bit tedious in the reading. It would service the reader far better to digest the material gained by this method of information gathering and to incorporate it into the text in an organized fashion to prevent needless repetition. But, I suppose that's one of the glories or glitches of eBooks; you can ramble on without concern about printing expense.

I learned from one of the authors that following the rules of "good" writing doesn't matter and is unimportant in writing "how to" or "informational" books. Ironically, he made four mistakes in the sentence in which he stated this opinion, and the title of his book has six errors in it. Oh well, he does advise his readers to seek professional editorial help.

Finally I learned that if an electronic publication has a three dimen-

sional book cover that looks like a book, it probably isn't a real eBook.

While I was in Santa Barbara earlier this summer I visited with Dan Poynter. He's a great guy, and I assure you that you have a treat in store for you. I also met with Dottie Walters, the author of **Speak and Grow Rich**, who is another inspiring dynamo. Perhaps we could invite her to be our guest one of these days soon.

See you in September. Don't forget to send in your reservations for Dan Poynter's Seminar, which I like to call "Pointers by Poynter." Do it NOW!

Tim Hillebrand

Check List

- Make your reservations for Sept. 5
- Mark your calendar for upcoming meetings
- Submit your bio for publication on the website
- Write a review for another member
- Send a note on your accomplishments to Tim Hillebrand
- Pay your dues
- Invite a friend to join SASP
- Keep writing!

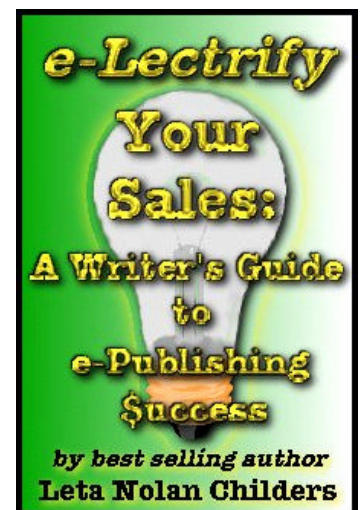
Book Review

Electrify Your Sales: A Writer's Guide to ePublishing Success

By Leta Nolan Childers
DiskUs Publishing

Childers, a best selling eBook author, shares her experiences and advice on writing, publishing and promoting books electronically. Of the five types of electronic publishing opportunities, she strongly advises against subsidy (vanity press) publishers as well as literary agents. With a hundred helpful suggestions on how to promote your publication, she offers ten deadly no no's to avoid. Included are useful lists of eBook publishers, newspapers (worldwide), and other places to get your work reviewed. I found this book an informative and use-

ful reference and recommend that you include it among your resources. Keep in mind that it was published in 1999 and many changes have come about in the industry since then. We hope that the author will update it soon. It can be yours for only \$9.50 downloaded from DiskUs Publishing or \$12.50 on a CD. <http://www.diskuspublishing.com/electrify.html> While you're at it, you might want to download one of Leta Nolan Childer's works of fiction, such as **The Best Laid Plans**.





Dan Poynter Continued...

Downloads, and files for handheld readers. eBooks: POD/PQN and press printing. Getting into print faster and cheaper. eBooks: Publishing on CDs, floppies and DVD.

3. The New Book Model: **Promoting.** Getting your books into bookstores, book clubs and making nontraditional sales (catalogs, premiums, fundraisers, specialty stores). Using broadcast email. Radio/TV interviews, autographings, review cop-

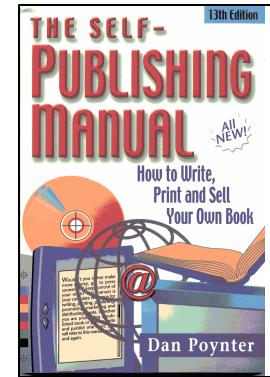
ies and other promotion. Using email and the Web to reach your customer faster, easier and cheaper.

Dan is an author, and he is a publisher. One of the pioneers of modern self-publishing, he has experienced every phase of the book-publishing process. Over the past 30 years, Dan has written and published 100+books including **Writing Nonfiction, The Self-Publishing Manual, The Skydiver's Handbook, The**

Older Cat and The Expert Witness Handbook. Dan is past vice-president of the Publishers Marketing Association.

For more information, see: <http://ParaPub.com>

This dynamic program will energize you and improve your future as an author.



Book Review

ePublishing for Dummies

by Victoria Rosenberg
ISBN: 0-7645-0781-8
IDG Books. \$14.95

Without a doubt, ePublishing for Dummies is the most comprehensive guide to publishing eBooks available on the market today. Victoria Rosenberg was the Director of Technology for Publications at iPublish, the electronic division of Time Warner Books. Curiously this book about eBooks is a *tree book* published by IDG. Maybe she was privy to some insider information about now defunct iPub-



Book Review

How to Publish and Promote Online

By M.J. Rose and Angela Adair-Hoy
St. Martin's Griffin, 2001
ISBN: 0-312-27191-3
\$13.95

Yet another tree book on eBooks! Rose and Adair-Hoy are both published eBook au-

thors who have contributed to this compendium of fifty-eight articles on eBooks and electronic publishing along with an array of other authors on various subjects that one would expect from the title.

Rosenberg is clearly the most knowledgeable author I've read so far on the subject of eBook publishing because she is not only well-grounded in the traditional publishing industry but she is also on the cutting edge of eBook technology and thoroughly conversant with open eBook specifications and standards. She even gives instruction on how to create an eBook using some of the available

software. Unfortunately, the book is hopelessly out of date in this respect and needs updating. Too bad it's not an eBook.

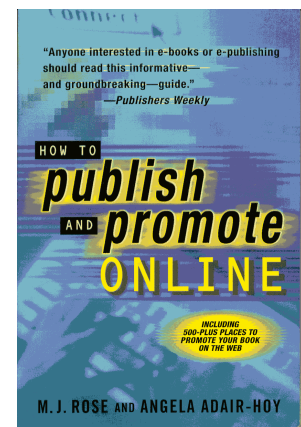
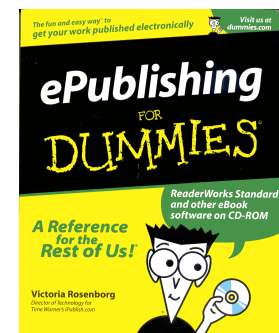
Her discussion of publishing, distribution, marketing, and publicity contains valuable lessons for any self-publisher. Finally she offers a heads up on how eBooks are changing the publishing industry. She points out the impact eBooks will have on business books, cookbooks, textbooks, erotic books, mysteries, reference books, romances, science fiction/fantasy, and self-help books, all because of eBook features that can't be matched by tree books and all are excellent reasons to con-


sider becoming an eBook author.

The book is hopelessly out of date in this respect and needs updating. Too bad it's not an eBook.

Alas, I would recommend it more highly if it were available in .lit format.

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<p>Spokane Authors & Self-Publishers</p>	
<p>PO Box 55, Airway Heights, WA 99001</p>	
<p style="text-align: center;">Don't Forget to Submit Your Biography for Our Website</p>	
<p style="text-align: center;">For information contact Tim Hillebrand, President 208-883-8814 fax 208-883-1541 Email: chief@synergetics.org</p>	
<p>Officers: President: Tim Hillebrand Vice President: Don Johnson Treasurer: Patricia Kobza Secretary: Mickey Alferez Past President: Chuck O'Conner</p>	
<p style="text-align: center;"><i>Newsletter designed and published by Synergetics International</i></p>	
<p style="text-align: center;">Visit SASP on the Web www.synergetics.org/sasp</p>	

Book Review

How to Write and Publish your own eBook...in as Little as 7 days [sic]

By Jim Edwards & Joe Vitale
ISBN: NONE. \$29
<http://www.7dayebook.com>

This publication is another example of an electronic text in .pdf format that is technically not an eBook and does not conform to OeB standards. It can only be read on a computer, so put away your PDAs for this one, as it won't reflow and lacks most of the features of an eBook. Unfortunately the authors say on page 69: Writing, and the traditional rules about "good" writing, don't apply when it comes to creating a "how to" ebook or any other "information product". [sic] Note that there are four mistakes in this sentence alone. Then, take a look at the title.

It contains six mistakes. It should be "How to Write and Publish Your Own eBook in as Few as Seven Days." Sorry, we don't agree on this one, guys. Readers are, however, cautioned to be careful about editing and to seek professional help. Hmm...

Even though this document begs for editing here and there, it does contain useful information offered by two pros who have apparently been successful in their marketing of electronic information on the Internet. Basically written in outline form, the information is pithy and concise without a lot of extraneous garbage, which I appreciate. The authors offer some handy tips that apply principally to writing "how to" books. They wisely advise researching the market before writing and then writing to fill a need to assure success.

Their primary tool for sales focuses on the author's Website and gives excellent pointers on how to write a sizzling sales letter. Throughout the work, they offer hyperlinks to various Websites. While these can be instructive, watch out--many contain more popups than a porno site. Over half of this work is occupied by interviews with other scribes of electronic documents. Groan.

What makes this imperfectly crafted manuscript worthy of consideration and possibly justifies its exorbitant price is that it is really a business action plan. If you follow the instructions, you will be in business and making money, and I like that. For help on marketing your masterpiece from your own Website, I recommend that you purchase this portable document and follow its advice, particularly

with respect to writing powerful sales letters.

