

## OUR JULY 2023 MEETING

Compiled by Beth Camp and Dave McChesney

Spokane Authors and Self-Publishers met at 2:00 pm. on Friday July 14<sup>th</sup> at the Corbin Senior Activity Center. Attending were: Caryl Briscoe-Michas, Beth Camp, Larry Danek, Jennifer Day, Mary De Bord, Sue Eller, Bob Manion, Dave McChesney, Carl Northrup, Sandra Philbin, and Mikel Stevenson. Mrs. Stevenson attended as a guest of Mikel. We thank her for watching the entrance door to enable our members to enter. The Senior Center staff was away on an outing, and we could not leave the door open and unattended.

Sue Eller gave a very detailed and helpful presentation on "Marketing and Setting Goals." (See her extensive handout for more information. The handout is available by contacting Dave McChesney at the SASP e-address ([authors@spokaneauthors.org](mailto:authors@spokaneauthors.org)) or his home e-address for those who missed the presentation or want additional copies.)

Some highlights of Sue's presentation:

- \*She offered to help anyone with questions about marketing and audiobooks.
- \*Business cards and bookmarks can be obtained through Russ Davis at Gray Dog Press.
- \*Gray Dog Press also offers help in getting ISBNs, or you can visit <https://www.isbnservices.com> and get them for \$20.00 per ISBN.
- \*Sue mentioned that her cookbook, *The Gluten Free Gourmand*, has sold 200 – 300 copies through Frankie Doodles.
- \*Libraries require distribution through Ingram & Spark, so always select Expanded Distribution when publishing via Amazon as this automatically puts your book in Ingram Spark.

She also suggested:

- \*More titles give an author a better chance of being seen.
- \*One should consider all formats, paperback, hardcover, e-book, and audio book when publishing.

\*If doing an audio book, one can consider reading it themselves or hiring someone to read it.

\*Be sure to track inventory and sales.

Announcements/Other highlights:

\*Sue announced she will step down as president in December.

\*Sue noted that Sans Souci West, the community where she lives, is looking to have a book display in their community building.

\*Marilee Hudon's second book, *Lilac City Lunacy*, is now out! Congratulations!

\*People expressed interest in **EWUs Get Lit** and wondering if SASP has been active with this.

Bob Manion mentioned that Robert Dugoni will be in Spokane soon, and Bob said he talk to him about attending by a SASP meeting.

This year's Pacific Northwest Writers Association (PNWA) Conference is September 21-24. Early bird registration is now open

at: <https://www.pnwa.org/event/2023Conference>

Several possible topics were mentioned for future meetings:

\*What's a media kit? (People seemed interested in more marketing info)

\*Strategies for writing memoirs. (On suggestion was to write it in third instead of first person.) Additionally, some of our members have been approached about helping individuals write their memoirs. (Ghost writing?)

\*How can we improve SASP participation in Craft Fairs? Could SASP have a table at the Corbin Senior Center's Craft Fair? Maybe individuals could combine CRAFTS with BOOKS in order to attract buyers of both? Last year, Corbin's Craft Fair was on December 5 from 9-5. More info can be obtained from Brian at [recreation@corbinseniorcenter.org](mailto:recreation@corbinseniorcenter.org) or call (509)327-1584. Their website doesn't show the 2023 dates yet. <https://corbinseniorcenter.org/>

\* Workshops or other activities for young people interested in writing? Young kids want to write stories too. Maybe we could institute a mentor program? We would need to collect e-mail addresses so we can contact interested parents. Sue suggested that people who have ideas about what times would work best for meeting with younger people (times and days), should send their suggestions to Dave, along with their experience in working with younger people. We need to think about weekends, evening, or after school, but should consider parents may be working.

As is customary, we ended our meeting by drawing for door prizes. Congratulations to all who were able to take a book or other item home. Our next meeting is scheduled for August 11<sup>th</sup>, once again at the Corbin Senior Activity Center. At this time we have not yet announced a speaker or program



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