

What's New in the WEN Center?

If you haven't yet signed up for the Writers-Editors Network Resource + Training Center at <http://WritersEditorsNetwork.com> (it's included in membership), here are new resources you're missing:

- "200 Social Media Marketing Tactics" – PDF booklet
- "Social Media Masterclass" – Video
- "The Ultimate Directory of Powerful Podcasters, Big Time Bloggers & Social Media Stars" – use it for promoting your or your clients' books and services
- "Book Brainstorming Planner" – useful for your own books or when working with clients.
- "How to Gracefully Announce and Handle a Price Increase with Clients" – also a companion Checklist

Don't yet have your permissions set to enter the WEN Center? Email me at dana@writers-editors.com and I will set you up; only takes a couple minutes, but I want to be sure you're watching for the confirming emails.

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Like Us on Facebook

Writers-Editors Network now has a Facebook fan page at www.facebook.com/WritersEditorsNetwork – be sure to bookmark it, "like" us, and contribute. We welcome comments and posts on most anything pertaining to writing, editing, and publishing. I'm still working on the "about" information and other niceties, but am posting on it most every day. Those posts include links to articles of interest for the day and comments/questions concerning current issues affecting writers. And do share that page with your writer friends; it's a public page.

Next up will be a Facebook group for our Network – but that will be later this year. I want to first get a good group of "friends" on this page.

Also – Do you have a fan page for your own business and for your books? You can have one for each book. They are free, you know. And unlike personal profile pages, "fan" pages are searched by Google and thus important for marketing.

Setting up a business (or author or book) page is simple enough – I did it without any real instructions other than asking Google when I had a question. That said, just yesterday (as I write this), I recalled that I have a video walking through the process. So I watched it and did pick up some helpful tips. I own the rights to post it to a membership site, so will post that in the WEN Resource + Training Center after I get this newsletter off to the printer. Watch for an email announcement if you are registered. If not, let me know you wish to be registered, and I will set up your permissions. It is a free service of WEN membership.

And "like us on Facebook."

New LinkedIn Service

The ability to market your editorial services on LinkedIn is about to get a whole lot easier. LinkedIn recently (and quietly) launched its new "ProFinder" service, and it's quickly gaining momentum.

Modeled after popular "freelancer-for-hire" sites such as Fiverr and Upwork, LinkedIn's ProFinder matches clients looking for a specific type of product or service with a qualified professional.

Because of its treasure trove of user data, LinkedIn is able to quickly and easily show clients the best prospects for a freelance project or ongoing service they need based on keywords, categories, or search terms they type into ProFinder.

LinkedIn can even filter search results based on your network (who you're already connected to at a first or second degree level), recommendations those professionals have, their physical location (if that matters), and more.

As of this writing, ProFinder is completely free to use for both customers and vendors. LinkedIn could (eventually) make money by taking a cut of any financial transactions between parties (as Fiverr does), by charging service providers a fee to be featured more prominently in certain categories, or in a myriad of other ways.

LinkedIn is actively courting users to sign up for the program, and even provides tips on how to get noticed inside ProFinder: www.linkedin.com/profinder/pros

Source: "LinkedIn Just Made a Savvy Business Move and Nobody Noticed" by *John Nemo*, Inc.com; <http://bit.ly/1TLENCO>

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Abbreviations Used

B/W black & white
GRAF paragraph
POA pays on acceptance
POP pays on publication
Q query
MS manuscript
MSS manuscripts
SASE self-addressed stamped envelope

Copy & Ad Deadlines

Copy for any issue must be received by the 1st of the preceding month (e.g., Nov. 1 for December issue). Unclassified ad rate is 50 cents per word per insertion. Discounts for multiple insertions. Contact FWR, PO Box A, North Stratford NH 03590, for current advertising rate sheet including unclassified, display and inserts.

Affiliate Offers

Writers-Editors Network may be an affiliate of some of the links in this newsletter. That means we may receive a commission if you purchase something after clicking on our link. I only recommend products I have tested and like or people I totally trust. You never pay more, and sometimes I'm able to negotiate special discounts and bonuses. However, you should always do your own research and due diligence.

WDB Update

When did you last update your Writer Data Bank listing? You can complete a WDB Listing Form in the Members section of www.Writers-Editors.com. Here are recent requests for which names and contact info were sent (all located anywhere):

- Manuscript Editing & Revision
- Book Editing and Book-length Nonfiction
- Biography
- Book Doctor
- Ghostwriting
- Publishing

Note: The WDB is a database residing on the office computer, which I search whenever someone completes our form requesting writers or editors with specific areas of expertise. Not sure if you're listed? Email me at dana@writers-editors.com

From \$30 per Post to \$10k per Month

Jawad Khan started out writing for clients on job boards like oDesk and Elance, but quickly realized the \$30 per article approach was not sustainable.

So he decided to build his brand by specializing in online marketing and then getting his work published on the top blogs in that niche such as ProBlogger and Marketing Profs.

Next, he looked for potential clients, approaching people and companies that not only weren't posting jobs, but often didn't even realize they needed content.

When Jawad's freelance writing career took off, he noticed that a lot of his clients didn't really have a proper social media presence, which he saw as an opportunity. "There is potential to significantly increase your income by pitching social media management services to your clients."

Today, instead of calling himself a freelance writer, Jawad presents himself as a marketing consultant, and makes as much as \$10,000 per month. His advice for writers –

✓ **Get your name on the top publications and blogs** in your target niche with guest blogging: "Work on your brand image. The stronger your brand, the better rates you can command."

✓ **Learn from the best writers in your niche:** "See how they structure their content and what it is that sets them apart. For example, in the content marketing niche, I've learned a lot from how Neil Patel writes. He writes conversational posts, short introductions, lots of data references, snapshots and examples, and clear action items in every blog post. Learning from other successful writers is the quickest path to success because you're modeling yourself on a proven formula."

Source: "How Jawad Khan Went from \$30 Per Article to \$10,000 Per Month" by Writers in Charge; www.writersincharge.com/jawad-khan-10000-per-month/

Smashwords Survey

Smashwords looked at their retail sales over the 12-month period from March 2015 through February 2016. A few key findings:

✓ Better-selling authors are much more likely to have a social media presence in the form of author websites, blogs, and Facebook and Twitter presence.

✓ Romance writers are typically ahead of the curve when it comes to adopting new best practices, underscored by their early adoption of series writing, free series starters, and preorder usage.

✓ New Adult, YA and contemporary had the highest average earnings per title within romance.

✓ As in the previous year, \$3.99 generated the highest earnings, and \$4.99 came in as the second best price, beating out \$2.99.

✓ Longer books still sell better – The top 100 bestsellers averaged 112,000 words, and the top 1,000 bestselling books averaged over 103,000 words.

✓ Series books outsell standalones – Among the top 100 bestselling series with and without free series starters, the series with free series starters continue to earn more sales than series without free series starters. Also, in general, series books significantly outsell standalones. Comparing the average sales of the top 1,000 bestselling series books against the sales of the top 1,000 standalones, the series books had 195% higher earnings and their median earnings increase was an impressive 127%.

For the full results, visit <http://bit.ly/27Lopfz>

► **Looking for summer reads?** Prefer books toward the PG-13 end of the scale? FFWA member Jackie Lynn suggests visiting www.seraphim-press.com/special-of-fers-2/clean-reads/ – where you can download free e-books in several genres. And you don't even have to give up your email address.

Market Updates

Condé Nast has named Amy Astley editor-in-chief of **Architectural Digest** (*FWR*, 03/16). She had been editor of **Teen Vogue**.

Tony Gervino has stepped down as editor-in-chief of **Billboard**; www.billboard.com

Booktrope expected to go out of business at the end of May, bringing an end to its “team publishing” platform used by ad hoc groups of authors, editors, marketers and designers to create and market print books and e-books. Cause cited for shutting down was revenue shortfall. More info: <http://bit.ly/1U6owba>

Samantha Dunn will be promoted to editor of **Coast**, a monthly magazine that celebrates Orange County's (Calif.) lifestyle and inspiring people. Dunn succeeds Sherry Stern, who is retiring.

Camille Rankin has joined **Dwell** as the managing editor; www.dwell.com. Rankin most recently was managing editor of **Saveur**.

Sarah Blackburn will move into the role of managing editor at **Edible Boston** with the launch of *To Market* (See New Markets, page 4). The focus will remain on seasonal, local food with a slight shift towards food inside the home — great recipes, informative articles on growing and raising your own food, as well as how to preserve your bounty.

Lifestyle magazine **Elevate** (*FWR* 11/15) has ceased publication, with companion publication **Elliman** (*FWR*, 11/15) increasing frequency to bimonthly.

Elite magazine, which targeted military families on Fort Bragg, but discontinued publishing in 2015, has resumed publication in a new newspaper magazine format. It will be inserted in copies of the Fayetteville Observer. Executive editor Michael D. Adams can be reached at adamsm@fayobserver.com or (910) 486-3579.

Entangled Publishing, Fort Collins, Colorado, has hired former Harlequin Blaze editorial director Brenda Chin as their new editorial director of the **Brazen** and **Scorched** imprints. Chin will oversee editorial and acquisitions for the lines. Entangled Publishing is a boutique publisher of romantic fiction and fiction with romantic elements; www.entangledpublishing.com

New York-based enthusiast publisher **Harris Publications** notified employees on April 28 that the company was shutting down, effective immediately, after nearly four decades. At the time of its closure, the company's portfolio included *Naturally*, *Danny Seo*; *Great Backyards*; *Juicy*; *Fresh Quilts*; *Celebrity Hairstyles*; auto buff titles *MoPar Action* and *Rides*; *Who's Who in Baseball*; *XXL*, a hip-hop title; and an assortment of gun titles including *Combat Handguns*, *Tactical Weapons*, *Survivor's Edge*, and *Guns & Weapons*. And as we go to press, Keith J. Kelly reports on “Media Ink” (New York Post) that Harris “is getting interest from publishers for some of its 70 titles. Athlon Media Group is close to buying the home titles, including *Romantic Country*, *Flea Market Style* and *Beach Cottages*, one source said. Wellness title *Naturally*, *Danny Seo* is said to have had inbound inquiries from several publishers, although there is no deal as of yet. Ditto for *Who's Who in Baseball*.”

AOL told its vendors and suppliers — including, apparently, editorial freelancers contributing to its **Huffington Post** — that it is going to stretch out payments to 90 days. Verizon completed its \$4.4 billion acquisition of AOL last June. “That’s a very long wait to be paid,” said one freelancer. “It’s not like they are a small company with cash-flow problems. It strikes me as they are just being mean.” *Source*: Keith J. Kelly, Media Ink, New York Post. **Update**: Freelance journalists who work for AOL and its Huffington Post unit can rest a little easier. Notices alerting writers that they would have to wait three times as long to get paid were sent in error, an AOL spokeswoman has admitted. AOL, run by CEO Tim Armstrong, said the journalists will continue to get paid in 30 days.

The New Republic (*FWR*, 05/16) has a new editor: Eric Bates, former **Rolling Stone** executive editor; ebates@newrepublic.com.

Newsweek managing editor Kira Bindrim is leaving the magazine to join **Quartz**, where she will serve as editor for the site's Talent Lab. Replacing her is former Re/code editor-in-chief Kenneth Li.

Barbara O'Dair has been named editor-in-chief of **Prevention** magazine, the 66-year-old title that is set to go ad-free beginning with its July issue. She had

been executive editor of **Reader's Digest**.

Ricepaper magazine, which focuses on Asian-Canadian literature, has shut down its print edition and moved online at <http://ricepapermagazine.ca>

Melanie Hansche has been confirmed as editor-in-chief at **Rodale's Organic Life**, where she had been serving as interim EIC since James Oseland departed in March.

S/magazine and **sstylemagazine.com** have a new editor-in-chief: Kristen Vinkmens, who most recently was editor-in-chief of **Cosmetics** magazine. *S/magazine* is a quarterly lifestyle magazine for women, featuring the best in travel, fashion, style, beauty, arts, culture and society news from around the world.

Leslie Pariseau has joined **Saveur** where she will serve as the brand's inaugural special projects editor; <https://twitter.com/lesliepariseau>; www.saveur.com

Condé Nast has appointed Elaine Welteroth editor of **Teen Vogue**.

Aaron Javasicas has been promoted to editor-in-chief at **Temple University Press**.

Jennifer Goddard has been named editor-in-chief of **Watch!**, the official magazine of CBS. The digital version of *Watch!* can be found at www.cbswatchmagazine.com as well as on a variety of platforms, including Apple News. The bimonthly print magazine is sold on newsstands at Barnes & Noble, Hudson News, Target and Walmart. It covers the worlds of celebrity, culture, fashion, travel and beauty; circ. one million across the country.

PDF Version

If you're reading the print edition of *FWR*, and your WEN membership is current, you can download the PDF edition at www.writers-editors.com/Members/FWR/fwr.htm (use the same Login/Password as you do for the Bulletin Board) or download at <http://writerseditorsnetwork.com/members/> (a different Login for some).

Save the PDF files and use them to click on links and for easier searching of past issues. Free version of Copernic Desktop Search (Windows) works great: <http://tinyurl.com/4sobv>

New Markets

(New magazine info is published as it comes in, almost daily, on the Writers-Editors.com "Latest Markets" page in the Members section. Check it out regularly for a head start in contacting editors. A few non-paying markets may be listed below (a) as an alert not to waste your time, (b) as an alert should the target audience be useful in promoting your books, or (c) where a valid literary journal may be a worthy showcase to editors for your fiction and poetry.)

Adventure Journal, mail@adventure-journal.com; <http://adventure-journal.com/>. Founder/Editor: Steve Casimiro. Quarterly perfect-bound print magazine, first issue spring 2016, 132 pages. Focus is on authentic outdoor adventure.

CannaInvestor Magazine, graciela@cannainvestormag.com; <http://cannainvestormag.com/>. Editor-in-Chief: Graciela Moreno. Bimonthly digital magazine, first issue April/May 2016, 70 pages, can be read on website. Focus is on profiling publicly-traded companies in the cannabis industry and a few privately-held industry companies. Target audience: Investors.

Current Affairs, offices in London and Washington DC; editor@currentaffairs.org; www.currentaffairs.org. Editor-in-Chief: Nathan J. Robinson. Bimonthly print magazine, first issue March/April 2016. Focus is on "culture, politics, and the absurd." *Content*: Articles on matters of global concern.

Electrify, New York City, hello@electrifymag.com; <http://electrifymag.com/>. Founder/Editor-in-Chief: Amanda Ho. Quarterly luxury travel magazine, first print issue March 2016. Target audience: creative millennials who love to travel. Contributor guidelines at <http://electrifymag.com/submissions/> — does not pay. "Our aim is to juxtapose modern art, architecture and fashion against traditional art, fashion and design through travel stories, interviews and personal narratives of globally minded creatives and entrepreneurs." Seeks travel photography stories, artist/designer spotlights, men's fashion.

Habitat: Bay Area Style & Design, distributed by San Francisco Chronicle. Editor-in-Chief Erin Feher, @erinfisher (she's also Bay Area editor for *Red Triangle*, Erin.Feher@redtri.com). First issue April 2016, www.SFChronicle.com/Habitat. Focus is on the area's maker culture: the designers, architects, builders and artisans shaping today's home envi-

ronment. *Content*: Contemporary interior design, architecture, landscape design, real estate and home products.

Haverhill Magazine, North of Boston Media Group, 100 Turnpike St., North Andover MA 01845; (978) 946-2188; svartabedian@nobmg.com; <http://nobmg.com/>; Facebook page <http://tinyurl.com/jqcdrij>. Publisher: Karen Andreas. Editor: Sonya Vartabedian. Quarterly coffee-table publication, first issue May 2016, Target audience: Local residents. Focus is on the community, the individuals who shape and champion it, and the wealth of cultural, recreational and entertainment opportunities that exist within its boundaries. *Content*: Familiar places to explore and new ones. Inside fabulous homes, what's happening in local schools; accomplishments of the city's athletes, artists, chefs, civic leaders, business people and others.

Hexagon, Sebastopol, California; edit@hexagonastrology.com; <http://hexagoninfulleffect.com/>. Editor: Matt Savinar. Quarterly print astrology magazine, first issue August 19th, 2015.

in Tune, Houston Symphony, 615 Louisiana Street, Suite 102, Houston TX 77002; (713) 224-4240; www.houstonsymphony.org. Designed and produced by Houston Symphony staff, Managing Editor Keith Nickerson. Monthly magazine, first issue June 2016, 24 pages; <https://issuu.com/lasaazine/docs/intune>. Purpose is to showcase the orchestra's performances and events. The magazine will include feature articles on education and community initiatives, biographies for guest artists, programs and program notes.

LOCALArts Magazine, PO Box 82514, Pittsburgh PA 15218; (412) 215-6759 rodney@local-pittsburgh.com; <http://local-pittsburgh.com/>. Publisher: Jeff Rose. Editor-in-Chief: Rodney Burrell. Bimonthly print magazine, first issue 2015, https://issuu.com/localpittsburgh3/docs/arts_1_web, 20 pages. Focus is on creativity and ingenuity of the arts in Pittsburgh. *Content*: the arts, human interest, health and fitness, food, music, arts, and other lifestyle-related topics.

Lucia Journal, PO Box 54, Seattle WA 98112; editor@luciajournal.com; www.luciajournal.com. Founder/Editor: Laura Lowery. Quarterly print magazine, 108 pages. Focus is on inspiring and enlightening the world by giving voice to the heart and celebrating true beauty.

"Lucia is looking for a special kind of writing & photography: heartfelt, authentic, fresh, vulnerable, inspiring, curious, soft, respectful, light. If this sounds like you, and you would like to write or photograph for Lucia, please get in touch."

Nately's; Atlanta, GA; jerad@natelystats.co; <http://natelystats.co>; <http://natelystatsmagazine.com/>. Founder/Editor-in-Chief: Jerad W. Alexander. Online literary magazine, first issue March 2016. Charges \$2 per submission and submissions are "judged" blindly. So looks like a cross between a journal and a contest.

Partners Magazine, 1301 E. Main St., Box 49, Murfreesboro TN 37132; <http://mtsu.edu/partner/index.php>. Publisher: Middle Tennessee State University. Editor: Drew Ruble. Quarterly magazine, first issue Winter 2016, 48 pages, circ. 3,000; <https://issuu.com/mtsumag/docs/partnersmagazine>. Focus is on community and university partnerships.

Story Monster Ink Magazine, Five Star Publications Inc., 4696 West Tyson St., Chandler AZ 85226; (480) 940-8182. Editorial Office: 1271 Turkey St., Ware MA 01082; (413) 477-1105; Cristy@FiveStarPublications.com; www.fivestarpublishings.net/storymonsters/index. Publisher: Linda F. Radke. Editor: Cristy Bertini. (Note: This is not a new magazine as listed elsewhere, but because it is of particular value if you write for children, I am including it.) Monthly print and digital magazine, first issue 2014. Target audience: Parents and educators. Provides the latest news about award-winning and debut books, profiles on both renowned and newly published authors, upcoming book events, and author presentations. digital issues, media kit with editorial calendar on website. To submit a book review or to have your book considered for the newly released or award-winning book columns, contact the editor.

To Market will be a new quarterly magazine published by the staff at *Edible Boston*, 288 Washington Street #363, Brookline MA 02445; editor@edibleboson.com. Publisher/Editor-in-Chief: Ilene Bezahler. Managing Editor: Andrea Pyenson. First issue September 2016. "To Market will take a regional approach to local food but with the added impact of tackling policy issues, exploring trends across state lines and how the New England states interact to form a vibrant regional food economy."

Contest Info

■ International Call For Writers by ArtAscent — Theme is “Patterns.” Patterns are a natural or accidental arrangement or sequence. Patterns can relate to behaviors, visual design, occurrences in nature, methods, and more. It can be expressed in symbolic, literal, modern, traditional, abstract, and completely unique ways. Share your interpretation of Patterns. Entries may include fiction, poetry, short stories and other written explorations (up to 900 words). Previously published or unpublished are eligible. Awards: The Gold writer will be featured in the *ArtAscent Art & Literature Journal* complete with a profile review written by our art writer. Up to ten writers in total will be published in *ArtAscent Art & Literature Journal*; showcased, along with website links, in an online exhibition on the ArtAscent website for at least two years; and, promoted on the ArtAscent Facebook and Twitter feeds. Entry fee: \$10. **Deadline:** June 30, 2016. Info: <https://artascent.com/the-call-for-artists-and-writers/>

■ FutureScapes Writing Contest for short works of fiction of up to 8,000 words that envision life in future “Cities of Empowerment.” Awards: \$2,000, \$1,000, and 4 of \$500 as well as publication in an anthology that will be distributed to mayors, governors, and members of Congress. No entry fee. **Deadline:** July 15, 2016. Info: <http://futurescapescontest.org/>

■ Vallum Award for Poetry 2016 for original and previously unpublished poetry. Submit 1 to 3 poems of maximum 60 lines each. Poems may be on any theme or subject. Awards: \$750, \$250. Both 1st and 2nd prize-winning poems will be published in Vallum Magazine and on Vallum's website. Honorable Mentions may be selected and published but are not eligible for cash prizes. Entry fee: \$25 CDN for Canadian residents, \$25 USD for US and international entrants. Entry fee includes a free one-year subscription to Vallum. (International entrants will receive a one-year digital subscription only.) **Deadline:** July 15, 2016. Info: www.vallummag.com/contest-rules.html

■ Ageless Authors Contest for writers age 65 and older. Four categories: short stories, essays, poetry and artwork. Awards: \$100, \$75, \$50 plus certificates plus publication in each category. Entry fee: \$15. **Deadline:** August 15, 2016. Info:

<http://agelessauthors.wpengines.com/current-contests/>

■ Dream Quest One Poetry & Writing Contest — Open to anyone who enjoys expressing innermost thoughts and feelings into the beautiful literary art of poetry and/or writing a short story that's worth telling everyone! Write a poem, 30 lines or fewer on any subject and/or Write a short story, 5 pages maximum length on any theme for a chance to win cash prizes totaling \$1275.00. Awards: Poetry Contest: \$250, \$125, \$50; Writing Contest: \$500, \$250, \$100. Entry fees: \$5 per poem, \$10 per story. **Postmark deadline:** August 17, 2016. Info: www.dreamquestone.com

■ Chatelaine Awards — Chanticleer Book Reviews is looking for the best books featuring romantic themes and adventures of the heart, historical love affairs, perhaps a little steamy romance. Categories: Contemporary Romance, Romantic Adventure & Suspense, Historical Romance, Inspirational/Restorative Romance, Romantic Steamy/Sensual. Length 40,000 words minimum. Books may be published, unpublished - indie or traditional. Awards: Chanticleer Book Review Package, category and genre cash prizes; \$28,980 in reviews, prizes and promotional opportunities. Entry fee; \$55. **Deadline:** August 31, 2016. Info: <http://bit.ly/1Tp2tNH>

■ Verbolatry Laugh-a-Riot Contest 2016 — Humorous essays and cartoons about writing/publishing. Two categories, free and paid (entry fee). Awards: Free Category: £50 via PayPal & publication in the Verbolatry newsletter. Paid Category: £100 via PayPal & publication in the Verbolatry newsletter Entry fee for Paid category: £5 per entry via PayPal. **Deadline:** August 31, 2016. Info: <http://devyaniborade.blogspot.com/p/contest.html>

■ Aesthetica Creative Writing Award 2016 for Short Fiction to 2,000 words and Poetry to 40 lines. Awards: £500 each (Poetry Winner and Short Fiction Winner); Publication in the Aesthetica Creative Writing Annual; One-year subscription to Granta; Selection of books courtesy of Bloodaxe and Vintage; Consultation with Redhammer Management (Short Fiction Winner); and Full Membership to The Poetry Society (Poetry Winner). Entry fee: £15 (GBP – pounds sterling) for up to two poems or one short

story. **Deadline:** August 31, 2016. Info: www.aestheticamagazine.com/creative-writing-award/

Note: For contests that arrived too late to be included here, but with deadlines this month, visit www.writers-editors.com/Writers/Contests/contests.htm

How to Repurpose Blog Content

Do you have a couple older evergreen posts on your blog that are pretty similar?

Chances are, you could combine those posts together to create one comprehensive post. Then all that's left is to redirect your old URLs to your new post, and you're set! For example, Devin recently wrote a post about writer's block. She knew people were searching for information on it because they were likely experiencing it.

So she found a couple older posts — one on overcoming writer's block that wasn't ranking well or bringing in traffic to the blog — and combined that with a lot of new information on the topic of getting rid of writer's block.

So far, the results have been fantastic. The process helped us recycle older content that wasn't performing by turning it into a traffic-generating machine.

Source: “How To Make Evergreen Content and Repurpose It for Big Results” by **Nathan Ellering**; <http://coschedule.com/blog/evergreen-content/>

Digital Watermarking

Many publishers and authors have turned to digital watermarks to protect their content — watermarks are added to e-book files and are not actually seen. Think of it as adding a tracking device to your book; once it's there you can see everywhere your book is at — as long as the watermark is still attached. Several services help writers and publishers add a digital watermark, with two of the bigger ones being Digimarc — www.digimarc.com — and BooXtream — www.booxtream.com

Source: “7 Ways Writers Protect Their Work from Piracy,” IngramSpark.com; <http://bit.ly/256udOw>

New Ways to Reach Goodreads Members

Goodreads is a social network specifically for authors and readers. It has over 20 million members and is one of the most visited websites in the world. Thus, it is a prime marketplace for authors who want to reach readers. Author Media has shared “8 Ways Authors Can Use Goodreads to Promote Their Book” at <http://bit.ly/1TwJD9E>.

But now there are two new ways to let readers know about your book(s):

First, Goodreads has introduced **Goodreads Deals**, a digital marketing tool that will alert site members when an e-book on their “want to read” list is available at a discount. The alerts, which will also kick in for followed authors, will help to amplify e-book price promotions for publishers (currently only U.S.) to those readers most likely to be interested.

The deals feature is described by Goodreads as “unique” for helping to attract both existing fans and prospective buyers. At launch, the tool will offer daily emails for Bestsellers, Romance, Mystery & Thrillers, Fantasy & Sci-Fi. The goal is to increase the range of genres in the coming months.

Goodreads hand-picks deals on e-books that will most appeal to their community. “Publishers who’d like to nominate their e-book deal should reach out to their Goodreads Account Manager to get started, or send an email to advertising-inquiry@goodreads.com.”

They have not yet opened up deal nominations to authors, but are “working on it, so stay tuned.”

Find out more on the Goodreads Blog: <http://bit.ly/1TrL49f>

Goodreads Giveaway

Goodreads has also established a giveaway program for Kindle e-books, currently in beta. Previously, the program had only been available for print books.

Authors or publishers – whoever controls the digital distribution rights – can now offer up to 100 copies of the Kindle e-book and choose how long the giveaway will run. When it is finished, Goodreads will choose winners at random and automatically send the Kindle e-books to users’ preferred devices and cloud accounts.

The cost of listing a Kindle e-book giveaway will be \$119 for up to the 100 e-book limit. Listing a print book giveaway, however, will continue to be free.

Read the full details on the Goodreads blog – <http://bit.ly/241xPPs> – and be sure to skim through the comments. They go into pros and cons and ask questions, which are answered.

Source: “Goodreads Introduces Kindle E-book Giveaway Program” by **Daniel Berkowitz**; Digital Book World; <http://bit.ly/22jhEgY>

Back Cover Copy

The back cover copy you write for your book is among the most important marketing messages you’ll craft. It’s the essence of your book’s most exciting features, distilled into a few hundred words. It typically serves as the foundation for your online book descriptions, as well as any press releases or pitches you make to the media. It will get re-used and re-fashioned for dozens of purposes. Whatever labor you expend on perfecting it will reward you in the long run.

Nonfiction back covers: Two of the most common mistakes that nonfiction authors make in crafting their back cover:

- Focusing too much on a description of the book’s content, rather than how the content will help, inform or entertain the reader
- Focusing too much on the author’s background, rather than how the author’s credentials or experience helps them expertly address the subject matter

Fiction back covers: For fiction (and nonfiction narratives), the hook for the back cover isn’t so different from the hook you’d put in a query letter to a literary agent. The hook needs to convey:

- Who is the main character(s)?
- What do they most deeply desire?
- What stands in the way?
- What is the setting or context for the story?

Source: “Compelling Back Cover Copy: Not Too Little and Not Too Much” by **Jane Friedman**; www.ingramspark.com/blog/back-cover-copy

What to do: Write? or Build a Platform?

It’s a debate that might span eternity: How much time should you devote to writing versus platform building?

Focusing on your writing probably means spending 10% to 25% of your available writing time on platform activities. Never abandon platform activities entirely, because you want to be open to new possibilities.

When to focus more on your writing

- ✓ For novelists: If you have not yet completed and revised one or two full-length manuscripts
- ✓ If you see a direct correlation between the amount of writing you put out and the amount of money that comes into your bank account
- ✓ If you are working on deadline

When to focus more on your platform

- ✓ If you have a firm book release date of any kind
- ✓ If you want to sell a nonfiction book concept (non-narrative)
- ✓ If you intend to profit from online/digital writing that you are creating, distributing, and selling on your own
- ✓ If you need to prove to a publisher or agent that your work has an audience

Source: “Should You Focus on Your Writing or Your Platform?” by **Jane Friedman**, WriterUnboxed.com

Music Source

If you want a background track for a video you’re doing, or any kind of intro, you can log in to www.jukedeck.com, choose the music type, mood and speed; then in one click, your music track is produced.

Each track is unique, according to the site, and you get five downloads per month as standard. You can get more by telling your friends about the service, or by paying \$6.95 per download. For most of us, though, five will be more than enough.

Source: **David Taylor**, [https://thebaldentrepreneur.com/](http://thebaldentrepreneur.com/)

FYI

► In the December 2014 *FWR*, we noted that former *New York Times* editor Jill Abramson was working with media mogul Steven Brill on a longform journalism startup. Their idea was to commission “one perfect whale of a story” every month for \$100,000 and make that story available to readers on a subscription basis. A Poynter.org article has reported that the project has been “put in a-beyance” while the two principles work on book and other projects.

► Diploma in Social Media Marketing Course — a free online course at <https://alison.com/courses/Diploma-in-Internet-Marketing>

► Headlines are important for drawing in browsing newsstand shoppers and for online SEO and Google ranking. Advertising experts say 5 times as many people read headlines as body copy. Here are 8 Headline Tools to help: <https://thrivethemes.com/8-headlines-tools/>

► Associated Press releases a new spiral-bound *Stylebook* each spring, just after Memorial Day. The 2016 *AP Stylebook* goes on sale June 1. You can sign up for their annual delivery option at a 20 percent discount. Or you can order this year's only at www.apstylebook.com for \$22.95 plus shipping. Amazon usually sells the regular binding later in the summer. (*Editor's note:* I subscribe to AP Stylebook Online at \$28 (auto renewal; single year \$35), which is searchable plus keeps current as they make style changes throughout the year.) Many publishers, both print and online, follow AP style, so this is an important reference. Book publishers usually follow *The Chicago Manual or Style*.

► BookExpo America will return to New York for 2017.

► Learn how to write a book that never stops selling — free online StorySeller's Bootcamp — week of June 13. Plays available for 24 hours. Info: <http://sterlingandstone.net/bootcamp/>

► Email Hunter is a Chrome browser extension that shows a site's email addresses in seconds — along with the sources of those emails so you can check out the people before contacting. I've found it quite useful. You get 150 free searches a month, which most writers will find sufficient. Info: <https://emailhunter.co/>. And if you don't have

Chrome installed, see more at www.google.com/chrome/browser/

► Who Pays Writers, a crowd-sourced database of fees received by freelancers from various publications that we found on a Tumblr blog in January 2013, has been “found” again — this time by WEN member Will Bontrager — at <http://whopayswriters.com/#/results>.

► Upwork's New Pricing — Starting in June, freelancers will pay a sliding service fee that's designed to reward large, repeat relationships and more fairly cover the costs of small projects, which are more expensive for Upwork to support. Clients will pay a payment processing fee, either per transaction or a flat monthly fee. More: www.upwork.com/blog/2016/05/upwork-pricing/

► Cool Text is a free graphics generator for web pages, info products, wherever you need an image or logo that will stand out: <http://cooltext.com/>

► Center for Book Publishing has a database of Writers Conferences and Book Festivals through 2017. Useful for book promotion as well as education and networking: <http://centerforbookpublishing.org/writer-conferences-and-book-festivals/>

► Adult coloring book sales have slowed somewhat since the holiday frenzy of 2015, but the category is still one of the hottest segments in the industry. This has publishers and media companies — including some that have never before published a book — looking to experiment with the form and find more ways to get their titles to stand out in a crowded marketplace. For an industry overview of adult coloring books in *Publishers Weekly*, see <http://bit.ly/1Tm8oZ5>

Free Network Resources

■ *Freelance Survival: Thrive & Prosper* <http://danassuggests.info/survival> — followed by short writing & marketing tips a couple times a week via email.

■ Writers-Editors Network eZine: <http://archive.aweber.com/writers-editors>

■ WEN Network Resource + Training Center <http://WritersEditorsNetwork.com/login/> (Don't have your password yet? Email dana@writers-editors.com and ask me to set you up.)

To Write Better

Choose better verbs — Stronger verbs make for easier reading. If you want to grab your readers' attention, and keep them reading, find better verbs to use in place of words like was, get or have. You may not be able to replace every instance, but learn to replace the ones you can.

Study the best — Who are the best or most successful writers in your genre or specialty field? Find them and study them. What do they do that works? What appeals to their readers? Emulate and apply what you can to your own writing.

Read everything — It's important to remain curious and continue to find new ideas. Read everything you can both inside and outside your niche to maintain a fresh perspective. You'd be surprised what ideas can be applied from a book that has nothing to do with your field.

Take breaks — Learn what it feels like when your writing is forced. Take breaks. Unload the dishwasher. Take out the garbage. Go outside for 10 minutes. The best way to finish the paragraph sometimes comes in the moments you step away from the computer.

Source: “20 Easy Ways to Improve Your Writing Skills” by **Matt Brennan**; Business2community.com; <http://bit.ly/1U3FfIU>

Print Books

“There are components of the printed book business that remain sentimental, endearing, and even practical. So I don't think books will go away, but I think the digital business and all things digital will continue to grow at a much faster rate.

“It was not Amazon's delivery of books that changed things as much as it was the internet itself. Because the things that people would have to find in books were now available online and free. In fact, even today, authors that I speak to do more of their research online than they do in libraries. So I think that technology component had more to do with the suppression of book store sales than Amazon did.”

— **Len Riggio**, executive chairman of Barnes & Noble, who is retiring in September, speaking on NPR's Weekend Edition; <http://n.pr/1U4tE2k>

Book Publishing Costs

How much does it cost to self-publish a book? An infographic illustrates data collected from Reedsy, a marketplace for editorial services, at <http://blog.reedsy.com/cost-to-self-publish-a-book>

Several of the key findings –

Many clients requested both copy editing and proofreading at the same time (bundles). This turned out to be less expensive than paying for copy editing first and later for proofreading. “We can assume that the price is only slightly elevated because the freelancer does the proofreading on the first pass, then only charges a premium for reviewing tracked revisions.”

Some authors contracted with a second proofreader after an initial copyedit or proofread, a practice endorsed as quite necessary for authors intending to self-publish.

Average costs for various editorial services for a 60,000-word book:

Editorial Assessment	\$720
Content/Developmental Editing	\$1,440
Copy Editing + Proofreading	\$1,080
Copy Editing	\$680
Proofreading	\$540

The average cost of a professional book cover on Reedsy is \$700. The median is \$630 and about two-thirds of quotes were between \$200 and \$800.

The high-end cover quotes – those for \$1,000-\$2,000 – mainly come from award-winning, sometimes agented designers. As there is a strong demand for their services, their pricing increases significantly.

The average amount spent on Reedsy for professional book interior design services is \$840 with most transactions between \$500 and \$1,000.

In many cases, book interior design services are more expensive than book cover services. The reason is that they tend to be quite time-consuming for the designer as every page of the book is different. “Book interior design” encompasses a wide array of services, from simple e-book formatting for novels, to the design, typography and typesetting of heavily-illustrated nonfiction. This explains the strong variation in pricing.

Olde Lessons

Four years ago, Freelance Writer's Report gave readers information that's as useful now as it was then. It's worth repeating.

- The trick is to find the pricing level that results in the most income, not the most jobs. Usually, that means attracting fewer, but higher-priced assignments. *A corollary:* You should lose maybe a third of the jobs you bid because you're too pricey. If not, you are underpriced. Work at the “whistle point” – where the client hears your fee and whistles, “Ooh. That's higher than we wanted to go. But let's proceed.” No, you won't hit that every time. But shoot at it nonetheless.

- Twitter's List feature is one of the more undervalued features that Twitter offers its users. For writers, it can be a very valuable tool for segmenting information, sources, and more, by topic or even by beat. If you would like to be discreet about it, you can add someone to a private list without having to “follow” them.

- Nora Roberts writes for six to eight hours every day. She doesn't use ghost writers, co-writers or a research assistant. “Then I'd have to talk to somebody, and I'd rather not,” she says.

- Some ghostwriters will write “on spec” in exchange for a share in the profits, but many are hesitant to do so. My preference is to work on a work-for-hire basis only, meaning my client pays me a fee; and the glory, copyright, royalties and profits belong solely to the author. The reason I am not usually thrilled about royalty-sharing is simply because the financial success of any book, no matter how beautifully written, is heavily dependent upon marketing and promotion – which the author must do. I prefer not to tie my compensation to something over which I have no control. *Source:* “How to Pay a Ghost” by Kim Pearson, *The Blood-Red Pencil*

- I begin with endings, with last sentences – usually more than one sentence, often a last paragraph (or two). I compose an ending and write toward it, as if the ending were a piece of music I could hear – no matter how many years ahead of me it is waiting. – novelist John Irving, author of *The Cider House Rules*

Add Book Assets

The key to making a living with your writing is to have multiple streams of income, and although indie authors usually make more money with digital than print, there are ways to expand your print portfolio even with existing books.

🔗 **Workbooks** – If you have a nonfiction book that has an element of self-help to it, consider creating a workbook version. Use the questions that you ask of the reader and expand those sections with space for them to write into the workbook itself. *Example:* Joanna Penn's “How to Make a Living With Your Writing: A Companion Workbook” – <http://amzn.to/1TMVdL6>

🔗 **Notebooks** – If you have any kind of illustrated book, you can also create a notebook version. It can be plain notebook pages with the illustrations on them, but with no need for the questions that characterize the workbook idea above. *Example:* Jo-anna Penn's “The English Country Garden Fine Art Coloring Book” – <http://amzn.to/1OR4V2F>

🔗 **Bonus** – Books with illustrations can also be adapted to planners, diaries, calendars, and more – each of which is a new intellectual property asset.

Source: “Print Only Products: Turn Your Book Into a Notebook or Workbook” by **Joanna Penn**; www.thecreativepenn.com/2016/05/05/print-only-notebook/

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