

Morals Clauses

In a round-up piece on “canceled deals and pulped books,” the *New York Times* noted that some publishers, “including Hachette Book Group, are expanding the use of morals clauses and ‘author conduct’ clauses in book contracts, which allow publishers to cancel book deals if the author is credibly accused of unethical behavior. But some editors and publishers say privately that it’s difficult to impose a code of conduct on writers, who are not their employees.

Source: “Canceled Deals and Pulped Books, as the Publishing Industry Confronts Sexual Harassment” by Alexandra Alter; <https://nyti.ms/2GVGShP>

From Our eZine

In case you missed this recent Quick Tips via email, you can still read it online at <http://archive.aweber.com/writers-editors/>:

⇒ From eZine #227: Jump-start that Book or Other Big Project, From Around the Web, Links of Interest.

(Don’t miss future issues; sign up to receive our eZine via email on the above page – see left column there.)

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Public Domain Avalanche

For the first time in two decades, a huge number of books, films, and other works will escape U.S. copyright law on January 1, 2019 – and on every January 1 for years to come. It’s the first time since 1998 for a mass shift to the public domain of material protected under copyright. It’s the beginning of a new annual tradition: For several decades from 2019 onward, each New Year’s Day will unleash a full year’s worth of works published 95 years earlier.

If you have interest in republishing all or parts of these classics, be sure to read “A Landslide of Classic Art is About to Enter the Public Domain” on *The Atlantic* site at <https://theatln.tc/2HU4W5e>

Seriously – Think of how you can re-frame your favorites – or excerpts from them – in journals, planners, photo books, study workbooks, and so on – and publish on Kindle and CreateSpace.

Amazon Ranking

Checking a book’s Amazon ranking helps you determine if there is a demand for information on a specific topic. This is an essential part of doing niche research for a new book.

The 30,000 ranking benchmark equates to about 150 sales per month — or a profit of approximately \$300 (70% of \$2.99 per book). While it may not seem like much, consider if you had a catalog of 10–15 books with that rank. Now you can see a nice side-hustle of steady monthly royalties!

Source: “How To Use The Rule Of 30,000 To Make A Profit On Amazon” <https://authority.pub/amazon-best-seller-rank/>

Better Market Insights

What’s often overlooked – in our race to improve our numbers – is that digital media should make you smarter in identifying how to best grow your platform. Once you’re active on Twitter or Facebook, or have Google Analytics installed on your website, you have actionable information about who you’re reaching, where you’re reaching them, and how to reach more and reach better. This allows for more strategic efforts in the future – you can build and place better ads, run more effective giveaways, and identify the most important influencers for your readership based on past performance.

✓ Use your website, Facebook or Twitter analytics to pinpoint geographic locations that would make the most sense for book signing events or for prospective client trainings.

✓ Use tracking and affiliate links to identify where you reach people who are most likely to take advantage of an offer (Twitter? Facebook? people who end up at your website through search?).

✓ Use website, Facebook, or Twitter analytics to identify important qualities about your readership – e.g., what other books, movies, or TV shows they love. Can you create content or advertise in such a way to reach the audiences of those books, movies, or TV shows?

Source: “A Smarter Author Platform for the Digital Era of Publishing” by Jane Friedman, *WriterUnboxed.com*; <http://bit.ly/2K40L7v>

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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.

Should you write this book?

Questions to ask before you commit to writing a book:

- 1 – Will it be fun for me to write?
- 2 – Do readers need yet another book on this topic?
- 3 – Will having written it benefit me in some way; e.g., elevate my reputation or bring me more business?
- 4 – Is it important to me personally to write it and get it published?
- 5 – Do I have something worthwhile to say in it?
- 6 – Does it have the potential to sell many thousands of copies, and am I in a position to help make that happen?

Source: Bob Bly's Direct Response Letter, www.bly.com/reports

Storm Warnings

⊗ **From Writer Beware:** Once again, Publishers Weekly's annual overview of fast-growing independent publishers features not only innovative indies, but publishers whose business model is largely built on author fees: Morgan James Publishing and Austin Macauley.

Billing itself as "The Entrepreneurial Publisher," Morgan James Publishing requires its authors "to commit to purchasing, during the life of the agreement, up to 2,500 copies [of their book] at print cost plus \$2." (Reports Writer Beware has received indicate that writers are asked for a "deposit" of up to \$5,000 on contract signing; we've also had reports that additional fees may be due for editing and PR.)

To make this sizeable outlay of cash seem more palatable, MJP falsely claims on its "compare" page that "Many major houses require authors to purchase 5,000 copies, or more, of the book upon its release," and that even with self-publishing, "[the author] is expected to purchase however many copies required to sell to the general public." (It also – again falsely – suggests that "old school traditional publishers" take possession of authors' copyrights.)

Despite all of the above, MJP declares that "No Publishing Fee [is] charged, hidden or otherwise."

I've written before about Austin Macauley – and I'm not the only one: others have called AM out on its business model as well.

AM bills itself as a "hybrid" publisher, and does reveal on its website that it offers "contributory" contracts. However, it presents itself as an "innovative independent trade publisher" and states that "we look at every new manuscript with a view to offering a traditional mainstream publishing deal." This certainly encourages authors to believe that they have a good chance of a traditional offer. But Writer Beware has heard from just four authors who were offered contracts they didn't have to pay for, while we've gotten 60+ reports from authors who received fee-based offers. Obviously this represents just a fraction of those who've submitted to AM; still, the proportion of non-fee to fee-based offers certainly suggests that the bulk of AM's business is fee-based.

Source: "Publishers Weekly Includes Two Vanity Publishers in its List of Fast-Growing Independent Presses" by Victoria Strauss; <http://bit.ly/2Hielq9>

Facebook Marketing

Even with the recent Facebook missteps, the social network has not lost enough presence to lessen its value for promoting books and services – in a couple ways.

Facebook groups have gained in popularity this year, perhaps because they appear to offer some degree of privacy. And human nature dictates social interaction. Groups are a great tool for you to use to interact with others, invite customers and subscribers, and even drive traffic to your website or blog. The more active you are in Facebook groups, the more exposure you'll get. Answer questions, help people in your target audience with their problems, and in due time people will click through to your profile, your business page, and then your website or other offers.

Facebook ads enable you to reach specific and targeted audiences, with several advertising platforms available. You can choose from offer claims, local awareness, event responses, video views, clicks to website, website conversions, page post engagement, page likes, app installs and app engagement. Use Facebook ads to increase your website or brand exposure and drive traffic directly to your site or book/info product offers.

Keep in mind that using Facebook ads doesn't have to cost you a fortune; you simply have to be creative in choosing. Try to use different advertising platforms and assess what service will best work for you. Monitor your results and always tweak the campaign.

(For help with Facebook ads, be sure to download "FB Pixel Mastermind" in the WEN Center. This is a tutorial on installing and using Facebook tracking pixels, along with an anatomy of a winning FB ad.)

Market Updates

From a listing on Pitchwhiz.com: Rajendra Ramasamy, Regional Managing Editor at **AirAsia Berhad** (rajantharan@airasia.com or travel360@airasia.com) is looking for pitches (text + images) for articles on a variety of subjects for *AirAsia's* in-flight magazine. Countries: South Korea, Laos, Vietnam, Sri Lanka, Philippines, Maldives, China, Japan, Indonesia, Hawaii, Thailand. Topics: travel, lifestyle, culture, heritage. See www.travel3sixty.com/magazines/ and www.travel3sixty.com/contribute/

Paul Muckley has joined **Barbour Publishing** as senior acquisitions editor for Bibles and reference.

Leah Flickinger has departed **Bicycling Magazine** (*FWR*, 04/17) due to her editor-in-chief position getting eliminated as a result of the Rodale acquisition by Hearst earlier this year.

Bitcoin Market Journal has hired Patrick Houston as editorial director; www.bitcoinmarketjournal.com

Britain's **Cycling Weekly** has unveiled a major relaunch with a new design and updated editorial content, offering an increased focus on participative cycling, take-home advice, and technical testing. Editor is Simon Richardson; www.cyclingweekly.com

FLEX Magazine is being merged into *Muscle & Fitness*. Beginning with its May issue, the new *Muscle & Fitness* will include a new 50-page section dedicated exclusively to *FLEX* editorial content devoted to hardcore training and in-depth bodybuilding coverage. *Muscle & Fitness* will increase its frequency from 11 issues per year to 12. Executive editor is Zack Zeigler.

Gotham (*FWR*, 03/18) magazine is going to fold and become a section inside *Manhattan* magazine at Modern Luxury.

Harper Canada and **Harlequin** in Canada have vacated their offices in Don Mills and on Bloor Street East and will jointly move into new space at The Bay-Adelaide Centre in downtown Toronto.

Harper Christian (*FWR*, 11/17) is launching a new UK-based Christian imprint called **Harper Inspire**. The imprint will produce five books a year and also manage titles from the Marshall Pickering imprint, previously housed within Zondervan. Rose Sandy will lead as af-

filiate publisher, and the first five titles will be released together on June 28.

Former **Harper's** editor Ellen Rosenbush is back at the monthly as interim editor following the firing of editor-in-chief James Marcus.

Meredith has launched a print edition of **HelloGiggles**, the millennial-focused lifestyle brand co-founded by Zoey Deschanel and acquired by Time Inc. in 2015. The print edition is slated to come out twice a year, with an initial run of 500,000 copies to People subscribers aged 18 to 39. The magazine will be geared toward millennial women with a focus on beauty, fashion, and pop culture. At least for its initial run, the magazine will have limited newsstand placements.

Ana M. Jimenez-Moreno is now an **Ohio State University Press** acquisitions editor for literary and cultural studies.

Emily Nemens, a co-editor of *The Southern Review*, has been named the new editor of **The Paris Review** (*FWR*, 01/18), effective June 1.

After 10 years of rapid growth fueled in part by a number of acquisitions, **Skyhorse Publishing** has implemented a major reorganization that will reduce the total number of titles it publishes annually by roughly 25%. Skyhorse published 1,120 titles last year and has a backlist of more than 6,500 titles. Skyhorse publishes in a wide range of subjects for both adults and children. Among the companies it has acquired in recent years are Arcade Books, Allworth Press, Night Shade Books, and Good Books.

Penguin Random House Canada is launching a new imprint, **Strange Light**, www.strangelight.com, which will publish "cutting-edge voices" exploring evolving literary forms. Editorial Director is Jordan Ginsberg. They will be looking for books that are personal, provocative, and driven by voices and perspectives that are often overlooked.

The **University Press of New England's** Board of Governors has voted to close the press at the end of 2018. The Lebanon, NH-based press distributes books for Dartmouth and Brandeis University. From *PW*: The closure does not appear to spell the end for the Dartmouth or Brandeis presses. According to UPNE's statement, Dartmouth is appointing a study group to explore next

steps to continue the university's list. Matthew Sheehy, who is university librarian at Brandeis told *PW*, "We have been talking to potential partners and are excited by the prospects of continuing to support the scholarship and perhaps even grow the program."

Where to Build Your Platform

Yes, you can create your brand and platform on any social media site for free, but I remain steadfast in support of a blog because of the following:

The blog is stable. – It makes no sense to spend years building a massive following only for that entire following to one day vanish. I lost a year of posts and a large following (that took three years to build) when MySpace imploded almost overnight. After that experience, I vowed to never again be that vulnerable.

We control our domain. – Our author website (blog) is very stable because we *pay* for it. We own our content, our domain, and possess a degree of immunity to outside shifts. On a social site, a troll could gather all his troll friends and report us for nonsense just for the fun of being jerks. Our page is deleted and either we have to start over or pray the social site will let us have our stuff back.

Free is never free. – Any outside social network trades a free service then monetizes *us*. They use us for data mining, blast us with ads, make us pay to play (open up the algorithm so more than three people see our posts), and more.

Blogs, unlike social sites, can also be harvested for content and made into books. Sure the content is online and free, but what is our time worth? Don't know about you, but if I love a blog, I will drop the five bucks for a Kindle version that is neat and edited and easy for me to navigate.

Social networks are great for networking. We can use them to encourage others to visit our site and hang out. Our website is ours. We can monetize it, instead of it monetizing us. The power dynamic shifts. We can add in merchandise, a shopping cart, or get large enough we might court advertisers to pay us.

Source: "Platform: What IS It? Why Do Writers Need One?" by Kristen Lamb; <http://bit.ly/2K4aQBf>

New Markets I

(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.)

American Pioneer was released by Engaged Media in March 2018. No website, only sales pages on magazine distributor sites and eBay, so look for it on your local newsstand. Theme of the “premier” issue appears to be “Ethical Meat” -- hunting for it then cooking it.

Cause & Effect, <https://causeandeffectmag.com/>; amnah@causeandeffectmag.com and tom@causeandeffectmag.com. Co-founders and Co-Editors-in-Chief: Amnah H. Knight and Tom Rasmussen. First issue end of 2017. Looks like an LGBT fashion magazine published in the UK and distributed globally.

Clay Stafford Books, PO Box 680759, Franklin TN 37068; (615) 599-4032; <https://claystaffordbooks.com/contact/>; <https://claystaffordbooks.com/>. Publisher: Clay Stafford, CEO of Killer Nashville, the annual writing conference. Independent publishing house, will release 5 titles in 2018, with plans for 10 books per year. Distribution will be through Ingram. See *PW* announcement at <http://bit.ly/2GIFr9m>. From website: We aim to publish the most hard-hitting, riveting, and thought-provoking fiction and nonfiction titles – particularly those in the mystery, suspense, and thriller genres. From Contact page: Most of our authors come from referrals. We are not accepting unsolicited or unagented manuscripts. Unsolicited manuscripts will be deleted, unread. However, if you wish to pitch us a story, send us a query of no more than three sentences of what your book is about. If interested, we will request the full manuscript from you or your agent.

Conscious Magazine, New York City; info@consciousmagazine.co; <http://consciousmagazine.co/>. Editor-in-Chief: Rachael Baxter, rachaell.ann@gmail.com (spelling per LinkedIn). Managing Editor: Elena Baxter. Semi-annual print/digital magazine, issue six is out early 2018, distributed through Barnes & Noble stores in the US, print circ. 20,000. Focus is on exploring how innovative

ideas and creative solutions are used to impact the world. Media kit on website. *Content*: Social entrepreneurship, community development, innovation, global initiatives, and conscious culture.

Construction Caribbean, Gullyway, Carlton View, Carlton, St. James, Barbados; (246) 231-0233; editor@constructioncaribbean.com; <https://constructioncaribbean.com/>. Publisher: Zoe Manning. Print and digital magazine, first issue March 2018, magazine and media kit on website. Covers the construction industry in the Caribbean.

Dottir Press, 33 5th Avenue, Suite 10CD, New York NY 10003; jb@dottirpress.com; www.dottirpress.com. Founder: Jennifer Baumgardner. An independent publishing house specializing in books on women’s issues. The house will release its initial list of three titles in fall 2018. Focus will be on titles about feminist intellectual and creative legacies. Will consider general fiction, juvenile fiction, children’s books and feminist nonfiction/memoir.

Ember is being launched by *Paper* magazine (www.papermag.com) and recreational marijuana company MedMen (<https://medmen.com/>). Editorial Director: Andrew Modlin; andrew@brandxgro.com. Quarterly print magazine, first issue April 2018, 44 pages. Covers the intersection of marijuana and culture, exploring the lifestyles of people who openly embrace marijuana and its cultural evolution.

Goldie Magazine, 87 Coldershaw Road, London W13 9DU United Kingdom; jeanie@goldiemagazine.co.uk; <http://goldiemagazine.co.uk>. Editor-in-Chief: Jeanie Marsh-Dawson. “A stylish lifestyle magazine for the baby boomer generation who have an ageless attitude to living.” Quarterly print magazine, no advertising, will rely on subscriptions, first issue Spring 2018. *Content*: Insightful, intelligent ideas for anyone post 40 looking to make positive lifestyle choices that go beyond making avocado on toast and starting yoga.

GolfPunk, 40 Backwoods Lane, Haywards Heath, West Sussex, RH16 2EN United Kingdom; 07-966 923208; www.golfpunkhq.com; golfpunkmedia.com. Editor-in-Chief: Tim Southwell. Monthly digital golf lifestyle magazine, first issue March 2018, issue available on website. *Content*: Photo shoots, inter-

views, latest equipment, golf travel destinations, golf fashion.

Gossamer, New York City; verena@gossamer.co or hi@gossamer.co; www.gossamer.co. Co-founded by former *Lucky* Digital Editor Verena von Pfetten (see <https://muckrack.com/verena-von-pfetten-2>) and former *Digg* Chief Creative Officer David Weiner. Semi-annual print lifestyle magazine (following digital launch fall 2017), first issue April 2018, 144+ pages. Covers cannabis culture in a way that doesn’t exactly focus on cannabis itself. It “looks at the world – travel, design, art, culture, and food – through a green lens. We tell stories that channel the mindset of someone having their best high: interviews, features, photo essays, recommendations, and more that will pique your curiosity, make you laugh, change your perspective, or just give you something to do on a slow, stoned Sunday.”

Knit Wit magazine, Los Angeles; zinzin@knitwitmag.net and gigi@knitwitmag.net; <https://knitwitmag.net>. Co-founder: Gigi Jack. Co-founder/Editor: Zinzi Edmondson. Semi-annual print magazine, issue #7 is out early 2018, 100 pages, available in book and craft stores throughout U.S., Canada, and beyond (see list on website). Focus is on fiber art, textiles and the people who put it all together. Target audience: Fiber art and craft community. *Content*: Interviews, Q&As, photo stories, editorials, essays, travelogues.

Reading Formats

According to our data in which we track top sales of books at Amazon, highest-ranking titles in the Kindle store differ vastly from those in Amazon’s standard print-books category.

Overall, when it comes to Kindle e-books, thriller novels are king. But when it comes to print books, self-help reigns supreme.

There are some outliers, with some novels in the print category and a couple of self-help titles on the Kindle side, but the divide is clear.

Source: “Kindle readers read novels. Physical book readers read self-help.” by Joshua Fruhlinger, ThinkNum Media; <http://bit.ly/2Hsk9nd> (See other interesting data on this web page.)

New Markets II

Locavore, The Green Guide Ltd., Unit 39 Containerville, 35 Corbridge Crescent, London E2 9EZ, United Kingdom; editor@locavoremagazine.co; <https://locavoremagazine.co>. Managing Editor: Gavin Markham. Commissioning Editor: Rachel de Thample, rachel@racheldethample.com. Quarterly journal about slow, seasonal and sustainable food, first issue November 2017, perfect bound, 132 pages. Content in the print magazine is specifically commissioned for each edition. For payment terms and what they are seeking for upcoming issues, see <http://bit.ly/2qfiTID> and <http://bit.ly/2qjllb5>. “*Locavore* explores how food is found, grown, prepared and served. We meet foragers, farmers, artisans, teachers and cooks, and learn about their ideas and what motivates them. We discover flavor, variety, method, tradition and ritual. We look at community projects, networks and campaigns, and investigate the science and effects of modern agriculture and production. We explore food philosophies that put the land, consumer and animal first and contrast these with a globalized food system that homogenizes taste and commodifies nature. And we examine food security and sovereignty within a changing climate.”

New Generation, Stampington & Co., 22992 Mill Creek Drive, Laguna Hills CA 92653; bellagraces@stampington.com (use subject line: New Generation Submissions; <https://bellagracesmagazine.com/new-generation/>). Editor: Christen Hammons. Spin-off from *Bella Grace* (FWR, 09/14), first issue Spring 2018. Target audience: Girls ages 12 to 19. Seeks young, female writers and photographers. See above website page for current needs. Deadline for Autumn 2018 issue is May 15, 2018.

W.W. Norton & Company has announced the launch of its first children's book imprint, **Norton Young Readers**. Simon Boughton is the publishing director. The dates and details of the inaugural Norton Young Readers list remain to be finalized, but Boughton speculated in *PW* that the launch will likely take place toward the end of 2019. In terms of the breadth of the imprint, he said, “We’re cultivating a broad range of books, both in terms of age and category. Nonfiction is a particular strength for Norton and a particular interest of mine. Putting it at the center of the program is part of what’s exciting to me.” Boughton expects that the list will feature picture

books and illustrated books, “for kids as young as elementary school age” through YA. When asked what qualities will differentiate the imprint, Boughton said, “First and foremost: outstanding books. Fresh voices and fresh thinking. We’re contemplating this as an author-driven program. I’m looking for new and established strong voices in a range of categories.” Editorial team-building for the imprint is still in the early stages.

Overture Magazine, 154 Grand St., New York NY 10013; (917) 768 -0499; info@overtureglobal.io or chrismohney@gmail.com; www.overtureglobal.io. Editorial Lead: Chris Mohney. Quarterly print magazine, first issue in summer 2018. Publisher (Overture) focuses on global humanitarian crises. Magazine’s perspective is both international and local, personal and social. “Simply put, our goal is to encourage innovation to advance the cause of human good.” The humanitarian angle for any story is key. Articles should draw on at least two credible news sources (preferably more), which must be provided as links for verification. Article length: 300-500 words; pay is \$100. Content: Refugee issues, water and food supply, infrastructure, machine intelligence, sustainability, medicine, climate change, social entertainment. Departments: Machine Life, Human Life, Food, Economy, Health & Well-being, Environment & Ecology.

Peddler, Brooklyn, NY; hello@peddlerjournal.com; www.peddlerjournal.com. Publisher/Editor-in-Chief: Hetty Mc Kinnon. Semi-annual print vegetarian, multi-cultural food journal, first issue Autumn & Winter 2017. Peddler is a recipe-driven journal documenting the in-between moments of food – from the ingredients, to the making, the eating, the sharing, and all the small moments in-between.

OverDrive, a digital distributor of e-books, audiobooks, music, and video titles to libraries, schools, and retailers, is launching a quarterly online magazine: **Perspectives on Reading**, “which will provide unique insight into the world of reading and its impact on our communities. It’s designed to serve our valued library, school and publishing partners, and the first edition is scheduled for release in June.” *Perspectives on Reading* will include articles suggested by – and written by – librarians, educators, publishers and other experts. We’re now ac-

cepting story ideas: <https://www.surveygizmo.com/s3/4290015/Perspectives-on-Reading-Story-Idea-Submission>. Story ideas don’t have to be OverDrive-centric, or even about digital content; our goal is to simply present the best in thought leadership around reading and literacy. Example topics include:

- * Reading’s impact on families
- * How K-12 schools are evolving their approach to reading
- * How telecommuting has affected the way college and corporate libraries serve readers

It looks like Brian Byrne, Overdrive Communications Manager (Cleveland) is editor, bbyrne@overdrive.com. It sounds as if they are seeking non-paid contributions from librarians, teachers, and other book professionals. Even if they do not pay for articles, this would be one of those cases where – if you have books available for purchase – getting your name in front of all these buyers could be worth more than cash payment.

RE-CON Magazine, BeeZee Media, 20 Viljoen St., Krugersdorp, 1741, Gauteng, South Africa; +27 67 074 0172; info@beezeemediamedia.co.za; <https://www.reconmagazine.net/>. No editor named. Bimonthly print and digital magazine, first issue 2018, 20 pages, digital issue on website, circ. 100,000. Covers the retail, consumer, and lifestyle industry. *Content*: New product launches, how-to guides, recipes, entertainment, puzzles. (This might be a viable market for recipes and puzzles; see examples on website.)

Route Magazine, location not provided; editor@routemagazine.us; <https://www.routemagazine.us>; <https://www.facebook.com/ROUTEMagazine/>. Editor-in-Chief: Brennen Matthews. Bimonthly print magazine, first issue February 2018, digital edition on website. Tagline: We have some stories to tell. Focus is on US road travel, vintage Americana and Route 66 – “A platform to promote the people and places along Route 66 and other great road travel destinations such as the Lincoln Highway, Pacific Coast Highway, Hwy 93 and the like. We want to use the magazine and website to bring like-minded people together to really tell their stories and promote great history, culture, geography and businesses.”

Contest Info

■ 2018 Purple Dragonfly Book Awards for children's books, e-books, and marketing collateral. Awards: \$500, \$100, certificates, award seals. Entry fee: \$65. **Deadline:** May 1, 2018. Info: www.dragonflybookawards.com/purple-dragonfly/

■ Emerging Writer's Contest, open to writers of fiction, nonfiction, and poetry who have yet to publish or self-publish a book. Fiction and Nonfiction under 6,000 words; Poetry 3-5 pages. Awards: Winner in each genre \$2,000, plus publication in the Winter 2018-19 issue of *Ploughshares*, plus conversation with partnering literary agency regarding their work and writing careers. Entry fee: \$24; waived if a current *Ploughshares* subscriber. **Deadline:** May 15, 2018 at noon EDT. Info: www.pshares.org/submit/ewc

■ The Writer's Spring 2018 Short Story Contest: The Coming Change. Write a 2,000-word fictional short story using any nuance, definition, or understanding of the word "change." Awards: \$1,000 and publication in our magazine; \$500 and publication on our website, writermag.com; \$250 and publication on writermag.com. Entry fee: \$25 first story; \$15 each additional story. **Deadline:** May 15, 2018 at midnight EDT. Info: www.writermag.com/writing-resources/contests/

■ WOW! Women On Writing Spring 2018 Flash Fiction Contest. Any genre, 250-750 words. The mission of this contest is to inspire creativity, communication, and well-rewarded recognition to contestants. Email submissions only; reprints are okay; multiple submissions are okay as long as they are submitted in their own individual emails. Open internationally. Limit: 300 entries. Awards: \$400, publication, interview, and \$25 Amazon Gift Certificate; \$300, publication, interview, and \$25 Amazon Gift Certificate; \$200, publication, interview and \$25 Amazon Gift Certificate; 7 Runners Up receive \$25 Amazon Gift Cards, publication and interview; and 10 Honorable mentions. Top 10 stories are published in the WOW! Women On Writing e-zine, and contestants are interviewed on WOW's blog, The Muffin. Entry fee: \$10; critique option for an additional \$10. **Deadline:** May 31, 2018. Info: www.wow-womenonwriting.com/contests.php

■ Sentinel Poetry Book Competition 2018 for full poetry collections by single

authors. Poets of all nationalities, living in any part of the world are invited to submit 20 pages of poetry in English language, on any subject, in any style. Awards: Standard publishing contracts plus £300 (First), £200 (Second) and £100 (Third). The three collections will be published by SPM Publications in the second quarter of 2019. Each of the three winners will receive 20 complimentary copies of his or her collection. Entry fee: £25 per collection. **Deadline:** July 31, 2018. Info: www.spmpublications.com/competitions/poetrybook2018.html

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

Plagiarism vs Copyright

Copyright infringement is actionable under the laws of the United States and many other countries.

Plagiarism can also be copyright infringement, but plagiarism can exist independent of copyright infringement.

Copyright does not protect "ideas, procedures, methods, systems, processes, concepts, principles, or discoveries" (See the "Copyright Basics document from the United States Copyright Office embedded in the web page listed in *Source* below.)

Plagiarism and copyright infringement can arise from the same acts, but, absent copyright infringement, plagiarism is an ethical failure, not a legal one.

For example, copyright infringement does not protect ideas, but an individual can plagiarize the ideas of another.

The United States Naval Academy has a policy regarding plagiarism and defines it as follows:

"Plagiarism is the use of the words, information, insights, or ideas of another without crediting that person through proper citation. Unintentional plagiarism, or sloppy scholarship, is academically unacceptable; intentional plagiarism is dishonorable. You can avoid plagiarism by fully and openly crediting all sources used."

Source: "Did Instinct Plagiarize Bones?" The Passive Voice; www.thepassivevoice.com/?p=87584

New Markets III

SaaS Mag, FE International, 112 Water Street, Suite 500, Boston MA 02109; (855) 483-3547; www.saasmag.com. No mention of editors, but you can sign up for a copy of the first issue. Quarterly print magazine, first issue May 2018. Target audience: those working or interested in the SaaS (Software as a Service) industry. Focus will be on key business and technical insights, as well as current market trends. *Content:* Running, valuing and building successful SaaS businesses; profiles of owners, advisors and leading commentators in SaaS.

Sutherland House, East York, Ontario; no website is coming up yet on Google. Publisher/Editor: Ken Whyte, <https://www.linkedin.com/in/kenneth-whyte-84347395/>. Will specialize in literary non-fiction, focusing on biography and memoir, and begin producing books in 2019. The new company is also acquiring the artisanal publisher Porcupine's Quill Inc., <http://porcupinesquill.ca/blog/?p=6217>, as an imprint, with Whyte serving as contributing editor. That deal closes June 1. Whyte says the indie press will continue to operate in Erin, Ont. under its founder Tim Inkster and his partner, Elke. The Sutherland House is accepting submissions of book proposals and manuscripts. From *The Globe and Mail*: He plans to hire freelance editors and publicists in due course, matching books with publishing professionals according to the requirements of each project.

Tonal, Tonal Studios, Los Angeles; (615) 812-6165; zsurti@gmail.com; www.tonaljournal.com; <https://www.facebook.com/TONALmagazine/>. Founder: Zarna Surti, <https://www.linkedin.com/in/zarna-surti-46219839/> and www.zarna-surti.com. Semi-annual fashion and entertainment print magazine, first issue April 2018, "nearly" 300 pages (retails for \$50). Focus is on celebrating women of color. Each issue of *Tonal* will center around one color theme that will inform both its aesthetic and overall vibe. The first is nude (though there is no nudity); the second will be red. "It's almost choosing a feeling first and then a color."

⇒ **Query Tip** – Pitch a story, not an idea. Story has characters, timeline, conflict. One editor says, "I'll read a one-graf pitch as soon as I open it, and likely decide then. Three or more grafs I always 'file' for 'later.'"

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.

▪ **Define your ideal project** – Think back to the projects you've had the most fun working on. Maybe it was the subject, or the technology, the length of time, or the other people you worked with. Now think about the projects you've dreaded, where you couldn't send that last invoice fast enough. What were the differences between those types of projects? Find projects and work you enjoy and use it as a basis to go after clients offering those sorts of projects.

▪ **Don't undervalue yourself** – Editing work is usually outsourced by publishers for financial reasons. But the person who actually commissions the freelancer has other priorities. As long as the project budget overall remains viable, they're looking for a supplier who will make their life easier. And this is where offering low rates can work against you. If you don't charge much, the in-house editor is likely to think that you're either fairly new or not very good (or both).

▪ **Never sign an "indemnification clause."** That's a clause that makes the writer responsible for paying any legal costs related to the story. As a freelancer, don't assume that you're protected against a libel suit because you won't libel anyone. Someone can still file a frivolous lawsuit against you and cost you thousands in legal fees and endless agony.

▪ **Book pricing** – Ask yourself, "Am I looking to get more readers or more sales?" While you might say you want both, when it comes to pricing strategy, it's best to focus on one and let the other follow. Either approach can be successful, so you must ask yourself some tough questions; among them, can I sell 10 times more books at 99 cents than at \$9.99? For less established authors, a lower price will help draw in readers who might be willing to take a chance on a 99 cent book, as opposed to a higher priced title. Authors with an established fan base can likely charge more for their work.

▪ **Your LinkedIn profile** – Identify what you offer and what makes you stellar. Then ask yourself if someone perusing your profile is able to quickly identify what you offer. Do a search on LinkedIn using keywords to see how you stack up

against your competition. Tweak your headline to see if there's a spike in the number of hits your profile gets.

▪ **Ambient noise levels are best for creativity** – Silence helps us to sharpen our focus, so it's useful for intense problem-solving or detail-oriented tasks. Creative thinking, on the other hand, requires the kind of ambient buzz of sound that you might find in a café to promote broader thinking and new ideas. Search the App Store or Google Play for ambient sound apps.

LinkedIn Groups

Out of sight, out of mind. That's what has happened since LinkedIn redesigned its platform last year and hid the Groups button.

Groups were once an excellent way to promote your expertise. I spent quite a bit of time in Groups, answering publicity-related questions, learning from others and making valuable contacts. Not anymore. When LinkedIn let Groups fall by the wayside, I lost interest.

Thousands of others did, too. Many Group managers who had worked so hard to build a loyal following discovered their Groups had become ghost towns.

Publicity expert Sandra Beckwith was curious about why Groups seem to have fallen off the planet. She did quite a bit of research and discovered that, alas, LinkedIn says it is putting a renewed focus on Groups this year.

She contacted LinkedIn expert Wayne Breitbart for his advice. Wayne says that if you find a group that's well-managed and active, stick with it, post, share and engage. People in groups can message 15 group members per month even if they're not connected to each other, he says.

Still, it might take quite a while for Groups to regain their strength.

If you're torn about whether to stay or leave, read Sandra's excellent article "Are LinkedIn Groups Dead?" – <https://buildbookbuzz.com/are-linkedin-groups-dead/>

Written by *Joan Stewart*, The Publicity Hound, <http://publicityhound.net>

Image Rights

"Passive Guy" (PG for short) is an attorney, entrepreneur, former tech executive and writer who follows publishing news at www.thepassivevoice.com. From a recent post:

There are lots of places where you can locate very nice photos and illustrations that the creator offers for no royalty payments. In this case, the creator has made a decision that it is in her/his best interests or is keeping with his/her artistic philosophy to encourage widespread publication of her/his creations.

PG recommends that if you're going to use a photo/illustration for clearly commercial purposes (e.g. a book cover), double-check the terms of use or reserved rights for the specific photo. The photo's description will include a rights summary or a link to a rights summary. For author blogs, Instagram, etc., the free offerings on each of these sites should be fine:

<http://unsplash.com/>
<http://pixabay.com/>
<http://www.pexels.com/>

Weekly Accountability Questions

- 1) Rate this week on a scale of 1-10 (10 being amazing).
- 2) What was your biggest priority this week?
- 3) Did you accomplish it, and if not, why not?
- 4) What did you learn this week?
- 5) What was your biggest business (or writing) highlight this week?
- 6) What was your biggest obstacle?
- 7) What do you need to solve it?
- 8) What was your biggest personal highlight this week?
- 9) What needs to happen to make next week a success?
- 10) What do you need help with and whom do you need to contact?

Source: "10 Accountability Questions That Will Change Your Life" by Craig Ballantyne; <http://bit.ly/2qPHKg6>

Reduce Eye-Strain

✓ **Make your on-screen characters big enough** that you can actually read them. If your on-screen text is too small, you're going to strain your eyes. A handy trick is to hold up a dollar bill to the screen – the letters you're reading should be at least as big as the serial numbers, or about 3.5 mm.

✓ **"Palm" your eyes to save them during a big project.** If you want to get more deliberate about resting those eyeballs, take the centers of your palms and place them over your eyes, letting them rest. "This is essentially meditation for the eyes," ophthalmologist Edward Kondrot told CNN. "Take deep slow breaths and relax your eye muscles. This is a wonderful way to rejuvenate your eyes during those long computer projects."

✓ **Get an app so your monitor isn't glaring at you all day.** Computer monitors are bright, which is great during the brightest hours of the day. But that light is harsh on your eyes in the early morning and evening – plus the blue light of screens wrecks your sleep cycles. To avoid that, try the app f.lux, which changes the colors of your screen to match the time of day, such as a yellow-orange around sunset: <http://justgetflux.com/>

Source: "10 Tricks To Defeat Eye Strain At Work" by Drake Baer, Business Insider; <https://read.bi/2JefFql>

What's New in the WEN Center?

If you haven't visited the WEN Resource + Training Center recently at <http://writerseditorsnetwork.com/login/> (it's included in membership), here are new resources you're missing:

- Book Distributor Profiles 2018 - PDF
- Mystery Plots - doc files (use for your own plotting or with your coaching students)
- FB Pixel Mastermind - PDF

And more resources and how-tos coming soon.

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.

Amazon Marketing Steps

Three effective marketing tactics you can put into place to start moving copies off Amazon Kindle's figurative shelves:

Step 1: Make sure your audience can find your book on Amazon. Link to it from your personal website, social platforms and electronic direct mails if you're sending any (if you're not, you should be). Create a book landing page if you don't have one.

Step 2: Sign up to speak at live events, attend industry events and promote yourself, search for partners to help promote your book.

Step 3: Pay for ads targeting your audience based on their interests.

Source: "Book Marketing: 6 Top Ways for Indie Authors to Make Self-published Books More Discoverable and More Competitive on Amazon" by Jyotsna Ramachandran, SelfPublishingAdvice.org; <http://bit.ly/2qOmsQS>

Email Tips

Whether you send an email query to an editor or agent, contact a prospective client, or send out emails to your readers list, you need the recipients to open those emails. Here are three ways to boost your email open rates.

- ① Use a short and punchy subject line; ideally 4 to 7 words.
- ② Use words and phrases proven to increase open rates; some of these include: special, now, get this now, get your, what, latest, can, new, just, introduction, latest, available, upgrade, go, and alert.
- ③ Use questions you are frequently asked as subject lines.

Source: Andy Crestodina, CMO, Orbit Media via Bob Bly, www.bly.com

FYI

► While the Kindle Unlimited funding pool grew by 5% in March 2018, the per-page royalty did not. Amazon announced that the funding pool increased to \$21 million in March, up from \$20 million in February. At the same time the per-page rate dropped to \$0.00449 in March from \$0.00466 in February 2018 and \$0.00448 for January.

► Ever wonder which Facebook friends are checking your Facebook profile the most? You can find out very quickly and easily without having to download apps or add browser extensions. Mark Laxton shows how in a 3.5-minute video at <http://bit.ly/2HHcsTk> – you can also read the steps in text format.

► Google is no longer supporting their goo.gl URL shortener. Only existing users will be able to create short links on the goo.gl console. You will be able to view your analytics data and download your short link information in csv format until March 30, 2019, when they will discontinue goo.gl. Previously created links will continue to redirect to their intended destination. Info: <http://bit.ly/2HFinYY>

Twitter Marketing Tip

Search Twitter – Just type what you're looking for into the search box. For example, who is tweeting about your book's topic or genre – or the editorial services you provide? Search to find out, then participate in the conversation.