

Storm Warning

America Star Books, formerly PublishAmerica, was “one of the most prolific author mills in America (also the subject of scores of author complaints, and the recipient of an “F” rating from the Better Business Bureau,” according to Victoria Strauss, writing for Writer Beware at <http://bit.ly/2v1SPLT>).

In an update, Strauss noted that ASB/PA’s websites, social media pages, and bookstore links are no longer working. “Is this really the end of America Star Books / PublishAmerica? Hard to say. There are rumors of bankruptcy, but I’ve searched on PACER and I’ve found no sign of any bankruptcy filings. Questions remain. If ASB does disappear, what will happen to the books and authors currently under contract?”

Angela Hoy of WritersWeekly.com adds, “If America Star Books / PublishAmerica is going out of business, their authors should start demanding their production files *now*, before there are no other employees left to honor their requests. Tate Publishing went belly-up (and its owners were arrested) (*FWR*, 01/17, 07/17), and we’re now receiving reports that requests for production files are going unanswered. Authors who waited too long appear to be out of luck.”

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New Self-Pub Caution

Harper Christian has paired with self-publishing service providers Accurance and Fast Pencil to create a self-publishing “imprint,” Elm Hill. Director of publishing services for HarperChristian Pete Nikolai is also publisher of Elm Hill. The site claims to offer a “never-been-done-before experience,” in part by “leveraging HarperCollins Christian Publishing’s outstanding sales and distribution.” Packages range from \$1,399 to \$8,999; the distribution option is available to those paying \$6,799 or more, but the “notable channels” they work with are primarily online stores and wholesalers. For \$3,500, you can take online courses in book marketing to become what they call a Professional Certified Author (which, in the old days, is what we called a writer who got paid by someone to license and publish their work). (*Source*: PublishersLunch.com)

Editors note: Reminds me of the mid-1800s California gold rush, when the tool, food and service providers made bigger fortunes than most of the prospectors.

Domain Name Caution

Do you own your own domain name, also known as your website address? Are you sure?

Recently, one of my clients discovered he doesn’t. His previous web developer does. If the old web guy gets hit by a truck and isn’t here anymore, or if he had simply refused to relinquish it, the client would have to jump through a series of complicated hoops and mountains of paperwork, hoping to get that domain name transferred to his own name.

Luckily, the previous web guy has turned over all information to Jason Saeler, the new web guy who is working with my client and also has worked 20 years with me.

Jason offers these tips:

✓ If you need a domain name, buy it yourself with your own credit card and your own email address. Be sure you are the Owner/Registrant. You can designate anyone else as Administrator, Billing or Technical.

✓ If you have an idea for a domain name, keep your mouth shut. Anyone you tell can grab it, and then try to sell it to the highest bidder, which might not be you.

✓ Don’t make your registration private because Google may frown on that, and it’s a waste of money.

To do: Go to <https://whois.icann.org/en> and type your domain name into the window to see who owns it, even if you think you are absolutely sure you do.

Written by *Joan Stewart*, The Publicity Hound; <https://publicityhound.com/consulting>

New Data Source Available for Researchers

► The Library of Congress has made 25 million digital catalog records available for anyone to use at no charge. The free data set includes records from 1968 to 2014. Read more at “The Library of Congress opened its catalogs to the world. Here’s why it matters: <http://bit.ly/2fVGDts> and www.loc.gov/item/prn-17-068/

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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.

Copywriting Tip

There is a useful, ethical, and legitimate copywriting technique used in the headline "Gets Rid of Potato Bugs and Other Garden Insects Guaranteed."

The headline says "Gets" – and not "Get," as most people would write it.

Why? Because "gets" pulls better.

Reason: "Get rid of" does not omit the possibility that the homeowner has to do some or all of the work to eliminate the vermin.

But "gets rid of" implies that the product, not the consumer, does all the work.

And people are lazy, and will buy things that help them avoid labor of any kind.

Written by **Bob Bly**, www.bly.com/newsite/Pages/construction.php

Lawsuit Settled

On July 20, the Authors Guild and the Science Fiction and Fantasy Writers of America announced they had together reached an agreement with Hungary-based *Galaktika* Magazine.

For at least a decade, *Galaktika* re-published stories by multiple authors without seeking permission or remitting payment. *Galaktika* claimed that, since the stories had been published online, they were in the public domain – which is contrary to copyright law. Complaints about non-payment by *Galaktika* date back to at least 2006, and infringement complaints go back to at least 2012.

From the joint press release (<http://bit.ly/2igljhU>):

"Under the terms of the agreement, Metropolis Media, *Galaktika*'s publisher, promised to seek permission for any works they use in the future and to compensate the authors whose works were published without permission. *Galaktika* has agreed to pay each author whose work it infringed fair compensation, with the fee to be negotiated on a case-by-case basis. ... The agreement does not settle any author's particular claims, but sets a benchmark for transparency and gives individual authors leverage in pursuing their claims."

To assist with the agreed-upon compensations, SFWA will make public a complete list of all authors who are owed money, and had not already come to an agreement with *Galaktika* as of June 1, 2017. The list will be posted online once it is complete.

Source: Victoria Strauss, www.victoriastrauss.com, for Writer Beware, <http://accr.ispin.blogspot.com/>

Book Event Tip

When author D.S. Edwards signs his books at events and wants a visitor's email address, he doesn't just say, "Join my email list and get my free blah-blah-blah..."

He does something brilliant. He lays the groundwork for the next sale.

"This is also the perfect time to tell them you would be more than happy to let them know when your next book is released," he says. "Tell them that only a few selected readers will be able to buy the book before it's available to the general public. Make them feel privileged. Ask them for their email address so you can let them be one of the few. I take a notebook to each event and write down all the email addresses I collect."

He has sold more than 6,000 copies of his two dystopian novels, mostly at events like county fairs, craft shows, gun shows and even a pepper convention.

Written by **Joan Stewart**, The Publicity Hound, <https://publicityhound.com/blog/book-signing-events>

To-Do List Tip

To-do list too long? Seeing a lot of undone tasks at the end of the day or the week can be demoralizing. It can even drag your can-do energy level down far enough to cause procrastination creep.

A better list – or at least a companion list – is a "Done" list. Measuring your progress with something you see every day will help you stay motivated, especially on lengthy or challenging projects, such as writing books or establishing new platforms or learning new technology.

Taking 10 minutes to write down your successes from the day or week before creates a mindset of motivation and sense of accomplishment. It will spur you on. Give it a try.

And if you find using apps convenient, Donelist is a new one to help you. It's \$1.99 in the App Store (<http://apple.co/2vNDO3r>). Android has a free one at <http://bit.ly/2wbjCJS>. Others are described in a Lifehack article, "Why To-Do Lists Don't Work and Done Lists Do" at <http://bit.ly/2wbjCJS>

Market Updates

Hafizah Geter, formerly editor and publicity coordinator at **Poets House**, has joined **Amazon Publishing's Little A** imprint and digital literary magazine **Day One** as editor.

Atria is adding a Skybound Books imprint, co-publishing sci-fi, fantasy and horror with Skybound Entertainment (*The Walking Dead*). The line will publish four to six titles a year, with Michael Braff as senior editor in LA, reporting to newly-promoted Skybound Entertainment svp, editor-in-chief Sean Mackiewicz.

Katherine Bell has been named editor-in-chief of **Barron's Magazine** (*FWR*, 04/17), and will start in late August.

Michael Clements has joined **Capitol File** as editor-in-chief.

Cincinnati Magazine's new owners have laid off editor-in-chief Jay Stowe and other editorial staff. The staffing cuts came after reductions in the number of editorial pages and the freelance budget since Emmis Communications sold *Cincinnati* and other city/regional magazines in March to Detroit-based Hour Media Group.

Julie Dinneen has joined **D4EO Literary Agency** (*FWR*, 03/17) as agent, looking for literary fiction, commercial fiction, women's fiction, all subgenres of romance and select memoir.

Maura Egan has been named executive editor of **Departures** (*FWR*, 04/17).

Time Inc. has named Lori Leibovich editor-in-chief of **Health**. Leibovich was most recently digital director of women's content at Time and earlier was the digital editor of **Real Simple** (*FWR*, 01/17). The appointment of Leibovich, with her digital experience, is fueling speculation that *Health* could soon cut back on print.

Ray Dennison has been promoted to editor-in-chief of **Houston** magazine.

Keith J. Kelly of Media Ink reports that Latina Media Ventures has had its bank account at Citibank frozen, prompting employees' and freelancers' checks to bounce again. Its money woes have also apparently forced the company to cancel the July/August issue of **Latina** (*FWR*, 08/17), its flagship title, marking the second month in a row it has skipped an issue. As of June 30, it had paid all

employee back pay, but had not paid freelancers. One freelancer said that a four-figure check bounced after being held by her own bank for several days.

GIE Media, Inc. has promoted Brian Horn to editor of **Lawn & Landscape**, a B2B magazine; bhorn@gie.net; (216) 393-0250; www.lawnandlandscape.com

Poet Dionne Brand has been named to the newly-created position of poetry editor at **McClelland & Stewart**; <http://penguinrandomhouse.ca/imprints/mcclelland-stewart>

AMI's **Men's Fitness** will cease publishing a print edition and move to digital only. The magazine's remaining editorial staff has been laid off. In July, **Men's Journal's** editor-in-chief, Mark Healy, was quietly let go by AMI, and Greg Emmanuel was installed as the magazine's chief content officer. The plan will be to fold the unfilled *Men's Fitness* subscriptions into *Men's Journal*, which AMI acquired in June from Wenner Media. *Men's Journal* also will return to publishing 12 times a year, after getting cut back to 10 in its last year under Jann Wenner, and its circulation will be pumped up by 66 percent to 1.25 million. The new *Men's Journal* will hit the newsstands with the November issue, featuring heavier paper stock, an additional 50 pages of editorial content, and more fitness coverage added to its adventure travel format, the company said.

Kristen Schott has been promoted to editor-in-chief of **Modern Luxury Weddings California**.

Professor of English at Harvard Steph Burt and professor of English at Virginia Tech Carmen Giménez Smith will take over as poetry editors at **The Nation** in September, with a plan to "solicit and commission a wide range of American and international poetry and build out a more robust poetry vertical online." (*Source*: PublishersLunch)

Brian Hyslop has been named editor of **Pittsburgh Magazine**.

American Media Inc. has named Jen Peros managing editor of **Us Weekly**, where she will also work on *Star*, *Ok!*, *National Enquirer*, *Globe*, *National Examiner*, and *Radar Online*.

Venture Publishing, publisher of numerous magazines in Edmonton, has ceased operations due to the passing in

June of its founder and CEO Ruth Kelly. (See *FWR*, 07/17.)

Woman&home, the monthly lifestyle magazine for women aged 40 plus published by Time UK, has appointed Kath Brown as its new editor; www.womanandhome.com.

Yahoo Finance has hired Amanda Fungas editor. She had been web editor at **Crain's New York Business**.

Save Your Online Work

A few years ago, I told myself I needed to go save some internet stories from when I lived in St. Louis, and now a lot of them are gone. My online writing only goes back a little over a decade, but I'd say that half of it has already been swallowed by the shifting sands of the internet. When your work appears online, it's really easy for it to simply disappear.

I spoke to someone whose advice was – make a PDF of your stories. Since the Internet Archive – <https://archive.org/web/> – focuses more on homepages, use your browser to grab PDFs of your articles while they are live. On a Mac, you hit the print button under "File" on any browser and use the PDF functionality within it. On a PC, I think it's roughly similar, but it depends on the browser.

(*Editor's note*: The following is from <http://bit.ly/2xeWxTf> – Open any web page inside Google Chrome, press Ctrl+P [or Cmd+P if you are on a Mac] to open the Print dialog and change the destination printer to "Save as PDF." Hit the Print button and the current web page will instantly download as a PDF document. If you use a different browser, search Google for "save web page to PDF in 'name of browser'." I personally use the Print Friendly & PDF browser extension at www.printfriendly.com because it's easy to remove all the page clutter before printing or saving.)

It should take you only a few seconds for each article. I'd recommend keeping them in a folder that syncs to Google Drive or Dropbox just to make sure they're safe.

Source: "These free Wayback Machine hacks will make you a better online sleuth" by Ren LaForme and Kristen Hare, Poynter.org; <http://bit.ly/2ws5mMe>

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.)

Carnivore, TEN: The Enthusiast Network, 831 S. Douglas St., El Segundo CA 90245; (310) 531-9900; iharrison@enthusiastnetwork.com; www.recoilweb.com/magazine/carnivore/. Editor: Iain Harrison. Hunting lifestyle magazine, first issue summer 2017, a spin-off from *Recoil* gun magazine. Target audience: The modern outdoor sportsman. Focus is on field-to-table hunting and traditions. *Content*: Respecting natural food and its origins through features on the latest guns, personality profiles, culinary tips, and gear reviews; from planning a hunt to serving your game on a plate.

The Current, PLI Press, 1177 Avenue of the Americas, 2nd Floor, New York, NY 10036; (800) 260-4754; editor.TheCurrent@pli.edu; www.pli.edu/THECURRENT. Editor: Paul Matsumoto. Quarterly print and digital journal, first issue Summer 2017, 161 pages, digital edition free with registration. Focus is on critical issues facing practicing lawyers and the legal profession.

f(r)iction, Tethered by Letters, 13999 County Road 102, Elbert CO 80106; thecoterie@tetheredbyletters.com; <https://tetheredbyletters.com/friction/>. Editor-in-Chief: Dani Hedlund. Print and digital literary journal, three issues per year, first issue Spring 2015, so not really new but newish. Submission guidelines on website. *Content*: short fiction and creative nonfiction (up to 7,500 words), poetry (up to three pages per poem), and graphic stories or comics. Pays \$10 per final printed page for first publishing rights.

Hot Noize Entertainment Magazine, Atlanta, GA; www.hotnoizemag.com. Owner: A.R. Gresham, www.linkedin.com/in/kairi-a-r-gresham-036a63b77. Digital entertainment magazine, first issue August 15, 2017. Focus is on the youth of all ethnicities and their experiences. Target audience: Millennials. *Content*: News and inside scoops about celebrity lifestyles, the digital culture,

new models and fashion trends; music, films, technology, gaming, and comedy.

Invitation Family, Invitation Magazines, 1328 North Lamar, Suite 104, Oxford MS 38655; (662) 234-4008, fax (662) 234-4088; emilywelly.invitation@gmail.com or andersonlena@gmail.com; <http://invitationfamily.com/>. Publisher: Rachel West. Editor-in-Chief: Emily Welly. Editor: Lena Anderson. Quarterly magazine, first issue July 2017, circ. 40,000. Target audience: Families in north and central Mississippi. Focus is on trends and healthy lifestyle tips for parents and children of all ages. *Content*: Education, home, health, food and much more.

LitMag, Greeley Square Station, PO Box 20091, New York NY 10001; Info@Litmag.com; <https://litmag.com/litmag-online/>. Editor: Marc Berley. Print and online journal of fiction, poetry and non-fiction, “a home for established, emerging and unknown writers.” First issue spring 2017. Accepts submissions only online (no email); guidelines at <https://litmag.com/submit/>. What We Pay: LitMag Print: Upon acceptance, we pay \$1,000 for fiction or nonfiction; \$250 for a poem (or the rare short short). LitMag Online: Upon acceptance, we pay \$250. LitMag acquires First North American Serial Rights. Copyright reverts to the author upon publication.

Nail, Seattle, Wash.; hello@nailthemagazine.com; <https://nailthemagazine.com>. Publisher: Ted Leonhardt. Editor: Elea Carey. Managing Editor: Allison Durazzi. Quarterly print and digital magazine, first issue Summer 2017, 124 pages. Tagline: Being a creative person in today's world. Focus is on looking at the lives of creatives in the world; how talented, committed, empathetic people get through the day.

Office Today, Canadian Office Products Association, 101-1335 Morningside Ave., Scarborough, ON Canada M1B 5M4; (905) 624-9462, fax (905) 624-0830; dtownson@edotfusion.com; www.copa.ca. Publisher: Sam Moncada. Editor: Darrell O. Townson. Quarterly digital magazine, first issue spring 2017, circ. 110,000. Target audience: Office management professionals in small- and medium-sized businesses. Summer issue at www.officetoday.ca/Summer2017/index.html

Planet Rock, Bauer Media, Endeavour House, 189 Shaftesbury Avenue, London, WC2H 8JG; tel. 0207 434 1215; phil@planetrock.com; www.bauermedia.co.uk/brands/planet-rock. Editor-in-Chief: Phil Alexander. Editor: Mark Blake. Quarterly classic rock magazine, first issue May 2017, 132 pages. Focus is on the best in rock music past and present.

Prizm, Equitas Health, Columbus, Ohio; <http://prizmnews.com/>. Publisher: Carol Zimmer Clark. Editor: Bob Vitale. Statewide print and digital lifestyle magazine for the LGBTQ community. Website and first issue are scheduled to launch in October 2017. *Content*: Current events, health, arts and culture, fashion, politics, news, travel and entertainment and resources.

Revolutionary Wellness Magazine, The Voice America Network (www.voiceamerica.com), 4602 E University Dr., Suite 170; Phoenix AZ 85034; (480) 294-6417; rochelle.mclaughlin@voiceamerica.com; <http://experiencerevolutionarywellness.com>. Editorial Director: Rochelle McLaughlin. Quarterly magazine, first issue Winter 2016/2017, 52 pages. Contact form and issues on website. Focus is on new ways of seeing and relating to our lives and the world, and engaging with new ways of understanding health and wellness.

Shore, APG Media of Chesapeake, 29088 Airpark Dr, Easton, MD 21601; (410) 822-1501; dfike@chespub.com; website not yet announced, but company site is at www.stardem.com/chespub/. Publisher: David Fike. Monthly lifestyle magazine for the Eastern Shore, first issue October 2017. Tagline: Easy-Living, Casual Elegance.

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 for searching through them all when you don't recall in which issue something appeared: <http://tinyurl.com/4soby>

Get Leads to Prospective Clients on LinkedIn

(Editor's note: We've mentioned most of these over time as tips, but when offered the opportunity to share them all in one place, I figured it would be more convenient for your planning.)

Use the following tactics for finding, targeting and engaging leads on LinkedIn, the largest social platform for professionals.

Use the LinkedIn Search Function to Identify Qualifying Leads

You don't generate leads by simply getting likes and comments. You get leads by connecting with the right audience. On LinkedIn, this means targeting the members the right way using the type of filters that will allow you to identify the best prospective individuals.

These filters include job titles, company roles, industry, and locations. For example, if you offer copywriting services, you might filter by creative director, ad agency, and cities in your region. If you offer book editing services, you might filter by indie publishers, self-publishers, book authors, and publishing. If you provide general writing/editing services for mid-size or large businesses, you might filter by marketing or communications departments. Identifying the best prospects through these attributes will help you to target only those professionals who are more likely to understand the benefits you offer via your editorial services.

Use LinkedIn to Connect with Qualifying Website Visitors

One of the greatest ways to tell when a lead can become a qualifying customer is when you can identify them through their browsing behavior. Specifically, you should be looking for people who visit your website as a sign of interest in your services.

Luckily, LinkedIn allows you to use a pixel code that you can add to your website, and you can use it to identify people who click through your website link from your profile or company page, which can help you to directly get in touch with these already qualifying leads. You can find this code and track your visitors from the "see who's viewed my profile" section. You can explore this further at <http://bit.ly/2x6zaMj>

Share Educational Content Through Your Profile

A really good way to capture people's attention and convert them into leads is by offering them a reason to do business with you through educational content. *Note:* There is a difference between sharing educational content through your profile and using lead magnets to capture people's contact info.

When you use a lead magnet you are offering a piece of free information in exchange for an email address or phone number; whereas sharing educational content is all about creating educational posts that openly offer value to people.

On LinkedIn, you can easily share educational content by using the "write an article" feature on the feed, and because this content is not going to be hidden behind an opt-in wall, anybody can access it. If you offer tips and advice on various aspects of your services that will help potential clients, you will "show" the value you offer – as opposed to "telling" via profile descriptions.

Share Quality Advice on Groups

Groups can be a source of leads if you know how to approach people who join. As in the previous point, a good way to qualify leads on groups is by offering them content with value and purpose. For group members, this content has to be in the form of sound advice that responds to questions and needs posted by group members.

Prepare a Business Intro For Your Profiles and Company Pages

A business introduction for your profiles and company pages can't simply be a warm greeting. It has to be a fully-fledged explanation about what your "company" is (or who you are), what you do and what your services offer that sets you apart from others. Think of it as the mission statement of your website, only on your profiles and pages. Clear, concise business intros can help you to land leads without much effort.

FYI

► Images with quotes are popular on social media and blogs. If you want to make quick work of your own quote images, Recite is a tool to make them – <http://recitethis.com/>. *Source:* AmyLynn Andrews; <https://amylynnandrews.com>

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.

■ **Hack Alert** – If you receive an email from someone you know, but the subject line or the message does not "sound right," and if you don't recognize many of the "cc" email addresses to which the email has also been sent, do *not* click on any links within the body of the email. Also, do not open any attachments. Instead, contact the sender and ask whether he or she actually sent the email to you. It is quite likely that person's email list has been hacked, with the hacker doing the sending of a malicious message.

■ **Book Marketing** – Prospective buyers need to hear about your book seven to ten times before they make a purchase. And you need to reach your prospects through a variety of means and in different contexts, such as a TV appearance, a radio show, newspaper article, magazine article, speaking at a conference, a review in an association newsletter, bookstore event, friend's referral, with a mention on Facebook providing the final impetus to buy it. Authors who focus on one of these activities miss the point of marketing. You must conduct a variety of promotional activities to maximize the touch points on potential buyers.

■ **Science Ideas** – Sign up for press releases from services like EurekAlert! (www.eurekalert.org) and Newswise (www.newswise.com). Most science writers and editors get these same releases, but your unique perspective on a story or the idea for a feature down the line can emerge from a press release. Universities and institutions can also be sources of breaking science news.

■ **Use a Timer** – Set a timer on your computer or device for 45 minutes, and write with your head down until the bell goes off. Then get up and go do something else for about 15 minutes. One writer found this approach makes him more motivated to write, even something very long, "because I know there's a set time for a break. It also allows me to clear my head and come back with renewed energy."

Complying with Anti-Spam Legislation

(Editor's note: This past month I received an email from a member indicating that other writers groups might be providing misleading information re Canada's updated anti-spam law. I also knew that writers increasingly have lists of current or potential readers and clients they are emailing, plus most send out email queries. So I asked Bobbi Graham to clarify the Canada law [for both our Canadian members and others emailing to Canadian editors as well as US and others], plus help us email generally without fear of being labeled a spammer.)

Canada's anti-spam legislation came into effect on July 1, 2014. The law generally prohibits individuals and businesses from sending commercial email to Canadians without their consent.

Three federal agencies that work at arm's length from the Government share responsibility for enforcing the legislation: the Competition Bureau, the Office of the Privacy Commissioner of Canada, and the Canadian Radio-television and Telecommunications Commission (CRTC).

But in July of this year, the Government of Canada suspended the implementation of certain provisions in Canada's anti-spam legislation (CASL) in response to broad-based concerns raised by businesses, charities and the not-for-profit sector.

These provisions, known as private right of action, would have allowed lawsuits to be filed against individuals and organizations for alleged violations of the legislation.

It seems likely the law was unenforceable as written, especially since it's administered by three separate agencies.

I handle a great many email messages daily. I can't have my ISP filter incoming messages from strangers because these may be potential clients requesting mentoring, or individuals who find me through a Google search for my Canadian Libraries List or my books.

I also query markets in Canada, the U.S. and abroad, and send occasional manuscripts on spec to magazines. Although the law as written defines commercial electronic messages (CEMs) as unsolicited messages attempting to sell a product or service, I assume this doesn't apply to one-off messages from individuals to other individuals.

Most actual spam does not come from legitimate organizations, but rather from individuals who harvest emails from various sources and hope to trick the recipient with offers of something free.

Certainly, if a recipient complains that someone is emailing them repeatedly, and hasn't responded to requests to stop, the CASL could be invoked. Whether or not the government will bother to track the offender down and prosecute is another matter.

Still, organizations have had to scramble to ensure they are complying with the law, which states:

"The onus of proving consent always remains with the person(s) sending, causing or permitting the sending of CEMs. This is the case even if the sender is relying on an existing business or non-business relationship that was created prior and post July 1, 2014 (the implementation date of CASL)."

Senders are required to obtain and retain evidence of express and implied consent from potential consumers and subscribers who agree to receive CEMs.

The National Capital Region branch of Canadian Authors Association used to contact members through an individual's Yahoo email account, and would add or remove people if they requested it. But they didn't keep clear records, and there was no way for people to unsubscribe via the email message itself.

After Canada introduced the new anti-spam legislation, they began to circulate a form at their meetings asking if participants wanted to be added to the email list. They keep all of those sheets so they have a record of these handwritten requests. They also have "Subscribe to The Byline" and "Subscribe to our notices" buttons on their website. If people sign up that way, they're clearly giving their permission.

When she receives notice of a new member from the national office, the Communications Director sends an email message asking if they want to receive emailed notices. She records these responses.

The CAA uses MailChimp, which generates the Unsubscribe option and keeps a record of all those who subscribed via the website or were added by the branch, as well as those who unsub-

scribed, so all that information is available if requested.

That's a wise choice for anyone distributing a regular email newsletter.

The Canadian law allows communication with "implied consent," which covers "an existing business relationship based on a previous commercial transaction with the recipient; or having an existing non-business relationship based on, for example, membership in your club, or if the recipient participated as a volunteer for your charitable organization, or where a person makes their email address publicly available by publishing it on a website."

The sender is supposed to be able to provide evidence of express and implied consent (e.g. audio recordings, copies of signed consent forms, completed electronic forms) from consumers who agree to receive CEMs.

One has to assume this only applies to bulk communications (going to multiple addresses in the same email), or repeated emails to the same individual without a response indicating they want to continue receiving these.

Writers sending queries, small business owners or publishers sending information to the media, and similar email communications with potential clients are likely not included.

But it's wise to be aware of this law, and make sure you comply. Do not send unsolicited emails to strangers whose addresses you obtain from social media, friends, or other means. If anyone asks you to stop emailing them, do so immediately, send an apology, and keep a record of that exchange.

If you send out any kind of bulk communication via email, make sure you have an unsubscribe option, and keep records of both those who subscribe and those who have opted out.

Helpful links:

Canada's Anti-Spam Legislation — <http://fightspam.gc.ca/eic/site/030.nsf/eng/home> and <http://bit.ly/2wkEoX4>

Meet the Anti-Spam Laws From Around the World — <http://bit.ly/2vEEQyG>

Written by **Barbara Florio Graham**, Gatineau, Quebec; <http://SimonTeakettle.com>

Make It Personal – Personality Sells E-books

Try these tips for promoting your e-book:

✓ **Go out and talk about your e-book.** This is the promotion suggestion you didn't expect to see for e-books – the one you've been avoiding, you say, "for obvious reasons." But I'm suggesting you *do* make public appearances with your e-book at venues where your audience congregates.

So how do you sell e-books back-of-the-room after presenting a workshop or after entertaining an audience with stories from your e-novel? More and more people carry their electronic readers with them and may actually be able to purchase and download your e-book from your website or from Amazon on the spot. How cool is that?

For those who are not prepared to make a purchase now, provide professional take-aways. Design bookmarks or postcards with your amazing book cover on one side and a description of the e-book content or story and ordering information on the other. Can you see why it is important to have a professional quality cover designed?

But where would you speak? For fiction, how about at book club meetings, libraries and college campuses? Some civic groups might welcome you to entertain members. Book presentations for club meetings or conferences related to your topic/expertise/genre. There are conferences and clubs formed around the themes of writing, art, ecology, pets, gardening, foods/cooking, auto, fashion, business management and so much more. Locate conferences on your topic or in your genre through sites such as <http://shawguides.com>

Or search the web to locate a conference or event near you by using keywords – "conference" and "your home town" for example.

Locate clubs and organizations that hold events and/or meet regularly through the local Chamber of Commerce or the city/county website. Contact their program chairpersons. You'll find clubs and events listed in the calendar section of your newspaper. Some phone books list clubs and organizations in the front pages.

For additional information and support related to public speaking for authors, read my book, *Talk Up Your Book*:

How to Sell Your Book Through Public Speaking, Interviews, Signings, Festivals, Conferences and More; <http://amzn.to/2w1f1Jk>

Consider the advantages of doing personal appearances for an e-book:

- You don't have books to cart around.

- You can concentrate solely on promoting your book – no sales or autographing to distract you. No making change.

- You don't have to worry about theft. (Yes, people will occasionally walk off with a print book without paying.)

✓ **Do readings.** I'm not a fan of authors giving readings. However, opportunities to read from your book of poetry, novel or memoir do exist. And people do come to hear authors read. I suggest that you consider participating. But first, please, please, get some training or coaching from someone who knows how to read to an audience. It takes skill and personality. My *Talk Up Your Book*, includes a great section on how to do more successful readings. I recommend observing others read and learn from them. Get involved in a storytelling group. Join a local Toastmasters club. Even if your book is for grown-ups, practice reading to children using a lot of vocal variety. And practice, practice, practice.

✓ **Set up workshops and other programs** around the theme of your e-book. This is a great way to get recognition for your e-book and to gain credibility in your genre or on your topic. Not only will most of your students purchase copies of your e-book (and any others you come out with in the future), you will attract attention through the publicity going out for your workshop. Besides, "teacher/workshop leader" looks good on your resume. As a bonus, if you choose to charge for your workshop, you'll make a little extra pocket money.

For nonfiction, teach a skill or concept related to your book's theme. For fiction, you might teach some aspect of writing a novel or a children's book.

✓ **Reserve booths at book festivals, flea markets, even the county fair.** Here's another activity that many e-book authors avoid because they don't have something tangible to put into potential readers' hands. You can absolutely pro-

vide physical materials to hand out at these events.

Don't limit your sales potential for your e-book by promoting online only. Go out and meet your public. Personality does sell books.

Written by *Patricia Fry*, Ojai, Calif.; www.patriciafry.com

Google Info

Want to know how people browse and buy online, especially at certain times of year? Who better to go to than the monolith itself...Google.

For example, did you know that Tuesday is the peak day for watching YouTube fitness videos on TV screens? Which would make it the perfect time to release your fitness center client's new fitness marketing video.

Their Think With Google offers all the insights and data you could want just like that along with some excellent tools: www.thinkwithgoogle.com

Source: *Amanda Craven*; www.trustymarketer.com

Your Free Offers

The content you give away for free should be as good as, or preferably better than, the content you sell!

Why? If the free sample sucks, you'll almost surely fail to whet their appetite for doing business with you on a paid basis.

But ... just because the free has to be as good or better than the paid, it doesn't have to be the SAME as the paid.

Here's a useful rule of thumb: The free content tells them what to do. The paid content or service either tells them how to do it or actually does it for them.

Note: Keep this in mind when producing content for your clients, also. Explain the rule of thumb to them to illustrate how you can produce lead magnets (also called opt-ins) that will help them sell more products or services.

Source: *Bob Bly*, www.bly.com/reports/library.html

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

Homepage Musts

Here are the key elements of any author homepage that need to distill your message and appeal to your readership.

1. **Clear identity** – For authors, a clear identity equates to the name you publish under and what you publish (or whom you publish for). This clear identity should be at the top of the page and the first thing people see. Ideally the visuals tie into the work you publish (e.g., book cover designs, themes in your work, any official branding you use).

2. **Your latest book or books** – Visitors should see or be introduced to your most recent book (or the book most important to you) on the homepage, without having to scroll or click around to find it. Ideally, visitors can click straight to their favored retail site to make a purchase.

3. **Links to social media sites where you're active** – If you have an active presence on Facebook, Twitter, or elsewhere, include clear icons somewhere on the homepage where they can be found quickly.

4. **Email newsletter sign-up** – You should have a dedicated spot for email newsletter sign-up on your homepage, or you should use a pop-up.

Source: "What Belongs on an Author Website Homepage? 4 Key Elements" by Jane Friedman; <https://janefriedman.com/author-website-homepage/>

Top Author Earnings

Need motivation to keep working on that book? Forbes has updated their annual guesstimates about what the top authors earned for the 12 months ending May 31, 2017. Their list:

1. JK Rowling – \$95 million
2. James Patterson – \$87 million
3. Jeff Kinney – \$21 million
4. Dan Brown – \$20 million
5. Stephen King – \$15 million
6. John Grisham – \$14 million
6. Nora Roberts – \$14 million
8. Paula Hawkins – \$13 million
9. EL James – \$11.5 million
10. Danielle Steel – \$11 million
10. Rick Riordan – \$11million

Source: PublishersLunch; <http://bit.ly/2vcEewJ>

Contest Info

▪ The Dream Quest One Poetry & Writing Contest – Summer 2017 is open to anyone who loves expressing innermost thoughts and feelings into the beautiful literary art of poetry and/or writing a story that is worth telling everyone. Guidelines: (1) Write a poem, 30 lines or fewer on any subject, form or style. And/or (2) Write a short story, 5 pages maximum length, single or double line spacing, on any subject or theme, fiction, nonfiction or creative nonfiction. Multiple entries are accepted. Awards: Writing First Prize:\$500, Second: \$250, Third: \$100. Poetry First Prize: \$250, Second: \$125, Third: \$50. Entry fees: \$5 per poem; \$10 per story. **Postmark deadline extended:** September 30, 2017. Info: www.dreamquestone.com

▪ Ruminare VanderMey Nonfiction Prize – 5500 words max. Awards: \$1500 and publication in *Ruminare*. Runner-up will receive \$200 and publication. Entry fee: \$20 (includes a free copy of *Ruminare*). **Deadline:** November 15, 2017. Info: www.ruminaremagazine.com/pages/nonfiction-prize

▪ Somerset Awards for Literary/Contemporary/Mainstream Novels featuring contemporary stories, literary themes, adventure, satire, humor, magic realism or women and family themes. Categories: Contemporary Theme, Adventure/Suspense, Literary, Women's Fiction, Satire, Magic Realism. Awards: Category winners receive a blue ribbon, book stickers, digital badge, an editorial book review and marketing package, over \$345 value. Grand Prize winner will receive \$200, and be eligible for \$1000 prize. Entry fee: \$68. **Deadline:** November 30, 2017. Info: <http://bit.ly/2xbQQoZ>

▪ 35th Annual Writers-Editors Network International Writing Competition – Fiction, Nonfiction, Children's Literature and Poetry categories. Must be unpublished or self-published. Awards: \$150 + WEN membership, \$100, \$75 plus certificates. Entry fees: \$5, \$10 or \$20 depending on category and membership status. **Deadline:** March 15, 2018. Guidelines and Entry Form: <http://danassuggests.info/contest>

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

FYI

▶ Summary of Consent Requirements for Taping Telephone Conversations – a must-keep if you record phone conversations with sources. The chart shows the applicable law for each state regarding whether telephone conversations may be lawfully recorded. *Remember:* Unless the caller and the called party are in the same state – then only that state's law would apply – the interstate call actually implicates three bodies of law, federal law, the law of the calling-party's state, and the law of the called-party's state. Each law must be obeyed. www.aapsonline.org/judicial/telephone.htm

▶ If you're a white paper writer at any level (aspiring, new or experienced), Ed Gandia has a free PDF detailing how he handles and organizes his research. "This method has saved me countless hours. And it's enabled me to write better, more persuasive white papers." Download at www.b2blauncher.com/wppresearch

▶ Five additional newspapers have been added to the Accessible Archives primary source historical databases in its African American Newspapers and Women's Suffrage collections. Cost to search all 17 full-text and digital collections for a year is \$89.95. Info: www.accessible-archives.com/announcements