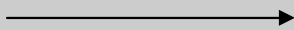


The Written Word

UPPAA Newsletter #34 April 2009

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Also—**Board elections!**

Page 4. New books, new members.

Insert. Register today for the Spring Conference! Registration can be done online at www.UPPAA.org or by mailing in the registration form inserted in this newsletter.

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The Written Word is a publication of the Upper Peninsula Publishers and Authors Association.

www.UPPAA.org

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**Please participate in the UPPAA
Yahoo! Email Discussion Group.**

**... Encouraging the open
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**Find out how by going to
www.UPPAA.org today!**

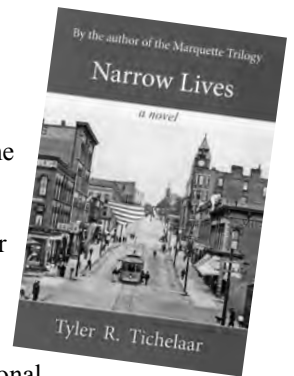
Member News

Narrow Lives Nips Prize

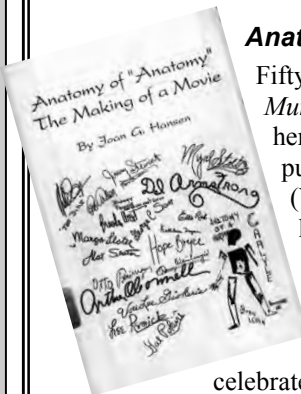
UPPAA President **Tyler R. Tichelaar's** *Narrow Lives: A Novel* was selected as the First Place Winner in the Historical Fiction category of 2008 by Reader Views Annual Literary Awards. The annual awards were established to honor writers who self-published or had their books published by a small press, university press, or independent book publisher.

The Reader Views Annual Literary Awards are granted in fiction and nonfiction categories, as well as regional, global and specialized, sponsored categories. The entries are first read and judged by Reader Views reviewers, all avid readers with a wide range of experiences, considered experts in their respective fields. The second line judges make the final decision.

Reader Views is currently accepting submissions for the 2009 Literary Awards. Entry information, registration forms and further information can be found online at www.readerviews.com/Awards.html.



Anatomy Remembered



Fifty years ago Hollywood came to the U.P. to film *Anatomy of a Murder*, and UPPAA member **Joan Hansen** was there. In 1997 her book *Anatomy of "Anatomy": The Making of a Movie* was published. As a good friend of one of John Voelker's daughters (Voelker being the author of *Anatomy of a Murder*) and as hostess at the Mather Inn, where many of Hollywood's elite stayed during the filming, Hansen's book is that of an Ishpeming insider with a ringside seat at the film crew's dinner table. Hansen also visited the set and danced with Jimmy Stewart. As the 50th anniversary of the movie is celebrated throughout 2009, Hansen will again be there, being interviewed on TV13's *Media Meet*, riding in parades, answering questions for out-of-town journalists, and, we hope, enjoying renewed interest in her book.

UPPAA Goes to the Library

In honor of Small Press Month, on March 25 UPPAA members set up tables with books and information at the Peter White Public Library. Channel 10 news stopped by, UPPAA donated books and a percentage of sales to the library, and in this photo Robert Dobson, Tyler Tichelaar, and Donna Winters enjoy reading and sharing smiles. Other members participating in the event were Darby Mitchell, Joann Hakala, and Leslie Allen.



Twitter 101 for Authors

By Walt Shiel

If you've spent any time on the Internet, you've probably heard about Twitter. But what is it and why should you care?

Think of Twitter as micro-blogging in real-time (posts go out instantly to all users). Each post—Twitter calls them “updates” but most users call them “tweets”—is limited to 140 characters (including spaces).

What, you may ask, can be said in only 140 characters? Once you get the hang of it, you'd be amazed. Twitter is one of those things that sounds silly until you try it. You may have to use it for a while before it makes sense.

There are some good introductory videos on YouTube.com—just search for “O'Reilly Webcast: Twitter for Business” and “Twitter in Plain English” (by CommonCraft) for two of the best.

Why bother? Twitter is easily the most effective social media outlet available. I've tried others but now rely on Twitter (I follow about 130 and have almost 400 followers). I use it for business—focusing my Tweets on publishing, books, marketing, book design, and such.

Need some reasons to try it? Twitter, which is free, will:

- Take very little of your time, taking maybe 30 seconds per Tweet.
- Make you a better writer. The 140-character limit forces you to be concise. It's a learned, and valuable, skill for any writer.
- Help you participate in a vibrant, active online community ... and have fun doing it.
- Allow you to find new friends and business associates ... and learn a lot from experts in your field.
- Let you post messages faster than text-messaging ... direct to only one person or to everyone who has chosen to follow you.
- Help you keep up with things that matter to you—new books, recommended software, important news, marketing tips, or whatever.

Help drive traffic to your blog and website. You can Tweet when you post a new blog entry (with a link to it) or Tweet about your book or marketing success with an appropriate link.

Here are a few suggestions to get you started:

- For your ID, use your real name, business name, or something meaningful to what you write. Create a profile with your real name, link to your blog or website, and a bio that gives people a reason to follow you. Keep it professional but entertaining. Upload a photo of yourself and a custom background to personalize your profile. Here's mine: <http://Twitter.com/slipdown>.
- Post a half-dozen Tweets your first day on topics that relate to your book or your interests. Many people are reluctant to follow those with only one or two Tweets. I recommend avoiding politics and religion unless you want to limit your followership.
- Find some people to follow. I highly recommend you select some people from “The Directory of Book Trade People on Twitter”—just Google that title to find the list. Click on a link to view their profile page, and to follow them, click the “Follow” box (you have to login to your account first).
- Try searching Twitter for posts about subjects that interest you or that relate to your books at <http://search.twitter.com>. If you find some interesting Tweets, click on the poster's ID. Send replies to interesting Tweets, but make some reference to the subject (e.g., Re: book marketing) before typing your reply.

The 140-character limit seems annoying at first, but you get used to it. To Tweet a link to a webpage, most use one of the many URL-shorteners (e.g., <http://snipurl.com>).

But there is a better way.

Instead of using the Twitter website, use one of the many desktop applications. For those just starting, I recommend Twhirl (<http://www.twhirl.org/>). This great tool runs in its own window on your PC's desktop and will notify you when anyone you're following Tweets, then you just click on the icon in your system tray to read the Tweets. There's a window for you to type your own Tweets and replies, a countdown of characters remaining, and a built-in URL-shortener. You can also set your Twitter account so you can send Tweets from a cell phone.

The above will get you started. Be sure to follow me (<http://twitter.com/slipdown>) and I'll return the favor. Questions? Email me at WShiel@SlipdownMountain.com.



Steps for Successful Writing

By Brian Helminen

There are many things you need to learn and do in order to write successfully—but here are 3 steps that will get you to peak productivity:



- Identify your prime time.
- Find a way to write during this time, if possible. If not, choose the next best time.
- Make it a habit.

What time of the day is your most productive time—when are you the most creative and able to write your best? Everyone has peak productivity times, and this peak time is defined as your prime time. Is your mind awake as soon as you get up in the morning or do you need to have that first cup of coffee to jump start your thinking? Some of us function best first thing in the morning, some later in the morning, and some late at night.

What should you do during your prime time? If possible, you should be writing! That may seem obvious, but some of us are spending our prime time dealing with a flood of interruptions and putting out fires. You may have a job or a busy life that may be demanding your time and pulling you in directions that prevent you from writing, but if you really want to be successful in your writing, you need to write during your prime time.

Of course not everyone has the flexibility to choose their prime time as their writing time. What should you do then? Just as they say about exercise... the next best time to do it is whenever you can. It's better to do your writing during your non-prime times than to not at all.

After you decide what time is best for you, the next step is to schedule it every day or at least four days per week, preferably at the same time for each session. It's important to make it a habit so that you do it regularly, almost without thinking about it.

The best advice that I got about forming habits came from one of my mentors, and that was to first determine what habit you want to create. In this case it is going to be writing on a regular basis. Then schedule a small amount of time for writing each day. If you think you should write for an hour per day, don't try to do a whole hour right off the bat. Schedule 10 to 15 minutes instead. If you try to change or replace old habits too quickly, by scheduling too much time for it, you may not keep it up long enough to make a habit of it. Remember, you are creating the "habit" of writing at a certain time, not necessarily trying to get it all done in a short time. Just a small amount of time spent on a regular basis is all you need to create the habit. You will have to do this routine at least 21 times to make a habit out of it.

Then, after you are in the habit of writing on a regular basis, start to increase the amount of time spent each day so that you can accomplish more. You will be pleasantly surprised at how well this method works.

Happy habits and successful writing!

**Membership Dues
Due April 2009**

**Individual: \$20
Family: \$30**

www.uppaa.org/join

**Or send check to:
Cheryl Corey
9001 N. Pheasant Ridge
Saline, MI 49176**

Board Elections

UPPAA Board elections will be held during the business meeting at the May 16 Spring Conference. All but one of our current Board members are willing to continue in their roles for the next two years, but all positions are considered open for election. The vice-presidency needs to be filled.

Please consider getting involved in UPPAA by joining the Board. This organization is only as strong as the involvement of its members. If there's something you would like to see done that isn't being done, now is your chance to make a difference. Feel free to contact current board members for more information about what they do, and the UPPAA by-laws are available at www.UPPAA.org.

If you have any questions about Board positions or are interested in becoming a Board member, please contact Tyler Tichelaar at tyler.tich@charter.net.

More Member News

Shiel Gets Cover Story

Congratulations to **Walt Shiel** for his cover story, "Orphan Works Bill: An Assault on Copyright Law," in the March 2009 issue of SPAN Connection.

Name That Book

No one ventured a guess about the source of last issue's quote:

"We find the defendant not guilty by reason of unconsciousness ..."

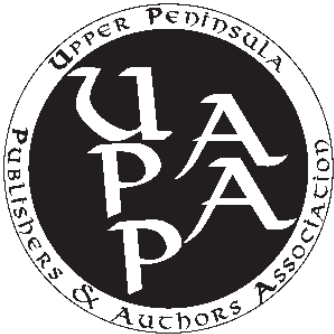
So, you all get a second chance, with clues.

- The quote was submitted by Joan Hansen.
- It is from a novel by a local well-known author, now deceased.
- It is not from said author's most famous work.

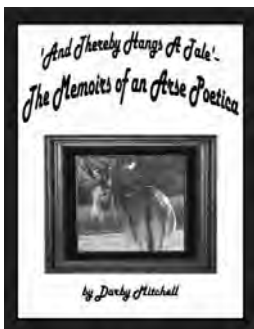
The winner, picked at random from all correct entries, gets to choose the next quote.

Answers may be emailed to editor@uppaa.org.

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NEW MEMBER BOOKS & NEW MEMBERS



'And Thereby Hangs a Tale'—The Memoirs of an Arse Poetica

By **Darby Mitchell**

Publisher: Outskirts Press
200 pages; Softcover
ISBN: 978-1-4327-1109-2
Price: \$15.95
www.castlepublishing.net

For 50 years, from 1593 to 1643, a man in Ireland led seven lives. He was, at the same time, legally dead, a murderer, an iron monger, an Irish-English statesman, a husband and father, the bi-sexual lover of Sir Walter Raleigh, and the writer Shakespeare. This man died without revealing his real identity. But under his assumed name he left a diary, a biography and a history that verify the biographical particulars he planted in the Shakespeare plays. And, because he wanted someday to be known, he hid the key to his identity in plain sight—in the Shakespeare First Folio engraving and facing verse.



The Only Thing That Lasts

By **Tyler R. Tichelaar**

Publisher: Back Channel Press
220 pages; Softcover
ISBN: 0979179041
Price: \$21.95
www.marquettfiction.com

The Only Thing That Lasts is written as the autobiography of Robert O'Neill, the famous novelist first introduced in *The Marquette Trilogy*. As a young boy during World War I, Robert is forced to leave his South Carolina home to live in Marquette with his grandmother and aunt. He finds there a cold climate, but many warmhearted friends as he matures into adulthood and becomes a famous writer. *The Only Thing That Lasts* is a joyful, lighthearted, yet meaningful story of home and hearth.

Welcome new members

Jill Brumwell lives in Saginaw and is rejoining UPPAA after a brief absence. She was born and raised on Drummond Island and has a home on Whitney Bay.

Lorana Jinkerson lives in Marquette and has just finished her first children's book, *Nettie Does the NCT: North Country Trail*. She is a retired professor of educational technology and is passionate about the North Country National Scenic Trail.

Jan Kellis wrote *Bookworms Anonymous: A Non-traditional Book Club For All Readers*, which should be in stores in July. Jan works at a local utility company full time and is a partner-owner of a local gift shop in DeTour Village, where she lives with her husband and daughter.

Get in the news! For new books, please use the New Book Data Form, available by logging into the Member Roster page of www.UPPAA.org. Other news and article submissions can come through email, regular post, or give me a call. Here I am: editor@uppaa.org; Leslie Allen, E232 Military Rd., Deerton, MI 49822; (906) 343-6867. *Comments and suggestions always welcome!*