

The Written Word

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“

The pages are still blank but there is a miraculous feeling of the words being there, written in invisible ink and clamoring to be there.

VLADIMIR NABAKOV

”

Autumn

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Deciding to go Indie? or Traditional?

MEMBERS VOICE THEIR OPINIONS

Any writer, new or experienced, should think carefully before making the decision to publish independently or submit to traditional publishers. Hopefully, the statements of these people will help members decide on which route they would like for future titles.

Donna Winters: *One of the things I like best about self-publishing is having the ability to make final decisions about book production, including editing and cover design. The thing I like least is having to take all the financial responsibility!*

Deborah Frontiera: I am a control freak, so *I like* having the ultimate control of my books that being an indie author gives me. I DO look for advice from knowledgeable people and take advice from those more experienced than I am, but I like making the final decision. *I don't really like* having to shell out all the \$. However, I still like that control even in the hard-work area of being writer/producer/promoter/bookkeeper/every-other-hat person in a one-woman show.

Jan Kellis: I have self-published 5 books—6 if you count my little Cookbooklet, which will soon be offered in print (only in pdf format now). I used Createspace for each book—the first one was through Booksurge, which Createspace (Amazon) purchased after my first book was out.

Top two things I love about self-publishing:

1. The book design process—everything from the look and feel of the page to the cover, front and back, is my design. It's fun to switch from writing to book designing—I use an entirely different part of my brain, and I find it energizing and inspiring to design books. I use Scrivener for all of my writing now, even my monthly newspaper column, and Scrivener makes it so easy to format the interior of the book, I don't know how I did it before. It took me hours and hours of extra time when I wrote books

in Word, as compared to my current Scrivener method.

2. The speed with which I can publish a book. After the rounds of editing, it's all up to me: title, book design, marketing, etc. The only person I'm waiting on is myself—I can usually prepare a book within a month after the final edits are complete, as opposed to perhaps an eighteen-month wait using a traditional publisher.

3. (Can't resist adding this third one—it's tied for 2nd place in my list.) I can update the book any time and upload a revised file, so future copies will reflect the correction or change. Any typos that were missed in my editing rounds (my books go through at least 3, possibly 4, rounds of developmental and line edits) can be swiftly corrected.

Two things I like the least about self-publishing:

1. Others' reactions when they discover my books are self-published. This is becoming less of a problem, but I was in a writers' seminar earlier this

year and a bookstore owner did a presentation about how to get our books into his stores (he owns 3-5 bookstores in Lower Michigan). He said the minute he discovers a book was published through Createspace, he rejects it because he dislikes Amazon. How disheartening! He's not hurting Amazon one bit by rejecting these books—he's hurting the authors. Another book store told me they won't carry any self-published books, even when I offered them a free copy of each book so they could at least judge the book itself rather than the general reputation of self-published books. I've not been back to that store since, and I tell everyone who praises my books why they won't find them in that store.

2. The absence of a publicist—other than myself. Although, I can get around this by having my daughter call various places to see if they're interested in hosting an author event. She has a different last name than I do, so she can call herself my publicist or assistant,

but it's not really the same as having a large publisher call a place. I've heard that most traditionally published authors end up doing their own publicity other than a brief marketing campaign, so maybe this is a universal struggle—unless you're Nora Roberts or Stephen King.

Rondi Olson: My first book will be released this December or January.

I was about to self-publish my debut novel, *All Things Now Living*, when I was offered a contract from a small traditional publisher, Written World Communications, out of Colorado Springs, CO. They are a Christian publisher.

What I like about working with a traditional publisher is: they pick up the expenses for cover design, formatting, editing, printing, etc. As I was about to self-publish, I had been getting quotes for these services, and they totaled almost \$2,000. I know I could have cut costs if I'd actually gotten around to self-publishing. I would have

OUTBACK 2015 BOOKSELLERS



had to! But it's nice knowing several professional editors will go over my manuscript before it's released to the public, and I didn't have to pay for it.

My book will also receive national distribution through a major Christian bookstore chain. While this isn't quite as good as having it available nationwide through a company like Barnes and Noble, it is better than I would have been able to do on my own.

What I don't like about traditional publishing is I have lost total control of my book. Because it's a small publisher, I have more input than I would with a large publisher, but my book isn't available for pre-order; I don't have a firm release date; and when I email my editor with questions, weeks may go by before I hear back, Aghhh! Also, had I self-published I would have my book for sale now. Instead, I have to wait.

Jim Jackson: As a traditionally published author, *I like best* that I have several additional levels of editing before the book is published. The more eyes on the manuscript, the better. *Worst* is the lack of flexibility when it comes to marketing since you cannot control your pricing or sales, etc. **ETC:**

Two more lists of "outside the box" ideas for marketing: Perhaps these lists will spark at least one new way you could market your books.

Top 10 Reasons Companies Implement Promotional Programs

- 1 Acquire new customers
- 2 Keep customers loyal
- 3 Increase their "share of wallet"
- 4 Generate goodwill
- 5 Increase sales, revenues and profits
- 6 Promote additional purchases
- 7 Create a sense of momentum
- 8 Personalize employee or customer recognition
- 9 Create or relate to an ongoing theme
- 10 Motivate or award employees

Top 10 Ways Companies Use Books As Promotional Tools

- 1 Gift to customers – fiction or nonfiction
- 2 Cross-merchandising – use your book to sell other items
- 3 Ad specialty – an item given away to generate exposure
- 4 Coupon – in pack, on pack or near pack
- 5 Prize for a contest or visiting a website
- 6 Premium – an item that is earned (purchase or membership)
- 7 Patronage award – "thank you" for making a purchase
- 8 Self-liquidator – the purchase price of the item = its cost
- 9 Sample of the company's product
- 10 Employee training (contact through HR Department)

MEMBER NEWS

New Member, **Mary Kremer**, would like to introduce herself. She was born and raised in Saginaw, Michigan. Writing, though always a passion, didn't become a serious pursuit until after a rewarding nursing career. In addition to writing, her other loves are gardening, sailing, traveling and anything Irish. After raising their two sons, she and her husband now live on Gulliver Lake in Michigan's Upper Peninsula. She has three previously published novels: *Anam Cara*, *Atonement in Avalon* and *The '57 Chevy*. Her fourth novel, *Stone Soup*, was recently released by Poor Richard's Castle Publishing at Richards Printing in Escanaba.

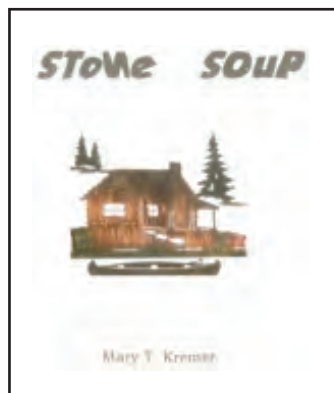
Mary's first novel, *Anam Cara*, takes place in Michigan's Lower Peninsula in the post WWII years. It is the story of a recently widowed mother of four sons whose financial woes force her to relocate from Boston to Eden Lake, Michigan.

Atonement in Avalon is a poignant story of three friends who grow from childhood to adulthood during the 1920s, '30s and '40s.

The '57 Chevy explores another decade. When Max's mother is killed in an auto accident, he becomes obsessed with finding the father he has never known. Armed only with determination and a 12-year-old address, he stows away in the backseat of Jake's '57 Chevy. Jake is coerced into chauffeuring Max on a cross-continental trek.

Stone Soup spans seven years at Camp Gitcheegumee and takes place entirely in the Upper Peninsula. The narrative follows four boys who spend six weeks each summer as cabin mates.

The novels are available at Book World, at Poor Richard's Castle @ richardsprinting. worldpress.com and on Amazon.



Donna Winters has continued reworking her Great Lakes Romances® series throughout the spring and summer, and has reissued the following titles in both paperback and Kindle:

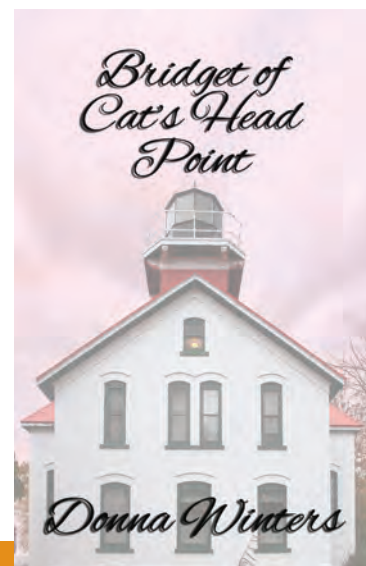
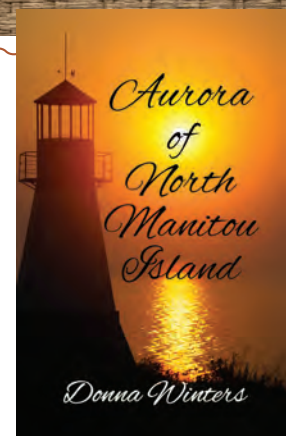
Aurora of North Manitou Island
<http://www.amazon.com/gp/product/B00X8943DK>

Bridget of Cat's Head Point
<http://www.amazon.com/gp/product/B00Y9ITIXE>

Queen City Candy Shoppe (formerly part of *Rosalie of Grand Traverse Bay*)
<http://www.amazon.com/Queen-Candy-Shoppe-Great-Lakes-Romances-ebook/dp/B010Y6B46I>

Trail Ride by the Yadkin River (formerly part of *Rosalie of Grand Traverse Bay*)
<http://www.amazon.com/gp/product/B011YTFW8A>

At the end of September, she will be permanently relocating from the Upper Peninsula to New Mexico. While her past titles have focused on the Great Lakes history and culture, she looks forward to researching and writing about the Southwest.



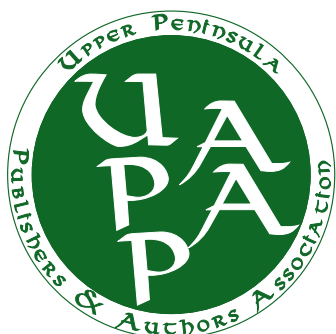
Members sell books at Outback 2015

Throughout the summer, UPPAA members sell books at a variety of summer festivals. Here are photos from those who took out booths at the Outback Art Festival in July. For future reference, send Newsletter Editor, Deborah K. Frontiera (dfrontiera@wildblue.net) information about other festivals you may have attended that you found were successful. It would be nice to have a list of such festivals—not just the summer ones—for an article in the winter newsletter.



MEMBER NEWS CONTINUED...

Becky Michael of Sault Ste. Marie has a new blog, called Platform Number 4, that can be found at the following link: <https://platformnumber4.wordpress.com/>. She will be blogging about the craft of writing, pursuing publication “later in life” (after 50), reading/books, gardening, cooking, and collecting vintage items. She’d like to connect with possible guest bloggers who have similar pursuits. If any UPPAA members are interested, please contact her. This is a new experience, and she’s just now beginning to “test the waters”!



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