

The INKSLINGER

HIGH DESERT BRANCH CWC
Inspiring a Community of Writers

Sail On

Oct. 2019

OPEN MIC SET FOR OUR OCT. MEETING

Can You Go to Our Open Mic Session and High Desert Book Festival?

Sure. Why not?

We have a list of Open Mic members who have signed-up to read for our Regular Meeting of HDCWC Oct. 12th. As soon as the meeting concludes, you'll still have time to check out the food vendors at the High Desert Book Festival.

Come and visit the festival in Hesperia's Civic Center Park. It runs from 9 am until 4 pm. Plenty of time to peruse the booths, attend the poetry tent, check out the activities and more. Plus it's free.

High Desert Book Festival has updated schedules at their website: HighDesertBookFestival.com



Members scheduled to read are:

Dwight Norris, Diane Neil, Amy Burnett, Barbra Badger, Elizabeth Ustick, Jolene Dallyn and ten-year old Mia Murdock, who will be reading her work in public for the first time.



Lublin to Speak on *Guerrilla Publicity* & Gaining Influence

Jill Lublin is the 3 time bestselling author of "Guerrilla Publicity", "Get Noticed... Get Referrals", and "Networking Magic". An international speaker with more than 200 speaking engagements each year, Jill Lublin is an audience favorite for her lively and interactive keynote speeches, seminars, and special programs.

Her unparalleled knowledge of publicity and networking has gained the attention of ABC, NBC, CBS, *The New York Times*, *Entrepreneur Magazine*, *Fortune Small Business* and a long list of media outlets worldwide. Having shared the stage with Tony Robbins, Richard Simmons, and Jack Canfield, when Jill isn't traveling the world wowing audiences, she hosts

her own television show, "Messages of Hope."

Praised as a modern-day Dale Carnegie for how to be influential, Jill Lublin has empowered and inspired over 100,000 people through her best-selling books, national and international speaking tours, and strategic consulting engagements.

Networking Magic, which rose to #1 on the Barnes and Noble



Jill Lublin

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High Desert branch
of
California Writers
Club
Board of Directors



*The following officers
and appointed positions are current to
the fiscal year of July 2020.*

President

Dwight Norris
hdcwcpresidentdnorris@gmail.com

Vice President

Lorelei Kay
LoreleiKay7@gmail.com

Secretary

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imaker@msn.com

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Jenny Margotta
Jennymargotta@mail.com

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lindajeannerboruff@msm.com

Programs / Publicity Chair

Bob Isbill
Risbill@aol.com

Membership

Michael Raff
mprseven@aol.com

Newsletter Editor

Rusty LaGrange
Rusty@RustyLaGrange.com

Webmaster

Roberta Smith
hdcwc_web@aol.com



**OUR NEW MAILING
ADDRESS**

**We have a new address for any
branch business. Be sure to write
it down or post it in your cell-
phone.**

**Jenny Margotta has graciously let
our branch save a lot of money
and complications in delivery by
letting us use her address. This
will help expedite the time in
sending and mostly receiving mail.**

**HDCWC
17645 Fisher Street
Victorville, CA 92395**

What You Missed

Always engaging and offering wit with her dry humor, Kay Murphy loves to share her insights of teaching our brains to change, and the fears we hide from others



S. Kay Murphy

and ourselves. She recommends *Blockbuster Blueprint* by Michael Welker. It's free on Kindle so you have no excuse.

https://www.amazon.com/s?k=Blockbuster+Blueprint&i=digital-text&ref=nb_sb_noss

Your defenses will fight your ability to move forward, often delaying excellent writers from fulfilling their desire to write.

She noted the four main defenses we that all cope with to some degree:

- ◆ Anxiety
- ◆ Protection
- ◆ Facing Your Fears
- ◆ Denial

By trading in your fears

continued from page 1

charts for three weeks (with Rick Frishman, Adams Media, 2002)

Guerrilla Publicity, often called the PR bible, which has proven so perennially popular that it was updated to a second edition with podcasts, blogs, and media training for the digital age (with Jay Conrad Levinson and Rick Frishman, Adams Media, September 2008).

Get Noticed... Get Referrals: Build Your Client Base and Your Business by Making a Name for Yourself also became a #1 national bestseller (McGraw-Hill, June 2008).

Jill teaches powerful publicity, networking, and how-to-be-influential techniques. As the CEO of the strategic consulting firm, Promising Promotion, Jill has trained companies in innovative methods to improve bottom line results.



you might become the action hero you need to be. Act as if you are a Super Hero then deciding to write, you win need to set time and become more deadline driven. Finding ways that help you focus on writing, even becoming trance-like in your time allotment, is a strategy for some writers.

She also likes writers to find a mantra and learn how to breathe. More of her "brain training" methods can be found on her website under construction. Just contact her and ask for the notes for HDCWC presentation.

<https://skaymurphy.com/index.html>

MARK TWAIN BY RICHARD ZONE

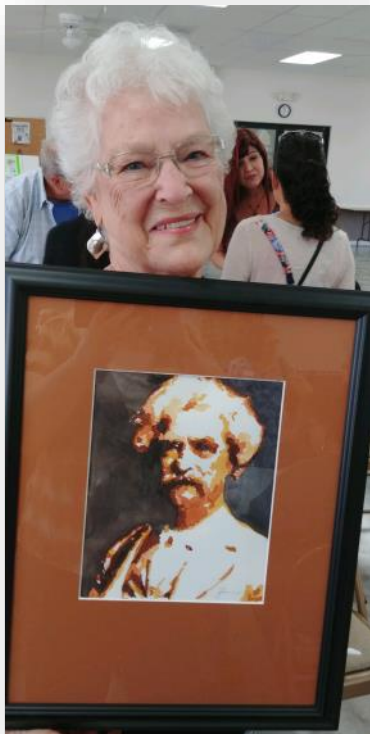
THIS AWESOME PAINTING BY MEMBER RICHARD ZONE WAS OFFERED TO THE BRANCH IN A DRAWING DURING LAST MEETING . . .

Ann Miner won the Mark Twain painting, but prior to that happening, I was unabashedly telling everyone I was going to win it. I'm a Western writer, I love collecting Old West mementos, own old Mark Twain books from the 1900s, and I even dressed up like him for Halloween at a party a few years ago. I admit I even have a deep yearning to purchase a full-sized stagecoach, so when the Mark Twain showed up, well, I was joking about winning it, and even did a mock "Oooh-Mmm" to the cosmos to up my chances of winning. Okay, so I got a good laugh out of the membership, too.

To my surprise, Ann said: "Rusty, pick a number between one and two." And I said: "What?" She said: "Close enough. You win." Then she handed the prize to me. And, of course, I had to claim myself as the winner after all. Everyone chuckled about that.

Our friendships we make within a very active and supportive branch of dedicated writers, is one thing that makes Ann's gift to me that much more powerful. Thanx, Ann. I owe you.

— RUSTY LAGRANGE



Ann Miner with Mark Twain



*Was I
Ever
One of
You?*

by fumi-tome ohta

I looked to the sky to see a group of mallards flying in 'V' formation. Every time I see any aviary migration, it makes me so happy to see them and yet, at the same time, I get this feeling inside as if I once belonged somewhere else, as if I was once a part of a migratory flight. Once, twice or maybe even three times a year I have this yearning to be somewhere else, never here but always there... always, somewhere other than where I am.

I look to the sky above and see
birds migrating in 'V' formation
I feel a longing
so deep
it seers my heart
I see the leader
I'm being silly but I wonder
have I ever been the apex,
ever lead a group
there, up in the sky
so proud in 'V' formation
I want to join them
I do...
I'm flying with the wind in my face
wings scaring flying up, down,
around
I'm so happy there among the
blue
Yet, in all my happiness I feel un
easy
My body tenses.
Why?

B A N G !
My body feels on fire
I feel so weak unable to flap my
wings
I'm spiraling down
breathing slower, softer
ever weaker.
I plummet to the lake below
I hear laughter, dogs barking
sounds of metal shells
clink
It felt so good to fly...silently,...gently,...
then, akin to the flutter of a
butterfly's wing
life gives way...
I now soar without flying
and live without breathing.

Once, twice, or maybe three times a
year,
a question resounds a
million times.

**Tell me, avian brothers ... was I ever
one of you?**



(illustrations courtesy of Pixabay.com)

Nevermore Enterprises Announces October Book Signings



HDCWC members, Michael Raff and Roberta Smith, together known as Nevermore Enterprises, planned two book signings in October. The first was at Starbucks (17050 Main St. in Hesperia) last Sunday, October 6, from 10 am to 2 pm. They've broken new ground ... excuse the pun ... of launching book signings in the famous chain coffeehouses in the High Desert.

The second signing is coming up this Friday, October 11, from 4 pm to 8 pm. at the Spirit Store (12450 Amargosa in Victorville) a place that caters to the Halloween spirit and celebration decoration.

Mike is best known for his horror-genre short stories and novels. Earlier this year, he released *Stalkers*, his second novel and his most terrifying. It's the story of David Conway, family man, who sees something he's better off not seeing. Now a band of Satanists are after him and his family.

And not the sheriff, his deputies or even the FBI can stop them. If you like horror, this is the read for you.



Roberta Smith is known for her paranormal novels, but this year she released her first children's book, *Brinkley the Kind-hearted Ghost*. Brinkley loves to take care of the family he lives with, but when other ghosts in the neighborhood talk about how a respectable ghost should act, Brinkley starts to doubt himself. It takes the realization of how much the family appreciates him to let him know it's okay to be Brinkley and do things his way.

Mike and Roberta's books are available on Amazon, but as always, they are discounted when available at signings. Stop by and give them your support.

Share your marketing and sales strategy with your fellow authors



No matter where they are, the team works themselves to death to manage their writing careers as self-published authors.

Continued next page

Managing Your Writing Career

BY RUSTY LAGRANGE



I'm stepping in here to make a case-in-point with the work that Raff and Smith expend to get sales in different and very creative ways. They choose places that are not typical, having broken ground with Starbucks Coffee franchise in the High Desert. Will this work each time? No.



Roberta Smith at Starbucks

No matter how many times you hear it, the more you devote to promotion of your book to the public, the more your sales will catch the attention of the buyer.

This proves true to those who work hard in promoting book sales. A case in point is Nevermore Enterprises, a partnership of Michael Raff and Roberta Smith.

"Some work; some don't," Michael Raff said after a lackluster sale. Yet the next venue was surprisingly better with great sales. "Now see, this one worked."

You set your plan in place and use as many resources and venues as possible to get in the public's face. This tactic is commonly called Top of Mind sales.

The consumer must see an item at least **seven** times before they tell themselves that it must be worthy of their purchase.

Seven times?? Studies in advertising trends and sales analytics confirm this. So, your efforts will work but at what cost to you?

Letting Amazon sell your titles is a good foundation. Now work from that: having a

ADVERTISING & MARKETING STRATEGIES THAT WORK



Michael Raff and some dead dude at Starbucks

simple website is also good, attending book fairs, book signings, and special events also expose you to potential buyers. Blogging is another. Going where your readers might shop, can be a clever try. Military book authors have gone to Ft. Irwin's shopping mart (con-Ex) and Nevermore returned from *HorrorFest* in Long Beach with good results.

The potential of a traditional book publisher finding your titles at a book fair or event has tremendous possibilities. It's a growing trend that brings publishers' manuscript readers in direct contact with a promising new author ... you.

DEVOTE TO PROMOTE





Jenny Margotta

from an

EDITOR'S DESK

What's in a Word?

History buffs—and others—are probably familiar with FDR's now-famous "Date in Infamy" speech. "Yesterday, December 7, 1941, a date which will live in infamy" But how many of you know that the original draft read, "... a date which will go down in world history"? In my opinion, that one small change—substituting "infamy" for "world history"—took a good speech and made it extraordinary.

Words can do that. Words have the ability to bring down empires, to elevate common men to heroes. Words can heal or destroy, profess love or hate; words have all the power in the world. As authors we should be aware of their power and should strive to choose our words wisely, strive to choose that one perfect word that will make our writing great rather and good. Perhaps your character is "cantankerous" rather than simply "cranky." Maybe the dessert was "sublime" rather than "delicious."

Obviously, we don't want to get so carried away that people to need to keep a dictionary next to them to decipher our euphuistic opusculum or magnus opus. But we can have lots of fun—and improve our writing—by being creative in our phrasing.

Suppose one of your characters, Tom Brown, is a newsman at the local TV station. You could say he is a broadcaster, but that's a little generic. How about substituting "mikester" or "sound tosser." Do you know that "blizzard head" is slang for someone who speaks indistinctly?

Your scene is set in Oklahoma in the summer of 1999, a season of some of the most damaging tornadoes on record. Do you simply say, "There was a big storm?" You could, but how about "hell wind," "black duster" or even "Oklahoma rain." That's significantly more colorful—and, hopefully, more memorable—than simply saying a big storm or even tornado.

I have several different reference books that I use frequently when I'm creating my own work or editing others'. My favorite thesaurus is *The St. Martin's*

Roget's Thesaurus of English Words and Phrases. The most recent edition, I believe, is 1965, but it's still widely available on the internet. And trust me; it's well worth purchasing a copy. A friend recently gave me a copy of *The American Thesaurus of Slang*, and I'm having fun with that one, too. I frequently dive into *2107 Curious Word Origins, Sayings & Expressions*, and since I'm a World War II buff, my copy of *FUBAR: Soldier Slang of World War II* is nearly always within reach.

Have fun with your words. Be creative. Be ready to smile when someone comments about something you wrote by saying, "Gee, I never thought of saying it like *that*."



WORD OF THE MONTH

PALIMPSEST: ['paləm(p),sɛst]; NOUN

- 1: writing material (such as a parchment or tablet) used one or more times after earlier writing has been erased
- 2: something having usually diverse layers or aspects apparent beneath the surface.

"Canada ... is a palimpsest, an overlay of classes and generations."— Margaret Atwood

(definition courtesy of www.merriam-webster.com)

Courtesy of Jenny Margotta, editor



Planning Your Book

An inside look at the full process this author took to complete her book goal. Not all authors go through this process, but many aspects will be things to consider as you become self-published.

My next book, *Your Happy First Draft*, is at the printing house now and I'm awaiting my first copy with eager anticipation. ***Your Happy First Draft*** has been such a long project — conceived of five years ago, written two years ago, edited, polished, and assembled over the last two — that my head is still finding it hard to believe the work is done.

The book will go on sale. Later this month, I want the hard copies in my hands before I set the date! But in the meantime, let me tell you five lessons I learned in the process. I think you'll find these lessons useful.

1-Allow way more time than you think wildly possible.

I'm embarrassed that producing this book took me five entire years. On the other hand, I kept my (very busy) consultancy running while I did it with no disruption to my clients. That's a win! As well, I managed a host of personal issues, including a month-long trip to Australia/New Zealand. Luckily for me, my deadline was self-imposed and therefore flexible.

If you're working on a long-form project, just be aware that things *always* change at the last minute and that things *always* go wrong. You have to be able to roll with whatever life throws at you and still fit in work on your project.

2-Have a rock-solid system for storing your research.

I made a serious mistake when I started this book. I didn't have a good system for storing my research. Ironically, it wasn't until I began *writing* the section on research that I understood my error. Even though I had hired two researchers to help me with the book, I ended up asking them do some of the work *twice* when I discovered gaps in my citations section. Rookie mis-

take! The storage tool I discovered as I was writing my research chapter is [Evernote](#). It gives the flexibility most writers need.

3-Use professionals.

I hired many professionals to help me with this project. Here is the list:

- ◆ Two research assistants
- ◆ A copy editor
- ◆ A professional proofreader
- ◆ An indexer
- ◆ An illustrator & cover designer
- ◆ A desktop graphics editor
- ◆ A videographer

The book is published by my own publishing company, but I didn't cut corners or *scrimp* on costs. The professionalism shows in the finished book.

4-Ask others for help.

Of course, I ran into problems along the way. But I wasn't afraid to ask for help from family, friends, and readers. I had 12 dedicated beta readers who gave me incredibly valuable feedback on my ~~erappy~~ happy first draft. As a result of their advice, I made numerous changes throughout, significantly rewrote two chapters and added two additional ones.

As the great journalist and broadcaster Walter Winchell put it: "A real friend is one who walks in when the rest of the world walks out." Count on your real friends. They will always help you.

5-Expect promotion to be the *hardest* part of the job.

Most people expect that the hardest part of writing a book is, well, writing the *dang* thing. In fact, that's easy-peasy compared to the work of promoting it. I'm currently writing a sales page for the book and working with a wonderful team of 20 book-launch volunteers who have offered to help with promotional efforts.

Continued next page

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Then, last week, I spent *four hours* at a production studio where friends and family helped me create a promotional video for the book. This expensive and time-consuming idea occurred to me less than a month ago, but I know from the experience I've had with my weekly video about writing — [The Write Question](#) — that many love the video format.

Watch this space to learn the sale date — when I have my first box of *Your Happy First Draft* in hand.

(Congratulations to those of you who have your first book. We'll enjoy the journey with Daphne next time.)



Again, I CAN HARDLY WAIT!

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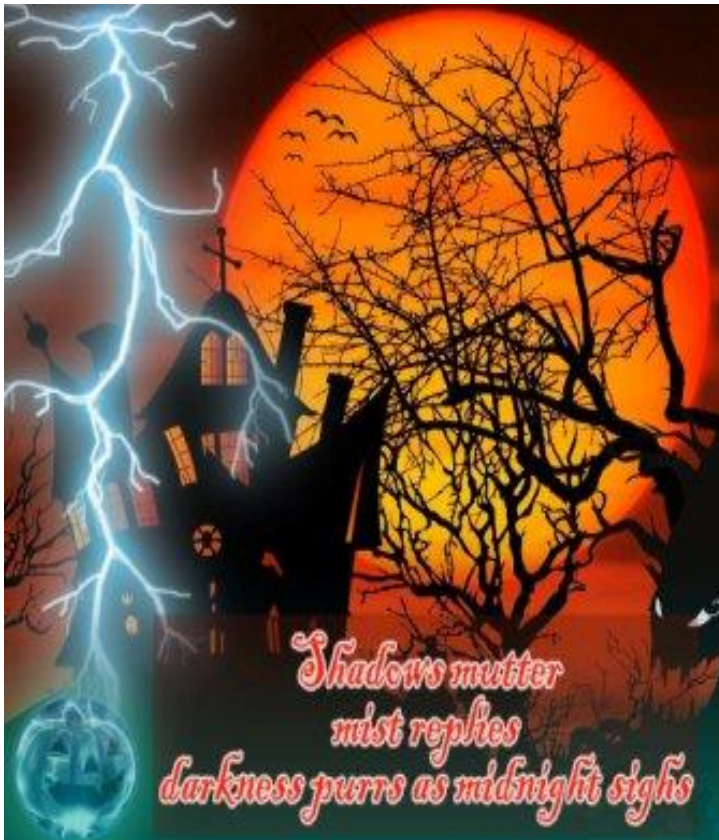
This newsletter is

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Web: <http://www.publicationcoach.com>

Skype: publicationcoach



Welcome!

Our Newest Members

Amelia Hansen

Mia Ramirez

Jemma DeSantis

Robert Young

Robin Celaya

Laura Lagasse

CELEBRATE OCTOBER

Is it customary for you or your family to celebrate more than birthdays and holidays? Seems like we have an occasion for every day of the year—and then some.

A few of the National Days in October:

- | | |
|------------|----------------------------------|
| OCTOBER 3 | WAS NATIONAL POETRY DAY |
| OCTOBER 13 | NATIONAL FOSSIL DAY |
| OCTOBER 15 | NATIONAL GROUCH DAY |
| OCTOBER 18 | NATIONAL CHOCOLATE CUPCAKE DAY |
| OCTOBER 20 | NATIONAL DAY ON WRITING |
| OCTOBER 23 | SLAP YOUR ANNOYING CO-WORKER DAY |
| OCTOBER 26 | NATIONAL PUMPKIN DAY |
| OCTOBER 31 | HAPPY HALLOWEEN !!!!! |

BARSTOW'S SENIOR CENTER LOOKING FOR CRAFT VENDORS

ATTENTION CRAFTERS



The Barstow Senior Center
 Will be hosting a
CRAFT FAIR
 On Saturday, October 26, 2019
 From 9:00 am to 3:00 pm
 Table Fees are:
 \$10 for Senior Center Members
 \$20 for non-members



There are a limited number of spaces
 available with electricity
 Please contact Joyce at the
 Barstow Senior Center
 To arrange for a table or for more information
 760-256-5023

The Barstow Senior Center will be holding their annual "Fall Into the Holidays" Craft Fair on Saturday, October 26, and would like to invite you to be one of their vendors.

The Craft Fair will open from 9 am to 3 pm, and you will be able to set up beginning at 8 am. A 6' x 2 1/2' table is just \$10 for Barstow Senior Center members, or \$20 for non-members, and they ask for your donation of a raffle prize. They have 8 tables available with electricity for an additional \$10 fee.

The registration form is below. If you are interested in participating with them, just fill out the form and return it to the Bartow Senior Center, ATTN: Joyce, 555 Melissa Ave., Barstow, CA 92311, with a check payable to BSCC to reserve your table ASAP.

If you have any questions, please contact Joyce Brady 760-256-5023, or email at barstowscs@hotmail.com.

Go to: <http://www.barstowseniorcenter.com/Special-Events.html>

Note: I was on deadline and searched all over for their registration forms, but you can just call Joyce to find out the details if you wish to host a booth.

~~ Rusty LaGrange

MEET THE AUTHOR



MONDAY,
 October 14, 2019
 10 AM
 Barstow Senior Center
 555 Melissa Ave.
 Barstow, CA 92311
 760-256-5023

Yup.
 That's Michael featured for the club's guest speaker on Monday

Michael Raff discovered his flair for writing at the age of thirteen while living in Chicago. He relocated to southern California in 1968, and attended creative writing courses at Cypress College. He became a licensed psychiatric technician in 1974, and worked at several state hospitals before retiring in 2007. After publishing his romantic memoir, *Special*, in 2011, he completed three horror anthologies, *Seven: Tales of Terror, Scare Tactics* and *Whreds*, followed by his novels, *Skeleton Man*, and in 2019, *Stalkers*, an entire book inspired by a nightmare. In 2015, along with Roberta Smith, Michael founded Nevermore Enterprises, a partnership to promote their various books and activities. A member of the worldwide Horror Writers Association, Michael has remained active in the High Desert Branch of the California Writers Club, serving on their board in such capacities as Vice President, and Membership Chair. He lives in Hesperia with his wife Joyce and their hyacinthine of aninals.



I'm B-A-C-K...

Events Ahead > Book Fairs & more

OCT — DEC ACTIVITIES

- Oct. 8 HDCWC Board meeting
- Oct. 12 HDCWC regular meeting
- Oct. 12 High Desert Book Festival at Hesperia Civic Center
- Nov. 12 HDCWC Board meeting
- Nov. 16 HDCWC regular meeting
- Dec. 10 HDCWC Board meeting
- Dec. 14 Scrooge & Holiday Feast

(dates may change)

The Inkslinger goes dark for December

OUR OWN YOUTUBE CHANNEL

Here's the link to the channel:

<https://www.youtube.com/channel/UC28XLtEK5oBNq5gW2Zy1ssg>

Managed by Joan Rudder-Ward

GET YOUR FAIRS IN ORDER

Be sure to share your up-coming book fairs and book events so we can enjoy the news with you. Time to plan for holiday sales and stock up with purchases of your favorite local authors.



Order extra copies of our HDCWC anthologies for your bookshelf, your gifts, as a Senior Center donation.

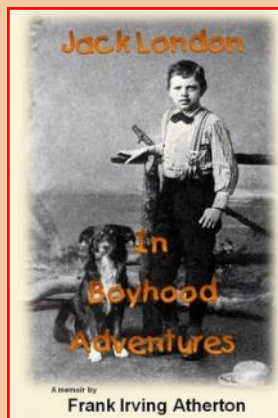
Titles can be found on Amazon.com

Pre-orders can be delivered at our regular meetings.

JACK LONDON IN BOYHOOD ADVENTURES

— A document found stashed away in a box of mementos, recounts the downhome early years of a famous California boy and his pal. They find life full of serious & frivolous days of summer in early Oakland.

First Printing now available for only \$13.35 at Amazon.
\$13.08 at Barnes & Noble.



www.JackLondonInBoyhoodAdventures.com



Remember we now offer PayPal as a payment method for dues and purchases.

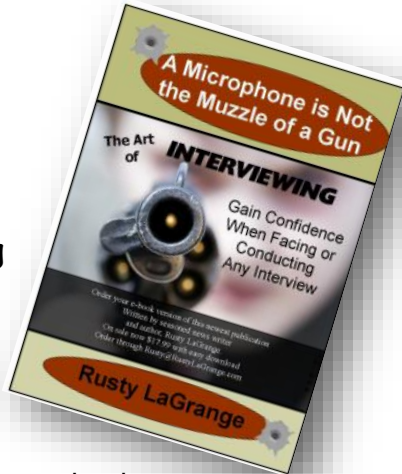
Member Services

Hot off the Press

A MICROPHONE IS NOT THE MUZZLE OF A GUN



- Chapters created just for the Indie Author
- The Skills for Reading Body Language
- Your Best Tabletop Style for More Sales



Be the first to own my new book:

A Microphone is Not the Muzzle of a Gun. I've collected many of the tips and tricks of interviewing, comparing interviewing styles, gaining confidence when using a mic, how authors must now face the public for better sales, and more.

NOW ON AMAZON.COM JUST \$17.95

Take advantage of your membership benefits
Free advertising & free posting of your book titles, your latest project, your free PR author's webpage & other free & fantastic benefits!!

Because you belong to CWC High Desert Chapter.

Contact a Board Member, our Webmaster Roberta Smith, or review your Benefits Booklet online: www.HDCWC.com

**Do you provide a service that could benefit other writers?
Send a JPEG file of your business card or ad to Rusty@RustyLaGrange.com. We'll advertise it free of charge!**

Editor



Rusty LaGrange

Editor of the CWC's The Bulletin

next issue is mid-November

Notes From the Editor

With the holidays coming fast, it's time to get into book fairs to promote early, and prep for larger sales. Watch for book signing opportunities, offer to help a fellow CWC member if they are a solo author. Networking opportunities are available thru your local cities. I just joined my second local entrepreneur group to network with other small home crafters and "Boss Moms"— or search MeetUp.com to keep in our loop. Have you joined our HDCWC MeetUp.com group? It's free and helps to keep you abreast of news and updates in between The Inkslinger issues. Happy Halloween!

Submitting to *The Inkslinger* is easy. Use Microsoft Word, single-spaced, 11-point Arial font, please. The email address for submissions is Rusty@RustyLaGrange.com. Articles and stories between 300 to 700 words are accepted. Photos, poetry, and drawings are always welcome. Please avoid sending items that were embedded in other media. Call me to discuss an article or idea, 760-646-2661.

**November's submissions are due Oct. 23
December issue is dark. Submit Jan. 2020 items by Dec. 23**