



The Chesapeake Bay Chapter of The Virginia Writers Club



Bay Writers News

Volume XXVI • Issue 2

In This Issue

A Message from the President	2
Networking Opportunities	3
Critique Groups	4-5
Williamsburg	
Northern Neck	
Kilmarnock	
Membership Renewal Form	
Upcoming Meeting CBW Events	6-7
Marketing Opportunities	8
Chesapeake Style Book Reviews	
Writers In Style	
Neal Steele Radio Opportunity	
New Members	9
Member News	10-12
Giving Back to the Community	13
Getting Your Book Reviewed	14-15

CBW Events in April, 2019

Tuesday, April 2 at 7 PM

“Aha! Moments: Inspiration through Haiku”,
Sally Stiles,
Yorktown Library
See Page 6 for complete details

Tuesday, April 16 at 1:00 PM

“The Five Bios You Need on Social Media”
Nate Hoffelder
Essex Library in Tappahannock
See Page 7 for complete details



Giving Back to the Community
CBW member Gwen Keane and Cowboy at a book signing in Kilmarnock, Virginia. Read their story on Page 13.

Founded in 1991, Chesapeake Bay Writers is a chapter of the Virginia Writers Club. We serve writers from the Middle Peninsula, Northern Neck and Williamsburg area.

A Message From Our President



Let's Talk About Editing

When writing your manuscript, be it fiction or nonfiction, short story or novel, we all have different writing techniques. Some people use pen and paper before their work even touches a computer while don't begin to reread their work until it's completely finished. Personally, I write as much as I can for as long as I can (until my fingers are ready to fall off) and then I review what I wrote before I start again the next day. However you work, editing is an extremely important part of the writing curriculum.

Critique groups have been found to be extremely helpful to authors of all genres and lengths of works. Most of them work off a quid-pro-quo situation. Each group member will submit a piece of work for the others to review and then go over. Some groups are more time conscious and do multiple pros per week, while others are more leisure and concentrate on a specific author per week before alternating. Find a group that matches your pace. Don't be afraid to find a new group either if your first one is going either too fast or too slow for you.

I work with four critique partners. We exchange 2500 words per week on Mondays and then we have two Fridays to send back the critiqued documents. Our group works specifically in Microsoft Word and use Track Changes to make our edits and suggestions. If one of us has a life issue or is in the process of publishing, they can step aside for a time and then come back to the group when they're ready.

What a lot of writers don't realize is that it is suggested to have another group look at your completed work before being submitted to your Editor. This group is called your Beta Editors. You want two to three Betas to read your full manuscript from start to finish. These Betas should not have read any precursory pieces or be a part of your critique group. You want an unbiased opinion too, so it's not suggested to use a sibling, parents, or spouse.

My Betas are ruthless. I have a published author in New York, who also uses me as a Beta, and an unpublished friend from college, whose collection of books could rival the Library of Congress. Though my aunt is one of them, she's probably the strictest one. You want point-blank critiques and, while some might be disappointing, they will help you develop your manuscript in the end.

Finally, you can send your work off to an Editor. Whether this is a paid professional or supplied by your publisher or literary agent, make sure you have an Editor you trust and don't be afraid to have an open dialogue with them. If you question a decision by your Editor, make sure they know why and vice versa.

If anyone has further questions regarding critique groups, Beta Editors, or Editors, please don't hesitate to reach out to me. I'm happy to help you find a support group that is right for you.

Grace

March - April 2019



Writers Happy Hour Every Wednesday!

Join us every Wednesday from 5:15-7 p.m. at a different location in Norfolk's Ghent neighborhood for an informal get-together where area writers and Muse teachers, students, and friends enjoy conversation, camaraderie, and drinks. Feel free to let us know you're coming on Facebook: www.facebook.com/TheMuseWritersCenter.

We're Open on Tuesdays, Wednesdays, & Thursdays!

In addition to being open Tuesdays from 10 a.m.-7 p.m. and Wednesdays from 12:30-5 p.m., we are now open to the public on Thursdays from 1-9 p.m. Come join us and write, read, or learn more about The Muse. The Muse Writers Center is at 2200 Colonial Ave. Suite #3 in Norfolk's Ghent neighborhood (23517)—in the Ghent Market Shops.

Join The Writers Reservoir on Facebook

Visit and connect with other writers and share articles, essays and personal experiences about being a writer in the world today as well as information about places to submit, contests, conferences, and more. The Writers Reservoir is more than a writers' resource, it is a writers' community! It is a place where writers can share, learn, connect and find that often elusive creative spark. The Writers Reservoir is an open Facebook group. All writers are welcome to join and send invitations to join.

Northern Neck Open Mic

New opportunity in the Northern Neck!
Third Saturday 1-3 p.m.
Lancaster Community Library
Call Dave Cariens at 804 435 7065



First Tuesday Open Mic Poetry Newport News, VA

Presented by Aromas Coffeehouse and
Word4Word Poets

Join us in this family friendly venue with work
you'd like to share.

Sign-up @ 6:30 pm Poetry@ 7:00 pm
We love, support, and encourage
First Time Readers.

Email for Challenge!
Hosted by: Ann Shalaski ashalaski@msn.com

Aromas Coffeehouse,
706 Town Center Dr
Newport News, VA

Open Mic 2nd Sunday 1-3 p.m. Mathews Memorial Library 251 Main Street, Mathews, VA

Do you enjoy books on tape? Or, love a great
short story or an inspiring or humorous poem?

If so, come to Open Mic at the Library and hear local writers read their original work. Coffee, tea and light refreshments will be served. The events are free and open to the public. The Library invites all writers in the area to participate in the Open Mic.

Arrive on time to sign up to be included on the program. Readers will be limited to one of the following: prose up to 2,500 words, five poems of no more than 50 lines each, or five haiku. No book chapters please, unless they stand alone as independent stories. Mark your calendars and plan to enjoy the works written by the many talented writers living in this community. (804) 725-5747.

Northern Neck

Rappatomac Writers Critique Group

Lancaster Courthouse
1st Thursday, eat at 11 a.m., share until 2 p.m.
(Lancaster Tavern, Route 3 in Lancaster Courthouse)

Tappahannock

3rd Thursday, eat at noon, meet 1-3 p.m.
(Java Jacks Cafe, Route 360/17 in Tappahannock)

- Join us and find out what's happening in Chestnut Springs, when Carol shares a new chapter. Try to figure out who did the crime and why?
- Discover how RuthE updates her novel, Memorial—which takes place in Northumberland County—as she prepares for publication.
- Join Mary Ann as she writes about her near death journey, while working in Silicon Valley. Learn about her progress as she finds and shares ways to heal.
- Allow your funny bone to be tickled by Don's poetry...and prepare to plumb depths of your feelings as well.
- Follow the Marine in Vietnam as Edgar places you in the middle of the action in his new novel.
- Journey back centuries in time when Ann shares chapters from her Joan of Arc novel.
- Pam will transport you back into your childhood when she reads from her coming of age novel.
- Ellen will paint poignant poetic pictures while you listen with rapt attention
- Encourage Randy as he prepares to write about his local ancestor in 2019 issues of Chesapeake Style.
- You will find yourself on board his boat in Joe's profound poetry and stories.
- Since Jerry moved to California he continues to send his acerbic, humorous or thought provoking essays for us to critique. Come, listen, comment and enjoy!
- Put on your commentary, critique, or contribution chapeau and prepare to participate...
- You will find your imagination stimulated and your Muse awakened.
- First Thursday in Lancaster CH, at Lancaster Tavern, 11 to 2 p.m.
- Third Thursday in Tappahannock, at Java Jacks, noon to 3 p.m.
- Contact Janet Fast, chestyle@hughes.net with any questions.
-

Kilmarnock

Join the Kilmarnock Writers Critique Group at the Lancaster Community Library.

With the right critique group you can learn exponentially, shaving years off the learning curve. Not only do you get some quick and honest feedback on what you've written, but the act of critiquing someone else's manuscript can teach you a great deal about what works and what doesn't.

We meet monthly. Manuscripts are submitted ahead of time so our members have a chance to review them before the group meets.

Contact David Cariens at DCariens@gmail.co or 804 435 706

Williamsburg

Williamsburg Writers Critique Group 2nd and 4th Thursdays 1 p.m.

The group meets at the home of Elizabeth Brown. Members email their work to all members around three or four days in advance to give others time to review it. The average length is six to ten pages. The other members review and critique the work and come prepared to give oral feedback to the writer. Some bring a hard copy to support their thoughts and others send emails with their remarks. Each writer has a turn getting feedback and critiquing all the others. The average time we meet is two and a half hours. If you don't have any work to submit that week, that is fine. We all have down times. All remarks are meant to be helpful and to support the writers in their quest to improve their art. If you have any questions or you would like to attend, please contact Elizabeth by email ecomptonlee@yahoo.com or phone 804-654-1117.

The Williamsburg Writers Gathering - 3rd Tuesday, 10-noon

This group of writers--published and working to be published-- offers encouragement, support, and shares information in our rapidly changing world of writing. WWG meets the third Tuesday of each month from 10 to noon at the Williamsburg Regional Library in Room B. There is no sign up, membership, or dues. We get together to discuss the Art and Business of writing and are never quite sure what direction our conversation will take us. All are welcome. Contact: Lou Hamilton. louhamwrites@gmail.com

Renew Your Membership

New Combined Form for Membership Renewal and New Members

The Dues Renewal and New Member Form for 2019 is online now at www.chesapeakebaywriters.org. We're using the same form for new and renewing members. This will help us set up a new database to review members' interests and volunteer availability, as well as to update basic contact information. Members who do not renew by March, 2019 will be removed from the membership roles.



Please invite your writer friends to join and send your renewal in promptly! Next year's programs are based on the dues received by our January Board meeting and the information you provide about your interests.

We look forward to a great new year of writing for all of us!

Interested in CBW Membership?

Visit our *Why Join* page now to learn more or our *Membership and Dues* page to become a member today!

April 2, 2019 Event

Tuesday, April 2 at 7 PM “Aha! Moments: Inspiration through Haiku”

Sally Stiles to speak in honor of National Poetry Month



Chesapeake Bay Writers and Yorktown Library will present Sally Stiles: “Aha! Moments: Inspiration through Haiku,” Tuesday, April 2 at 7 PM at Yorktown Library, 8500 George Washington Memorial Highway, Yorktown. The program is free and open to the public.

Sally Stiles has called four continents, six countries, eight states and one small trawler home. She holds an MFA from Vermont College of Fine Arts and has taught and published poetry, fiction and non-fiction, including hundreds of magazine articles. She worked in New York City as an editor and advertising executive. Among her five published books are two volumes of haiku.

Her interactive program will lead you to seek aha! moments through haiku which can enrich and add depth to your work as a writer.

The CBW Chapter of The Virginia Writers Club: The CBW Chapter is an organization of writers, poets, screenwriters, playwrights, journalists, essayists, and publishing professionals. Its mission is to support and stimulate the art, craft and business of writing, as well as advocate the literary arts. Chesapeake Bay Writers has not filed for formal nonprofit status, so contributions may or may not deductible depending on individual circumstances.

The Virginia Writers Club: VWC Membership is independent of CBW Chapter Membership and requires a separate application and dues payment. If you wish to join the Virginia Writers Club (VWC), go to: <http://www.virginiawritersclub.org/page-946497>.

You must be a member in good standing to be eligible to enter contests sponsored by the VWC.

April 16, 2019 Event

"The Five Bios You Need on Social Media" Tuesday, April 16 at 1:00 PM at the Essex Library in Tappahannock

Chesapeake Bay Writers will present Nate Hoffelder speaking on "The Five Bios You Need on Social Media" on April 16 at 1:00 PM at the Essex Library in Tappahannock, VA.

An author's social media bio is just as important as business card. It's the first thing people will look at after reading an author's post on Facebook, and that makes the bio the first chance to make a good impression. Find out how to use your bio to get readers interested in you and your books.

The program is free and open to the public.

Nate Hoffelder has been building and running Wordpress sites since 2010. He blogs about indie publishing and helps authors connect with readers by customizing websites to suit each author's voice. You may have heard his site, The Digital Reader, mentioned on podcasts such as The Creative Penn, Wordslinger, or Sell More Books Show. In his spare time, he fosters dogs for A Forever Home, a local rescue group.



Chesapeake Bay Writers Board of Directors 2018-2019

President, Grace DeLeesie

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Vice President, Ellen Dugan

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Newsletter Editor, Jeanne Johansen

(804) 815-6805 j.johansen@hightidepublications.com

CHESAPEAKE *Style* MAGAZINE

Would you like to see a review of *your book* printed and distributed in 10,000 copies, to 300 locations in the Chesapeake Bay Region?

Chesapeake Style offers *Books in Style* reviews for any Virginia author. Preference is given to members of CBW and the critique groups.

Email **chestyle@hughes.net** for Guidelines and Deadlines if you wrote a book and want it reviewed.

Then, ask someone to write a 500-word review according to the guidelines. Send the review with a graphic of the cover to *Chesapeake Style* for publication.

You will be glad you did!

Radio Interview Opportunities

Neal Steele interviews a CBW author for his XTRA 99.1 FM CBW Second Monday Radio Show at about 8:05 a.m. Email Tracy (tracygl@cox.net) to express interest in booking an interview. Provide your name, email, phone number, book title, and first choice for interview month. For additional information, and to see the complete checklist, please visit the Chesapeake Bay Writers website at :

<https://www.chesapeakebaywriters.org/cbw-radio-show-guide>



IN SEARCH OF WRITERS IN *Style*

Chesapeake Style magazine launched a new column, Writers in Style, with 500-word articles contributed by board members of the Chesapeake Bay Writers. The opportunity is being extended to members of CBW and associated critique groups to submit articles for upcoming issues.

The theme of the column is writing, and previous articles have been eclectic. They can be viewed in the *Chesapeake Style* archives at www.chesapeakestyle.com:

Chesapeake Style is published eight times a year, and 10,000 copies are distributed in April, May, June, July, August, September, and October, with 15,000 copies in November at locations throughout the Middle Peninsula and Northern Neck and at the Williamsburg General Store.

Please email submissions with a subject of Writers in Style to: Janet A Fast chestyle@hughes.net

Welcome Linda Partee



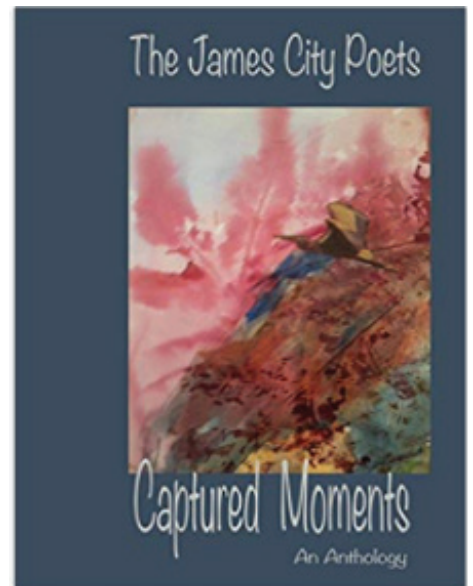
Linda Kennedy Partee is a retired educator from California who discovered a passion for writing, especially poetry, when she moved cross-country to Williamsburg, Va. ten years ago.

Enjoying the creative process as much as the product, her work speaks to the common human experiences--our memories, dramas, emotions, complexities and wonder.

A published essayist and poet, Linda is a member of the Poetry Society of Va., the James City Poets, the Williamsburg Poetry Guild, Creative Critique and the Chesapeake Bay Writers.

She continues to provide poetry instruction and workshops through the Osher Lifelong Learning Institute at the College of William and Mary, and has been a conference speaker at Christopher Newport University.

Linda's work has received a variety of commendations and awards. Her poetry is published in *Captured Moments*, available on Amazon.com.



Welcome Hope Murphy



Hope is an aspiring writer who lives in Cobbs Creek, Virginia.

She's taking journalism and writing classes and eager to improve her writing skills and being part of CBW.

She is also postmaster of the Hudgins Post Office.

Hope's writing interests include poetry, narrative non-fiction, and memoir.



Invite Someone To Join CBW!

Bob Kunzinger of Deltaville has a new book, *Blessed Twilight: The Life of Vincent van Gogh*, launched March 15, 2019.



Vincent wrote more than 2000 pages of letters to his brother and friends. Blessed Twilight streamlines those thoughts about life, love, art, and death exposing the artist's genius not only about his craft, but his philosophy about his place in the world. His words are more relevant today than in his own time

Bob is the author of seven collections of essays and multiple articles for various regional and national publications. After several dozen trips to Russia he wrote two collections of stories: the first, "Out of Nowhere," explores Russian people in the decade after the fall of communism, and the second, "Meanwhile in Leningrad," exposes the tragic and heartfelt lives of the veterans of World War Two who defended the city during the siege. In "Penance," a hugely successful book in the Czech Republic as well as the US, Bob spends nine days exploring Prague both as a professor at the university, and as a student of the Infant Jesus of Prague; and in "Prof: One Guy Talking," the New York native and Virginia resident bounces between his more than two decades on the front lines of the American higher education system and his years as a student at a small university in the mountains of Western New York. "Borderline Crazy" is one of two recent collections of work which includes award-winning essays which have been anthologized and several have been noted by "Best American Essays." And his collection of short work, "Fragments: Flash non-fiction" contains shorter non-fiction

work, each of which has appeared in national publications.

His work has appeared in The Chronicle of Higher Education, the Southern Humanities Review, World War Two History Magazine, Kestrel, as well as countless newspapers and magazines, and has been mentioned several times in Best American Essays as some of the most notable essays available.

Bob's writing has been described as "digressive narrative" (St Petersburg Times, SHR, Asian Journal Review), and praised by authors as diverse as Tim O'Brien and Arnost Lustig. He holds advanced degrees from Old Dominion University and Penn State University, as well as a degree in Journalism from St Bonaventure University. His articles have raised issues as diverse as the responsibility of society (the shooting of Gabriella Giffords), censorship (the Muslim cartoon scandal), obesity (an article personally praised by First Lady Michelle Obama), and he authored several about the 9/11 tragedy which have been syndicated at newspaper online sites throughout the world.

His latest book, *Borderline Crazy*, is a collection of essays which includes his hugely popular, award winning "Sliced Bread" as well as a novella-length work about his travels through central Africa entitled "Curious Men."

He lives near Deltaville, Virginia, and is a professor of humanities at Tidewater Community College and Saint Leo University.



Local Writer Recognized at Boating Writers International Journalism Awards in Miami



Ann Eichenmuller, a resident of the Northern Neck, received Third Place at the Boating Writers International Journalism Awards at the Miami Boat Show on February 14, 2019.

A contributing writer for Chesapeake Bay Magazine, Eichenmuller was recognized for her piece on Cocktail Class racing, a sport which has its origins on the banks of the Corrotoman River and is celebrated each May with the Urbanna Cup. She frequently highlights our local community in her writing, having published articles on the Rappahannock Art League, the Rappahannock River Waterfowl Show, and most recently, a cover story on Christchurch's highly rated Seahorses sailing team. Eichenmuller is also the author of two nautical mysteries set in Irvington, Virginia, *Kind Lies* and *The Lies We Are*, published by High Tide Publications. Her third novel, *The Lies Beneath*, is scheduled for release in May 2019. She is a member of Chesapeake Bay Writers and the Writers Guild of Virginia, and a frequent guest speaker for yacht clubs and other community organizations.

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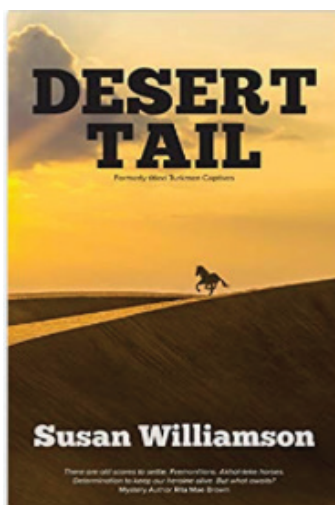
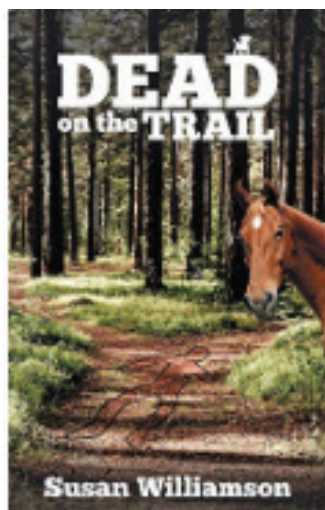
From Susan Williamson:

Dead on the Trail (a cozy mystery set on a horse farm in the Carolinas) was reissued by Blue Fortune Enterprises in December 2018.

The thriller *Tangled Tail* was published in the fall of 2018, it is a sequel to *Desert Tail* (originally published as *Turkmen Captives*) which was also reissued in 2018 by Blue Fortune Enterprises.

In *Tangled Tail*, Madelaine is fostering a teen they rescued from a human trafficking ring when Simon asks her help in a case of smuggling via horse which turns into so much more.

Desert Tail is the story of Madelaine Jones who flees from her burning home, and receives a mysterious letter about her husband's death. She flees danger in three continents to find the truth with the help of Irish Garda agent Peter Simon.



Member News

From Bradley Harper:

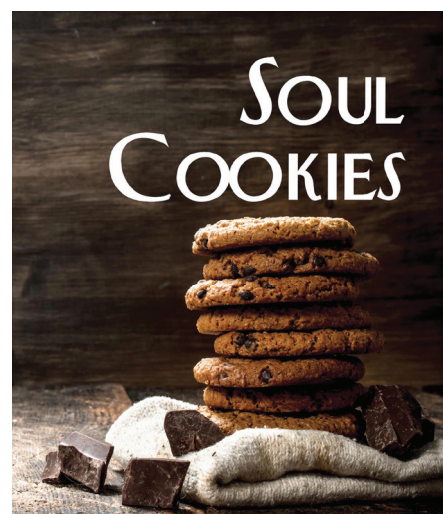


My audiobook, *A Knife in the Fog*, just won the Headphone ward from Audiofile Magazine for the category of Mystery and Suspense.

The novel is a finalist for the Edgar (Mystery Writers of America) for best First Novel by an American. The award ceremony is April 25 at the Grand Hyatt Hotel in New York City.

I've recently agreed to sell the rights to Japan to a Japanese publisher, Hayakawa Publishing Corporation.

Wish me luck at the Edgars!



THE POETRY OF
JANICE HOFFMAN

Janice Hoffman

Janice Hoffman's first book of poetry is launching June 11, 2019.

She is a member of CBW and holds bachelor's and master's degrees from Indiana University and has taught creative writing, expository writing, and literature in Indiana and Kentucky and now teaches at the Historic Triangle Campus of Thomas Nelson Community College in Virginia where she also co-hosts a monthly poetry reading. In 2017, she was runner-up for Poet Laureate of Hampton Roads. She is a member of several local writing groups, as well as the Poetry Society of Virginia and those of a couple other states.

She presents workshops on how creative writing enhances positive mental health. She lives in Williamsburg, with her husband, grandson, and two Chocolate Labs.

She is represented by High Tide Publications, Inc.

Mary Montague Sikes

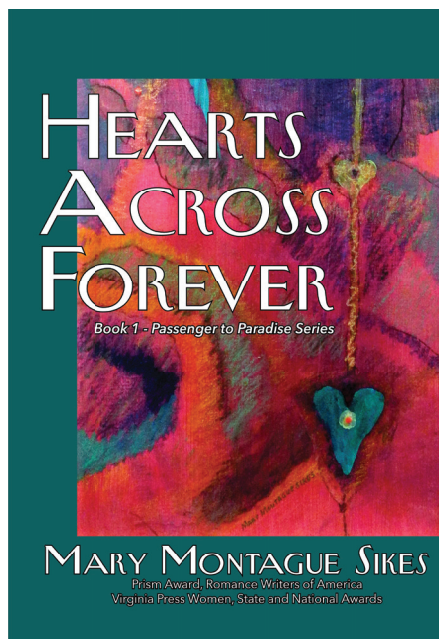
Hearts Across Forever (second edition, revised) is launching April 19, 2019.

It is part of the Passenger to Paradise Series:

Passenger to Paradise Series:

- 1- *Hearts Across Forever* – Jamaica
- 2- *Eagle Rising* – Sedona
- 3- *Night Watch* – Trinidad
- 4- *Secrets by the Sea* – Antigua
- 5- *Jungle Jeopardy* – Costa Rica, Central America

She is represented by High Tide Publications, Inc.



Synopsis for *Hearts Across Forever*

Kathryn Calder is dedicated to her NY city career until an unexpected assignment to Jamaica changes the path of her life. From the moment she arrives on the exotic island, she is haunted by odd memories from a distant past. Is Flynt Kincade, the stranger she meets in an art gallery, part of that past? Kathryn senses he is, especially when dreams connecting her with Flynt grow more vivid. A visit to Rose Hall Great Plantation draws Kathryn into a scene from long ago when evil reigned in Jamaica and the white witch of Rose Hall was a part of the danger. Can a love affair from old Jamaica reach across forever and bring Kathryn and Flynt together?

March - April 2019

How Cowboy Found His Forever Home

Book Proceeds to Benefit No-Kill Animal Shelter Project

Author Gwen Keane is an animal lover. On the board of directors of Northern Neck Partners for Pets (NNPP), a 501(c)(3) grassroots project in the Northern Neck, she was looking for a way to help raise funds. "NNPP has a vision to end animal cruelty and foster a shelter where unwanted cats and dogs can live without fear, hunger, or needless pain and suffering," Keane states. "There is no public funding for the long-term care of these animals. It falls on the private sector to supply these essential services."

Keane has personal experience in this area. She has adopted abandoned animals and recently fostered Cowboy, a beagle. "I thought his story might help others who are considering adoption, and raise money for the shelter."

She contacted Jeanne Johansen, owner of High Tide Publications in Deltaville. Johansen and Keane had worked together on other projects including Gwen's first book, *Local Color*, a history of growing up in the Northern Neck in the 1960's. "I wanted to do it," Johansen said. "We adopted an abandoned beagle and two cats. There is such a profound need for these unwanted dogs and cats. High Tide Publications does one or two projects a year for non-profits who are trying to raise funds. We donate our time to give back to the community we love so much."

Their collaboration resulted in *How Cowboy Found His Forever Home*. "We're not going to give away the ending," Keane said. "But it is a happy one." Neither Keane or Johansen took any payment. "All proceeds from the sale of the book will go to NNPP. It's our goal to sell 1,000 books."

The book was released December 10, 2018 by High Tide Publications, Deltaville, Virginia. It is available on Amazon.com, Barnes & Noble, or from the author. For additional information, contactcom. The website for NNPP is <https://northernneckpartnersforpets.org>.

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UPDATE: The day I agreed to foster the little stray Beagle, I named Cowboy, I never dreamed he would become a local celebrity. Cowboy is a rabbit hound who fell on hard times. I am on the board of The Northern Neck Partners for Pets (NNPP). We are always looking for ways to make money. I thought Cowboy's story would make a great book. A Working together with my publisher, "How Cowboy Found His Forever Home" was born.

The book came out in January and immediately was on Amazon's One Hundred List. I posted updates on Facebook. Then Cowboy became ill and I discovered how many people cared about Cowboy. After recovering from an infection, on March 16, he had his first book signing at The Blue Water Deli in Kilmarnock. People kept coming not only to buy books but those who already had bought the book wanted to just meet him. At the end of the day, we had received two more book signing events. So, this little Beagle, is now a local celebrity. Everyone seems to know Cowboy and the best thing is all of the fuss hasn't changed him at all.

"Playing Santa has taught me a lot about myself and made me a better person."

While in our modern world, threats by disease in an overcrowded city-space like Whitechapel are mostly behind us, we still have work to do. As a former MD who spends his time granting wishes in December, I believe my voice as a writer and a medical professional can help those fighting Cancer and other life-threatening diseases, especially the children.

Consequently, my donation-group-of-choice is Saint Jude's Children's Research Hospital. A portion of my author proceeds goes to support their mission. If you are so inspired to make a donation, I hope you will do so in the name of a loved one... or perhaps in honor of Dr. Joseph Bell.

From Bradley Harper's Website

"Giving Back"

<https://bharperauthor.com>

How do you give back to the community? Tell me your story so I can include it in the next newsletter.

Getting Your Book Reviewed

IMHO, lack of reviews will kill a book faster than anything -except a fire.

It is are enough to work on your book, edit it, find a publisher or do it yourself, and then the magic release date arrives. You leap out of bed, run to the computer, log on to Amazon (or whatever), and there it is! Your book, your name, and instant fame.

Your do this every morning and (shock!) no one is ordering or reading you book. Writer rejection! It's enough to make you hang up your keyboard.

So, after preparing for months, your release date and the ensuing days go off with a whimper. Not quite the bang you expected.

Why are reviews important?

As consumers, we look for validation. This is especially true for books. In traditional publishing, we ask for endorsements by well-known authors and public figures. They are a key element of our marketing. Whether you went the traditional, hybrid or self-publishing route, the success of your book rests on the readers who give your book a review on Goodreads, Amazon, and blogs.

This issue, we'll look at Amazon KDP Select

Amazon giveaways are still the reigning book promotion tool. There are dozens of sites that will post your free days. Most of them require a minimum number of reviews. Catch 22: You cannot promote your book without reviews, and you can't get reviews without promotion.

Go to the Amazon website and do your own research about their requirements. Even if you HATE Amazon, it is worth the research to understand what they can do for you. Even readers who order from an indie bookstore, or one of the big box stores like Barnes and Noble seek advice from reviews on Amazon. Learn to live with the fact that approximately 61% of new book sales (eBook and Print) go through Amazon. Use it to your advantage.

If you decide to use the Amazon giveaway program, here is a plan:*

There are two steps to this process. First, you need to make sure your book has reviews. Many of the sites that advertise Kindle giveaways require a minimum number of reviews (three, five, ten or, in some cases, more than twenty).

How do you get reviews? Send out a press release, well in advance of your book's publication, to any groups, online media, and reviewers who might be interested - including everyone you have ever known or met. Offer to send them a free PDF file, and make sure you have a dynamite summary that will get them interested. (Pester the people who have promised to write a review until they do. This is not the time to be shy.)

Now choose your free days on KDP Select

Once you have booked your free days. Send out notices to these sites. (Read their guidelines now. Many require advance notice): Note: This list was updated on 2/19/19

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 Reading Deals (Books only – no short stories)
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Book Bazaar at Kindle Boards - Join, and chat away.
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On the day your book is free, post on these Facebook Sites:

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#KindleBargain
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#freekindlebooks
#Readthis

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@IARTG (add #IARTG to any tweet you want them to retweet)
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@IAN_AuthorPromo
@AuthorNetwork
@asmmsg (writers circle)
@IndieAuthorNews
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That's it for this issue. Publishing your book is not the end of your work. You need to engage with your readers, keep your name and title out there, and make it happen. This column is the opinion of the newsletter editor and does not reflect an endorsement by CBW.

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Good luck!