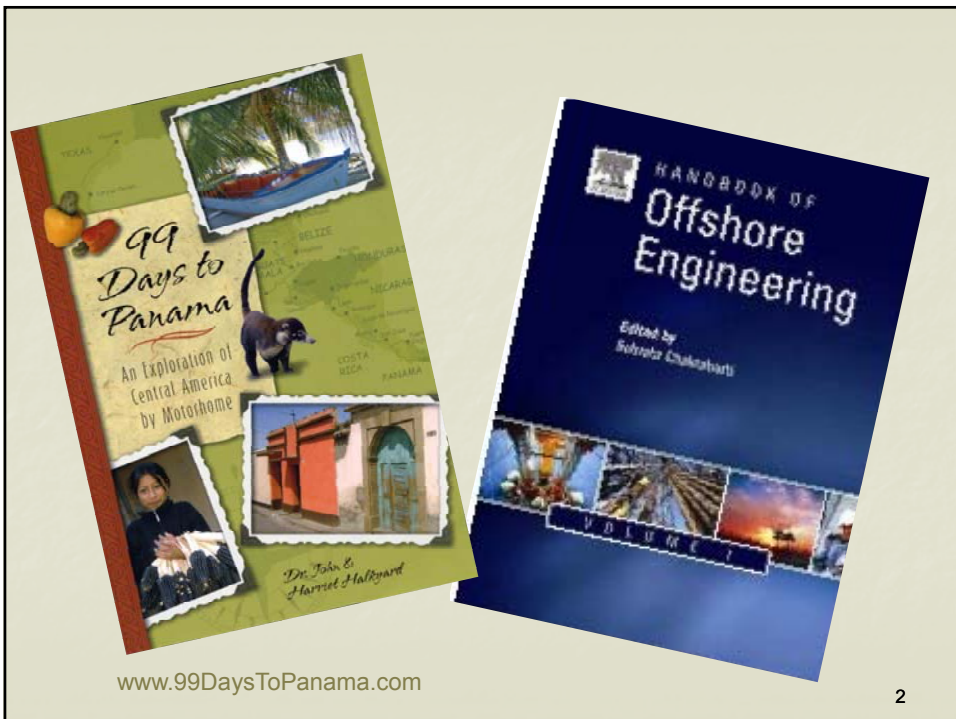


Welcome to the Writing Workshop

Escapees
Wyoming
2008

John & Harriet Halkyard
Info@BrindlePress.com

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ESCAPEES

Sharing the RV Lifestyle

www.escapees.com • September/October 2006

Ninety-nine days, seven countries

With a Dog and an RV

By Ann and Harriet Hayward #25039

You do not have to leave your beloved pet behind when you head to exotic places in your RV. Even though the bureaucracy of obtaining the proper paperwork can be a hassle, it's well worth the adventure and an experience never to be forgotten for you and your pet.

Harriet Hayward
100 Limestone Dr.
Livingston, TX 77341
Tel: 817-290-3836

Ann Hayward
100 Limestone Dr.
Livingston, TX 77341
Tel: 817-290-3836

Extra copies helpful!
In the border offices of each country, we were usually given document collection sheets at the dog's discretion. In the States I would make a copy of this paper in order to simplify the process on the way into the country. Several of the agents had never filled out this paper before and didn't even know what form to use. I had not been here for our second run so our USAID form was our way out of each country, as well. This is the form:

Hint #3
I learned to carry plenty of cash in mixed denominations as the consulates in Houston did not have change.

Continued on next page 78

www.escapees.com • September/October 2006 • Escapees 77

8 COUNTRIES IN 99 DAYS!

CENTRAL AMERICAN ADVENTURE!

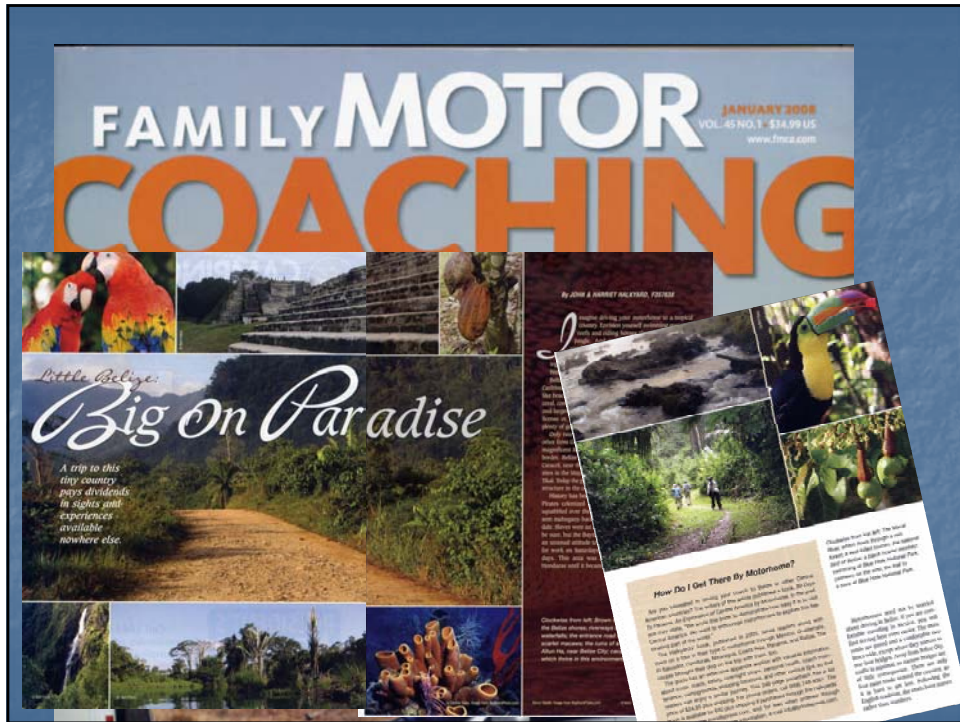
MotorHome

MAGAZINE

Fire and Water

99 Days to Panama and back — in a Class C coach!
by Harriet Hayward

After getting stuck in the sand for two hours, we made our way to the Briton del Mar Hotel at Ciudad Guaymín, where we spent the night sleeping, then walking at Copan, Guatemala. I worked in the crystal clear waters of the Caribbean which was teeming with fish (opposites below). The town of Chichomba, Guatemala, was a glorious site of Guatemalan and Mayan ruins during market day (below, left). In some areas of La Unión, Honduras, we saw more stereotypical motor vehicles (below, right).



Today's Topics

- Why are you writing?
- Where to start
- What's your Genre
- Finding your market
- Books and getting published
- Articles and getting them published
- General writing guidelines and tips
- Writing exercise
- Special guest

To start Why do you want to write?

- Writing for pleasure or profit?
- Hobby?
 - Vanity?
 - Family history?
- Second Career?
- Supplement your income?
- Have a business for tax deductions?

7

Which Medium?

- Internet
- Print

8

Internet

- Emails
- Web sites
- Blogs (HarrietHalkyard.Blogspot.com)
- Newsgroups (e.g. Yahoo Groups)
- Ebooks

9

Print

- Newspapers
- Magazines
 - Consumer (Readers Digest)
 - Trade publications (i.e. EscapeesRV)
- Books
 - Find a publisher
 - Be a publisher

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BOOKS

Who is going to read it?

Family & friends,
Other motorhomers/gardeners/horse lovers,
The world?

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BOOKS

Format

- Paperback
- Hard Cover
- Illustrated
- Photographs included
 - BW or Color?
- Coffee Table

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Book Publishing

- Self-Publish or Publishing House?

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Publishing Choices

- Large New York Publisher
- Medium Sized (specialty) Publisher
- Hire an agent
- Vanity Press
- Self Publish

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Publisher vs. Self-Publishing

- **Selling out to a publisher**
 - Must draft a proposal & find agent
 - 18 months to get off press
 - Advance against royalties
 - \$3,000+ for initial promotion
 - No royalties for 2-3 years
 - Little promotion by publisher
 - Lose control of book
 - Make less money
 - Book is in stores for 4 mos. only
 - No revisions allowed
 - Fewer tax deductions
 - Good possibility of rejection
 - You can concentrate on writing and promoting
- **Publishing yourself**
 - No wasted time
 - 5 weeks to print the book
 - No advance or royalties
 - \$2 - \$15000+ for printing/promotion
 - Money flows in 30 days
 - You can be sure book is promoted
 - Keep control of book
 - Make more money
 - Book sells forever
 - Always up to date
 - More business expenses
 - No rejection
 - Must run the business too

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Self-Publishing

- Shortest and most expensive route to publishing a book
- Writing is only a small part of the effort required
 - Layout
 - Cover design
 - Getting Blurbs (for back cover) and Reviews
 - Selling
 - Book tours / TV & Radio interviews
 - Business of taking orders / shipping / record keeping

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References to Get Started

1. "The Self-Publishing Manual", Dan Poynter
2. "Complete Guide to Self Publishing: Everything You Need to Know to Write, Publish, Promote, and Sell Your Own Book", Tom & Marilyn Ross
3. "Writer's Market", Kathy Brogan, Editor
4. "Travel Writing", Lonely Planet

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Writing (If you plan to publish)

- The Idea and Market Research
 - Write for the reader, not for you
 - Competitors – Visit a Bookstore
 - Ingrams Sales
 - Amazon sales
- Writing the Manuscript
 - 1st, 2nd etc. drafts
 - Peer Review
- Editing and Proof Reading (2-3 months)
- Galleys, Back Blurbs, Advance Reviews

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Production

(resource lists available from references)

- Cover – get a professional book designer
- Layout & Typesetting
 - Word Processing vs. Typesetting
 - Programs (QuarkExpress, InDesign)
- Photos & Illustrations
 - Color or B/W?
 - Adobe Illustrator, Photoshop
- Register title: www.Bowkerlink.com (ISBN)
- How much to charge (6 x printing costs!)
- Printing (POD or Press)

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Schedule from Manuscript to Market for Self-Publishing

- Short Schedule – 6 months
- Long Schedule – 18 months

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Marketing

- Join Publishers Marketing Association
www.pma-online.org
- Reviews
 - Pre-Publication
 - Post-Publication
- Web Site
 - Google Adwords and Google Print
- Amazon.com
- Publicity

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Advanced Reviews (Galley)

- American Library Association
- Library Journal
- Quality Books (Library Distributor)
- New York Times
- L A Times
- Publishers Weekly (not self-published unless handled by a distributor)

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Early Book Reviews

(ready to send when books come off the press)

- Library Journal
- New York Times
- San Francisco Chronicle
- Washington Post
- American Book Review
- Baker & Taylor
- Booklist
- Chicago Tribune Books
- Feature News Service
- H. W. Wilson Company
- Independent Publisher
- Los Angeles Times Book Review

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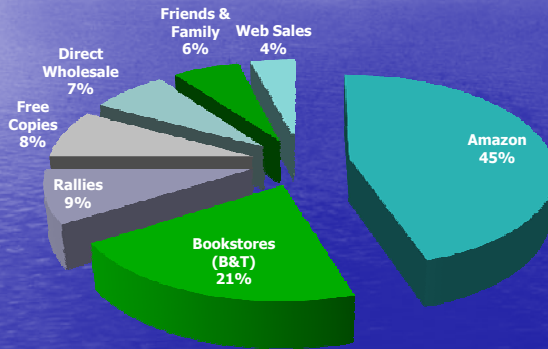
Distribution

- Direct Sales (e.g. RV Rallies)
- Amazon.com
- Fulfillment Houses (APG group)
- Distributors
 - Exclusive or Non-Exclusive
- Wholesalers
 - Baker & Taylor
 - Quality Books
 - Ingram

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Where Do The Books Go?

99 Days to Panama



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How Many Books Can You Sell?

- Poynter says a decent non-fiction book will sell 2000 in the first year!
- We sold about 1200 (Market too narrow!)
- Mike and Terri Church sell a press run of 3000 books in about two years for successful titles, unsuccessful titles take longer!
- Sales decay in subsequent years. 50% in second year.

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How Much Can you Make Writing Books?

- Through publishing house
 - You get 5-15% Royalty
- Self-Publish
 - Through distributor you get 35% of retail
 - Through Amazon or wholesaler you get 45%
 - Selling to retail stores you get 50-60%
 - Selling direct retail you get 100% (less special discounts)

These are your gross receipts not including costs of printing, shipping, etc.!²⁷

Example Self-Publishing Income (one title – first edition)

	Black & White PQN (Digital)	Black & White Press	Full Color Asia	POD B&W	POD Color
Pages	224	224	352	352	352
Copies	500	3000	3500	1	1
Cover Art	\$1,500	\$1,500	\$1,500		
Typesetting & Layout		\$3,000	\$6,000	DIY	DIY
Photo Editing		\$500	\$3,000		
Printing	\$2,178	\$7,233	\$15,000	11.04	58.8
Shipping	\$50	\$500	\$1,500		
Total Production	\$4,728	\$12,733	\$27,000	\$ -	\$ -
Cost per book	\$7.46	\$4.24	\$7.71	\$ 11.04	\$ 58.80
Price (example)	\$13	\$18	\$25	\$20	\$70
Free Books (Review, etc.)	30	300	300		
Direct %	100%	15%	15%	100%	100%
Distributor %		85%	85%		
Revenues Direct (100% revenue)	\$6,110	\$7,290	\$12,000		
Revenues from Distributor (35% Revenue)	\$0	\$18,590	\$30,600		
Total Revenues	\$6,110	\$25,880	\$42,600	\$ 20.00	\$ 70.00
Fulfillment Expenses	\$940	\$5,400	\$6,400	\$ 5.00	\$ 5.00
Gross Profit	\$1,442	\$7,748	\$3,200	\$4	\$6
Marketing & Promotion	??	??	??	??	??
Your Labor	??	??	??	??	??
Net Income	??	??	??	??	??

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Public Relations

You have to sell your book

- Press Kit: News Release, Bio, Reviews
- Newspapers & Magazines
- Book Tours with Signings, TV and Radio
- Book Clubs
- Seminars

29

- You only make money if you publish several titles and/or several editions!
- You probably need a distributor
- "Stick & Stay & Make it Pay!"

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Opportunities for Rookies

- Personal journal
- Correspondence to friends
- Letters to the Editors
- Local “free” paper
- Club newsletters

Usually uncompensated!

Try to get a by-line as a reference for the next step.

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The Next Step
Getting a by-line and
getting paid

City newspapers
Trade Magazines
Consumer Magazines

Know your Market

Vocabulary

"Motorhome"
"Motorcoach"
"Motorcaravan"
"RV"

33

Timing

Events / Rallies / Holidays
Seasons

34

The Query Letter

You are selling your idea for an article.

It is not recommended that you send a spec article unless a publication requests it.

35

Research

- Know the publication
- Have the name of the editor
- Know the kind of articles they use
- Study the writers' guidelines

36

Writers' Guidelines

- Read them.
- Read them again, every last word.
- Follow them.

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The Query Letter

- The idea
- Embellish
- Why it is suitable for their publication
- Who you are and why you should write it
- Available "at your regular rate"
- This is an exclusive submission
- Thank the editor for his/her time

38



Include

- Where they can read your Clippings
- Sample images

- Set up a personal web page with copies of your clippings, bio. etc. with [hyperlink](#)

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Rejections

Don't let them get you down.
Use them.
Send a quick reply asking if they know a
publication that might be interested in what
you have.

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Follow-up

If you have not heard from them

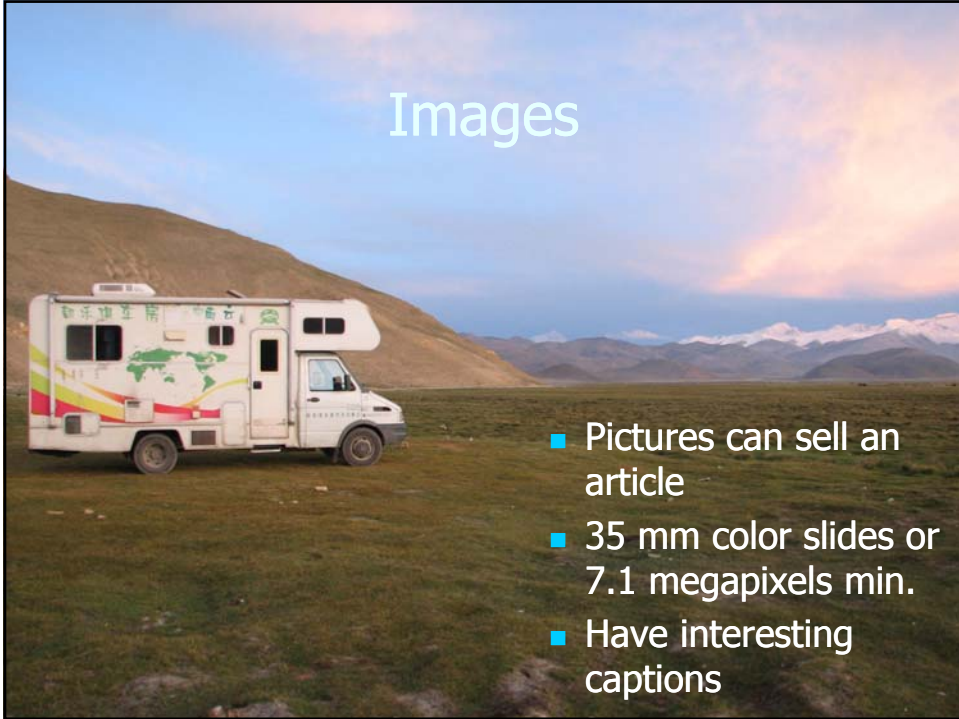
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Snailmail ?

- Some publications prefer mailed queries (Motorhome)
- Do include your clippings
- Do not include "clever items" or gifts

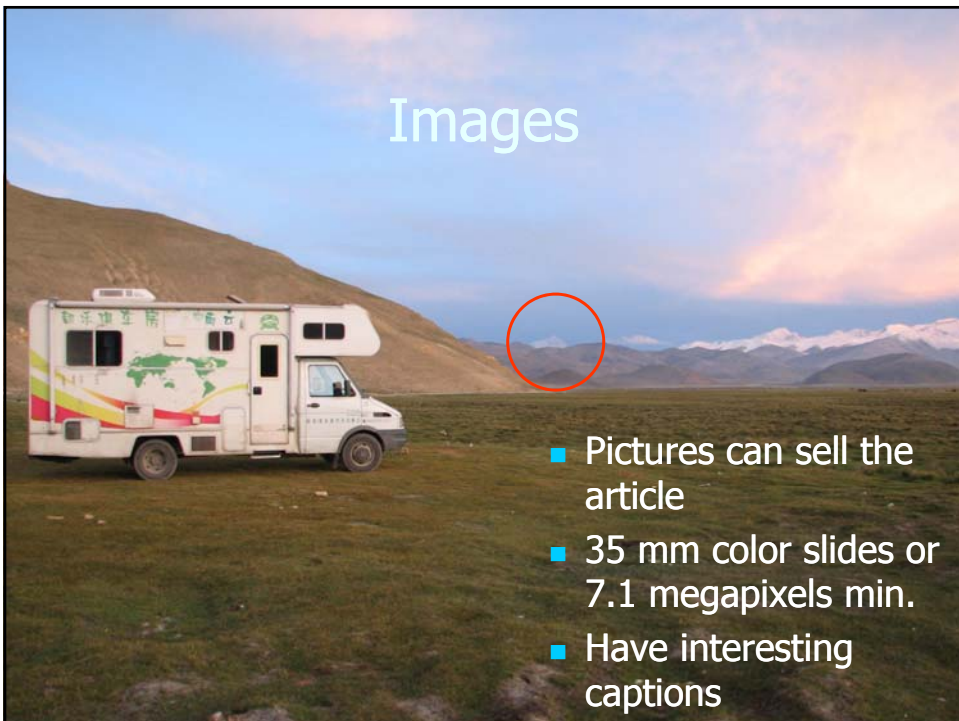
44

Images



- Pictures can sell an article
- 35 mm color slides or 7.1 megapixels min.
- Have interesting captions

Images



- Pictures can sell the article
- 35 mm color slides or 7.1 megapixels min.
- Have interesting captions

Images

- Portrait as well as landscape
- Have an RV in it (on the road is good)
- Have plenty available



Images

- Portrait as well as landscape
- Have an RV in it (on the road is good)
- Have plenty of pictures available





How Much Can You Make Freelancing?

- Freelance remuneration
 - \$.05 to \$1.00 per word
 - 0 - \$6,000 per article
- Successful, professional full time freelancers can get \$35,000+ per year

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Examples – feature article

- Travel + Leisure: \$4,000 - \$6,000
- MotorHome: \$300 - \$650
- Family Motor Coaching: \$250 - \$500
- Escapees: \$125

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Re-use your knowledge

- Articles on China were accepted in:
 - *Escapees*
 - *Family Motor Coaching*
 - *Motorhome Magazine*
 - *Caravan and RV (Australia)*
 - *Motorhomes Caravans Destinations (New Zealand)*

The timing was right and the subject was unique

53

Each article must be unique within a market (i.e. North America & Mexico).

- Text
- Pictures (Keep careful records)

54

Lag Time

Even if accepted a publication does not always send contract or payment in a timely manner.





Austin American Statesman Sunday Travel section



Freelance Articles To get published

- 1. Write well
- 2. Stick to their guidelines
- 3. Read other material in your target publication
- 4. Research: more than your personal experience
- 5. Know your market
- 6. What are the needs of that publication
- 7. Timing
- 8. Follow-up

59

Janice Lasko

Managing Editor
Escapees



60

The art of Writing



61

To be a good writer

- Be observant
- Take notes
- Expand your vocabulary
- People watch & steal characteristics
- Turn facts into a conversation
- Look your characters in the eye
- Outline
- Strong opening



62

Practice

- Practice
- Practice
- Practice

- Review what you wrote last year.
- Say it in half the words.



63

Words to avoid

- Beautiful
- Nice
- About (this many)
- The verb "to be" was, is.



64

Characters

People watch

- Mannerisms
- Clothes
- Verbal expressions



65

Characters

- They must be believable
- Look them in the eye
- Your readers must relate to them
 - Reveal how they
 - talk,
 - dress,
 - shake hands,
 - walk,
 - eat,
 - hold their head.



66

Language of a character

- "A rose by any other name is still a rose" Shakespeare

- "Look at that flower," he said.



67

Language of a character

- "A rose by any other name is still a rose" Shakespeare

- "Look at that pink rose," he said.



68

Language of a character

- "A rose by any other name is still a rose" Shakespeare
- "Look at that *Lady of the Dawn* floribunda scrub rose," he said.

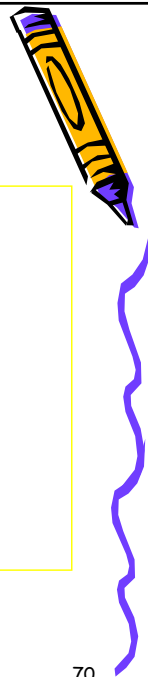


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5 minute Exercise Describe

- A color to a blind person
- A piece of music to a deaf person
- **A walk from a dog's eye view**
- **"He held out his hand for her to shake."**

Write one of these descriptions in 50 words.



70

Exercise

Speech adds animation to a text.

- Find a piece of prose that you like and turn it into a conversation that conveys the same information



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Take notes

- Throw nothing away that you've written



72

Your opening

- Intriguing
 - Enticing
 - Set the mood
 - Draw them in
- Then you must fulfill the promise you made

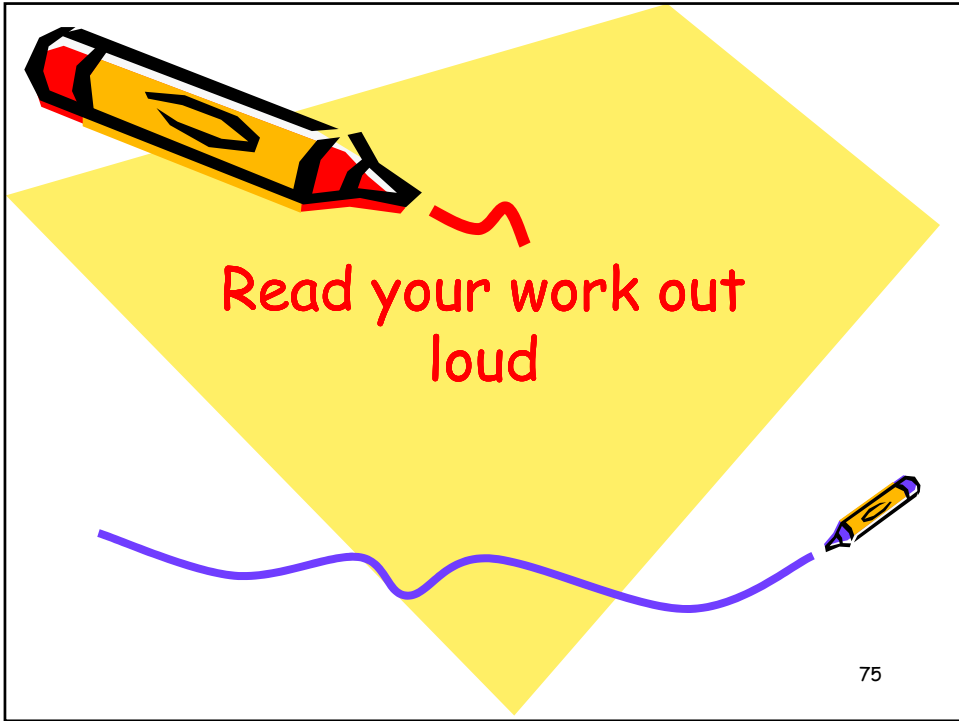


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Read other material in
your genre

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Take a Class
Join a writers' Group
PenWheels BOF

www.writepage.com/groups.htm



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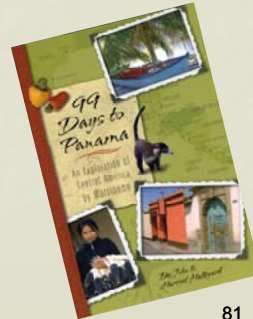
Have fun and write

Visit us in
Reata B17,
Thursday 3:00

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