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[www.Southernwriters.org](http://www.Southernwriters.org)

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## Southern California Writer's Association

### April 2021

- President's Message
- April's Featured Monthly Speakers:  
<https://www.southernwriters.org/meetings>
- Hump Day, Every Wednesday
- Debby's Room
- Such Good News!
- Highlights: Jonathan & Jynafer Yanez
- SCWA Cookbook



### Have you subscribed?

Check out our new YouTube channel at  
<https://www.youtube.com/channel/UCLrqSfwTMaCi139ISRV50KQ>

Through this year of challenges SCWA has risen to new heights with a wide range of talented presenters who will inspire, educate, and motivate writers and readers alike through our online programs.

Our best and brightest authors and guest speakers' presentations have now been uploaded to our own YouTube channel. Our content includes the Hump Day Book Tours, Pub Shops with insights into book publishing and marketing, and our monthly author spotlights and workshops.

## President's Message for April 2021 from Larry Porricelli

“Brevity is the soul of wit.”

*Hamlet*, by William Shakespeare

*The Great Gatsby* is a mere 189 pages.

Edith Wharton's *Ethan Frome* is 195 pages.

Hemingway's *Old Man and the Sea* is 127 pages.

Chinua Achebe's *Things Fall Apart* is 181 pages.

James Baldwin's *Giovanni's Room* is 159 pages.

Shirley Jackson's *We Have Always Lived in a Castle* is 146 pages.

Thomas Mann's *Death in Venice* is 142 pages.

Kate Chopin's *The Awakening* is 128 pages.

Albert Camus's *The Stranger* is 123 pages.

Nella Larsen's *Passing* is 122 pages.

James M. Cain's *The Postman Always Rings Twice* is 112 pages.

Arthur Conan Doyle's *The Hound of the Baskerville* is 112 pages.

Anna Kavan's *Ice* is 158 pages.

George Orwell's *Animal Farm* is also 112 pages.

John Steinbeck's *Of Mice and Men* is 107 pages.

Leo Tolstoy's *The Death of Ivan Ilyich* is 128 pages.

Fyodor Dostoevsky's *Notes from Underground* is 154 pages.

Jean Toomer's *Cane* is 158 pages.

Willa Cather's *O Pioneers!* is 159 pages.

Francois Sagan's *Bonjour Tristesse* is 160 pages.

Anthony Burgess's *A Clockwork Orange* is 192 pages.

Herman Melville's *Billy Budd, Sailor* is 160 pages.

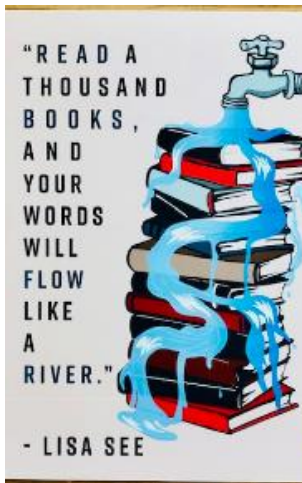
I have listed these classic novels because they are all under 200 pages. The authors are well known, and their works have influenced literature forever. Many were the first to include a diverse range of topics previously shaded and character's minds and motives in a style that made them classic. In these books you find inspiration for your writing style, your story, your characters, your themes. All these books and many others are still in print and sell many each year. Perhaps you can add to the list. The value of a single word is evident in each of the books listed above. Take that thought first to your heart and then to your mind, and it will flow onto to the keyboard. Writing isn't about length or a specific number of words, no matter what so-called experts tell us. Writing is a wonderful journey birthed and nourished in our spirit and so great that our excitement overflows our minds and fills the pages of our novel. The novels listed speak loudly that less is many times more.

Thank you,

Larry Porricelli  
President, SCWA

## SCWA events THIS MONTH: April 2021

- **SCWA Featured Monthly Speaker: April 17, 10 a.m. PDT.**  
We are happy to welcome **Baron R. Birtcher** who will speak on **Creating Conflict**. <https://www.southernwriters.org/>
- **SCWA VIRTUAL HAPPY HOUR: Every Friday at 4:30 p.m. PDT** Join us with your funny stories and Spring Libations for good news and good cheer. Sign up on our website and we'll email you a link and password. <https://www.southernwriters.org/>
- **SCWA HUMP DAY BOOK TOUR:** You can access previous interviews on SCWA's YouTube channel or see it LIVE streaming on SCWA's Facebook group page at 10:00 a.m. PDT every Wednesday in April.
- **Debby's Room:** Every Wednesday at 10:20 a.m. PDT following the Hump Day interviews, join Debby Chase and Dot Caffrey for casual conversation about the writing craft and anything that you wish to bring for discussion. Look for Debby's Room on the SCWA Facebook page.



Have you missed an SCWA event? Find the replay on SCWA's YouTube channel at:

<https://www.youtube.com/channel/UCLrqSfwTMaci139ISRV50KQ>  
where we will upload replays as they are edited and ready.

If you're interested in these and all SCWA events, please check out our website for membership details at:

<https://www.southernwriters.org/>

**Featured Monthly Speaker: April 17, 2021**  
**Baron R. Birtcher**  
**Creating Conflict in Your Story**

Join us Saturday April 17, 2021, at 10:00 a.m. PDT when SCWA welcomes Baron R. Birtcher

**When:** Saturday, April 17, 2021

**Time:** 10:00 a.m. PDT

**Where:** Zoom, RSVP for your link at:

<https://www.southernwriters.org/meetings>

**Cost:** Members \$10.00

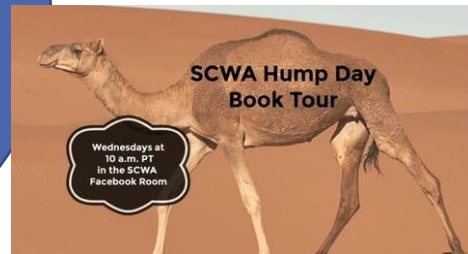
Nonmembers \$15.00



Can you speak clearly and concisely about the main conflict in your book? Are your characters' conflicts interesting and genuine? Do they drive the story?

If the answer to any or all of these questions is no, join us April 17 when award-winning author Baron Birtcher shares the secrets of writing conflict on every page!

Baron R. Birtcher is the *Los Angeles Times* and IMBA bestselling author of the hardboiled Mike Travis series (*Roadhouse Blues*, *Ruby Tuesday*, *Angels Fall*, and *Hard Latitudes*), the award-winning Ty Dawson series (*South California Purples*, *Fistful of Rain*), as well as the critically lauded stand-alone, *Rain Dogs*. Baron is a five-time winner of the Silver Falchion Award and the winner of the 2018 Killer Nashville Readers Choice Award, as well as the 2019 Best Book of the Year for *Fistful of Rain*.



If you can't join us, look for replays on the SCWA Facebook group page and on SCWA's YouTube channel.

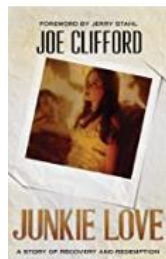
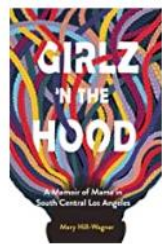
Subscribe anytime at <https://bit.ly/2I890Db>

**Recent Guests include:**

**Dr. Mary Hill-Wagner**

**Joe Clifford**

**Pamela Fagan Hutchins**



**Janelle Brown Mary Anna Evans Kaira Rouda Laurie Stevens Matt Coyle**

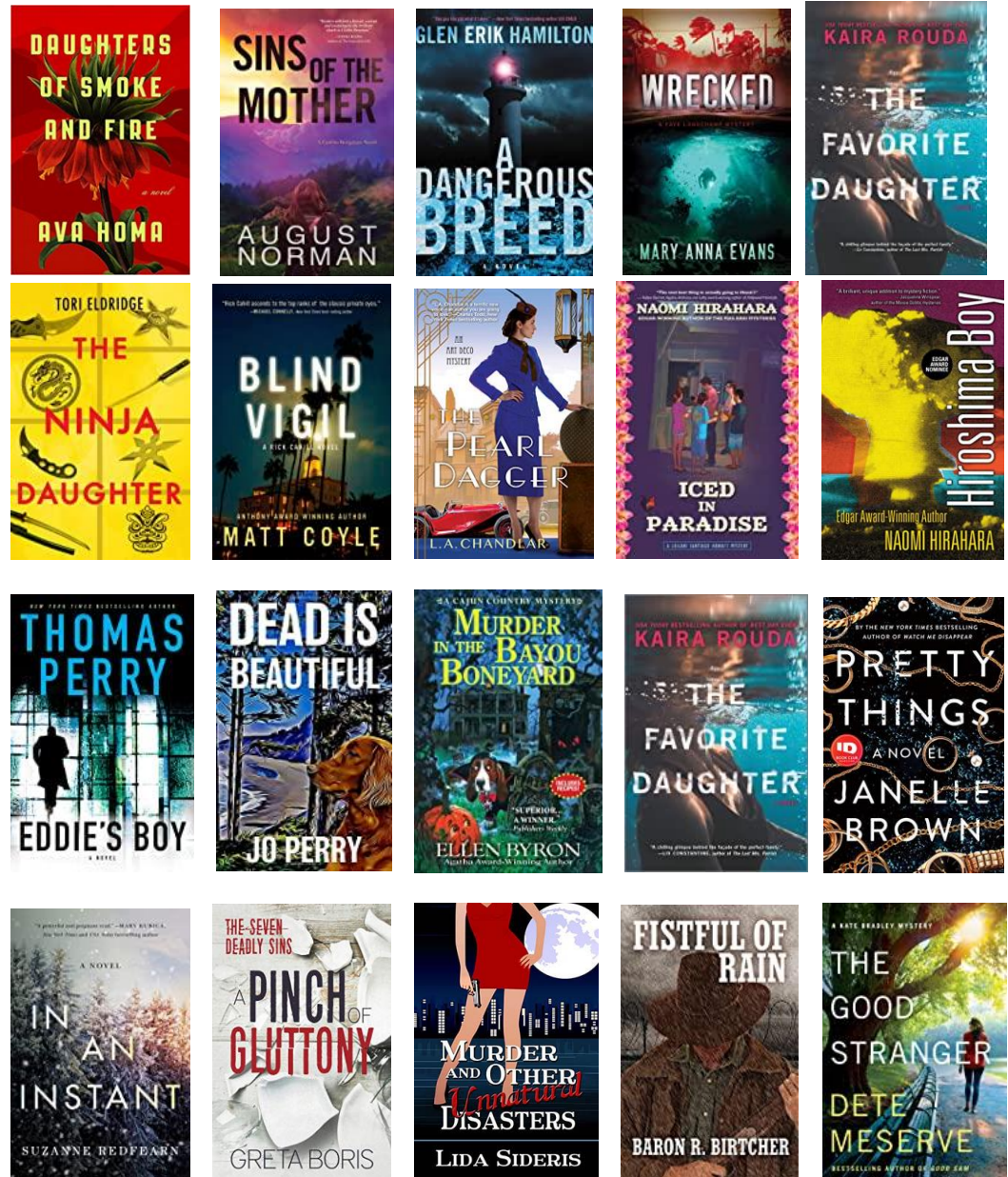
**Glen Erik Hamilton August Norman Tori Eldridge Ava Homa Dana Swift**

**Naomi Hirahara LA Chandlar Greta Boris Joe Perry Thomas Perry**

**Suzanne Redfearn Chris Reich Baron R. Birtcher Dete Meserve**

**Anne Cleeland Cara Black Christopher Reich Kaira Rouda**





More to come: Every Wednesday on SCWA's Facebook group page:

<https://www.facebook.com/groups/southernwriters/events>

**Don't forget!** Join Debby Chase and Dot Caffrey Wednesdays at 10:20 a.m. PDT, after Maddie's amazing interviews for Hump Day. It's an informal get-together for a bit of writer-to-writer good old-fashioned conversation with people who understand and enjoy our world too.

Come and join us by checking the More button on the SCWA group page, and then Rooms for the JOIN button to Debby's Room (or copy and paste this link):

<https://www.facebook.com/groupcall/LINK:mhfmijxkzqkx/?nonce=cr6vw8imps5b>

## CELEBRATE ALL THE GOOD NEWS!



Welcome our new Vice President of Membership, Karen Walker!

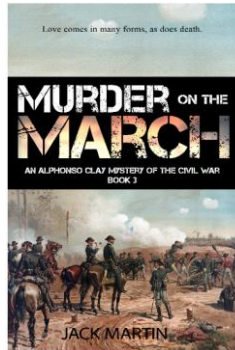
Karen is an author, virtual assistant, and coach. Writing as Karen Sue Walker, she's published the Bridal Shop Cozy Mysteries and will soon release the Haunted Tearoom Cozy Mysteries. She assists new and established authors with newsletter writing and productivity coaching along with guiding first timers on self-publishing, helping them avoid pitfalls and scams and setting them up for successful releases.

Karen is the leader of the Killer Dames Cozy Mystery Club Facebook group for readers and the 1667 Club sprint support group for cozy mystery writers.

She lives in Anaheim, CA, with her rescue dog Kit (short for Kitsune).



## EVEN MORE GOOD NEWS:



**Jack Martin's** *Murder on the March*, Book 3 of his Alphonso Clay Mystery on the Civil War released in paperback and ebook in early March. Look for an excerpt on the SCWA Member Showcase on the website:

<https://www.southernwriters.org/jack-martin-murder-on-the-march/>

**“Better to write for yourself and have no public, than to write for the public and have no self.”**

Cyril Connolly

**Steve Jackson's** *The Night Hag*, the sequel to his terrifying *The Lamia*, releases in paperback and ebook on April 20.

“Evil is back. With a vengeance.”

[https://www.amazon.com/gp/product/B08XN7NTND/ref=dbs\\_a\\_def\\_rwt\\_bibl\\_vppi\\_1](https://www.amazon.com/gp/product/B08XN7NTND/ref=dbs_a_def_rwt_bibl_vppi_1)



## SCWA Writers' Cookbook Call for Submissions

\*\*\*\*\*CALL FOR SUBMISSIONS\*\*\*\*\*

Open to all SCWA Members

**We Want Your Recipes. AND YOUR WORDS!**

We are still collecting your short 250 words or less stories and poems for our writer's cookbook.

Each entry must contain both the recipe and a story, in any of these categories: mystery, horror, sci-fi, cozy, humor, poetry, crime, mythology, or fable. This is a writers' cookbook so think of your recipe as your muse. We encourage your story to have a sense of connection with the recipe.

Please submit your recipes and related short fiction for our upcoming Southern California Writers Association story inspired cookbook. Submissions will be selected based on story quality, recipe quality, and the story's relation to the recipe.

Working titles include

**Blame It on the Osso Bucco**

**Eat Your Words**

**You Have the Write to Eat**

Needless to say, all title suggestions are welcome.

Due to limited space the **story/poem should be 250 words or less.**

The cookbook will be professionally published by SCWA and promoted with all the marketing might at our disposal. Proceeds will further help fund our events, speakers, scholarships, and publication of books, including this one.

We encourage all who want to join in to submit up to two recipes in a Word file along with their stories to Nancy Klann at [klanncy@aol.com](mailto:klanncy@aol.com).

(Please put "Recipe" in the subject line.)

## Members' Showcase: OPEN for your Submissions

Did you know SCWA will publish excerpts of your work in our MEMBERS' SHOWCASE on the SCWA website? Yes, we will.

We want to show your works-in-progress, excerpts from your published book, first lines, favorite paragraphs, and anything you would like to share in any genre, even a page of rants from your journal.

The range of creativity among our members is impressive. Take a look at some of the fine work our members have already shared and then share some of your own.

<https://www.southernwriters.org/members-showcase-2/>

Here are the details:

- Send the work you'd like to showcase, for instance, first lines, an excerpt, an essay or a poem or something else (up to 1500 words). Include your byline (your name, the name of the book it is from, if applicable, and your website).
- All current SCWA members are eligible.
- You retain your copyright.
- Submit for free!
- Send to [scwashowcase@gmail.com](mailto:scwashowcase@gmail.com)

Take a look at the Showcase entries by many of our members. It's a terrific way to get acquainted!

Posting in the Member showcase is always Good News for our newsletter as well as for Facebook. We look forward to waving a flag for your books!

## HIGHLIGHTS: March 2021 Jonathan and Jynafer Yanez

### Cracking the Code for Selling Your Books



#### “Cracking the Code—Selling Your Book”

Jonathan Yanez, a prolific sci-fi, fantasy, and thriller writer, once posted this comment on his Instagram site: “There’s no elevator to success. You have to take the stairs.” On March 20, 2021, he and his wife, Jynafer Yanez, presented the most comprehensive program ever given at SCWA. They described all the “staircases” of **how to embrace your genres, find your ideal readers, market to those readers, and make them hunger for more.**

Jonathan said, “I used to think time is the most valuable asset. It’s not; it’s focus.” He’s been writing for nine years but also owns his own publishing company which has recently gone into audiobook production. Jynafer Yanez’s focus is readers, not writers. Here are passages about each, posted by the *Ridgecrest Daily Independent* on 1-24-19, that enables you to see the scope of this dynamic duo.

“Jonathan Yanez has authored over a dozen fantasy novels. His works include ‘*The Elite Series*,’ ‘*The Nephilim Chronicles*,’ ‘*Thrive, Bad Land*,’ and ‘*The DeCadia Code*,’ and have been both traditionally and independently published, released in ebook, print, audiobook format, and optioned for film.” One book is “under development being adapted into a mobile game.”

“Jynafer Yanez, who directs the marketing and advertising side of their company, has led limited-budget as well as multimillion-dollar client campaigns. Leveraging her experience in behavioral marketing, psychology of influence strategy, results analysis, copywriting, events development, and project management, she also runs her own marketing company for authors, providing services from blurbs to Facebook and Amazon ads, sales analysis, and market consulting.”

In a launch, "Preparing Your Horses for War," this couple works in tandem for the same goals. Their own newsletters are central in getting info about what their readers are interested in. "What's in your newsletters?" Develop and keep a relationship going with your followers/readers through your newsletter, Facebook page, Facebook groups, and groups on other sites. Keep up-to-date email lists.

Not only must you have a newsletter, but you need to reach out and make newsletter swaps with other authors whom you like or who write in the same genre. Ask other authors to do the same. Jonathan says, "I try to look at everything as an opportunity. Seek discomfort. Only then can you grow." He implies that reaching out to other authors may at first be a discomfort. The Yanezes said that 78.6% of the readers of authors' newsletters found that activity very helpful in choosing what to read next. Since your publisher may not advertise your book before its launch, these authors' posts starting a month beforehand are valuable.

As SCWA has heard before, an author's first couple of pages in a new book are to **hook** the reader. The last couple of pages can also **sell** the next book.

"Don't gear your advertising toward everybody," Jonathan says. He and Jynafer learned that lesson the hard way. "If you don't know who you're targeting, you're never going to reach the person that you want to work with." He was writing for Young Adults (YA) but hadn't figured that "boys in early teens care [more] about video games than reading." He also didn't know what type of music and movies they like.

"If your audience is too big, the problems will be how to appeal to their age; gender; TV, film, and book interests, whether current or classical; e-reader type, general interests, and get Pixel data." What categories/genres will you target: humorous, urban legends, dark comedy, vampires, werewolves and shifters, comedy, ghosts, or occult?

For advertising, learn what keywords will work for your genre: "*noir detective fiction; dark horror comedy; literature and legends; humorous paranormal fantasy; satire and humor; vampire, shifters, zombies and ghosts; and absurd fiction.*"

"You don't want your books to be in a too highly competitive or a too low competitive group." The Yanezes also suggest that Goodreads may not be the most effective place to advertise.

Miscellaneous tips:

- Always be building your audience and your platform.



- Regarding book covers, are you interested in “good, fast, or cheap?” For good, go to Art Station and Instagram for artists.
- Stay aware of trends. For instance, more books are being translated now. “Foreign markets are becoming bigger.”
- Peak time of sales: having to be indoors prompts more reading.
- Book sales will dip at the end of summer before school starts.
- 

Jonathan's work schedule? He writes four times a day, totaling 4,000 words. When he edits, he hits 20,000 words a day. Investigate his mindset by reading his October 2018 Kindle and paperback book entitled *Get It Done: Hard-Hitting Motivation for Authors*.

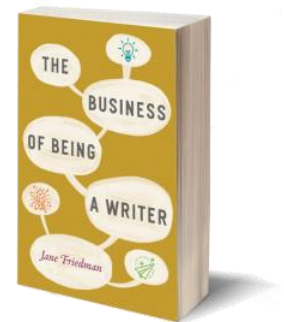
Glenda Brown Rynn, Reporter

[grynn@cox.net](mailto:grynn@cox.net)

## RESOURCES FOR WRITERS

How do you find your way through the ocean of resources available online for writers like us? Check out this sampling of what we have found to be of interest. Links are included so you will be able to investigate further.

**MOST RELIABLE:** [www.janefriedman.com](http://www.janefriedman.com) Jane has a long history in all areas of book publishing and has a solid reputation for being the best go-to for writers of all levels.



Are you without an agent for your book? Look through an extensive list of publishers accepting unagented work, review the guidelines, and consider submitting!

<https://publishedtodeath.blogspot.com/p/publishers-looking-for-authors.html>

**WRITERS HELPING WRITERS:** [www.writershelpingwriters.net](http://www.writershelpingwriters.net) has many one-of-a-kind tools and resources for writers. Newsletter available.

***Authors Publish, A Magazine for Writers.*** <https://www.authorspublish.com/>

Here's a list of major trade publishers who are always open for submissions, among them Workman, Gibbs Smith, Harlequin, Andrews McMeel, and others. It will be best if you go to their websites and look at their current catalogs to assess the suitability of your submission to the kind of books they publish.

***Publishing ... and Other Forms of Insanity,*** the newsletter for the website **Published to Death**, sends a monthly list of writers' conferences, fee free contests, and agents for all genres who are looking for submissions.

For the month of April, the blog compiled an extensive list of the following opportunities for writers:

- 6 New Agents Seeking Memoirs, Literary Fiction, SF/F, Romance, Horror and more
- 86 Calls for Submissions in April 2021 - Paying markets
- 55 Writing Contests in April 2021 - No entry fees
- 19 Great Writing Conferences in April 2021
- 31 Places to Publish Novellas and Long Short Stories - Paying markets

Explore these lists for yourself at: <https://publishedtodeath.blogspot.com/>

Details of what agents are looking for and how to reach them will give you a head start for your submission process. Check the website every month for up-to-date information and resources.

**Note: Always check the agency website and agent bio before submitting. Agents can switch agencies or close their lists, and submission requirements can change.**

# Benefits of SCWA Membership

## WELCOME, WELCOME, WELCOME!

- ❖ Active members receive up to 60% off admission to SCWA meetings.
- ❖ Members are eligible for a Free 30-minute consultation from book shepherd Sharon Goldinger on any publishing contract.
- ❖ Discounts are available for active SCWA members for registration for the La Jolla Writer's Conference and for early registration for the Southern California Writers' Conference.
- ❖ Access to professional network of publishing, business consultants and editors.
- ❖ Participation in SCWA marketing platforms on [southernwriters.org](http://southernwriters.org) and SCWA social media platforms.



# SCWA Board of Directors

President ..... Larry Porricelli  
Vice President of Membership ..... Karen Walker  
Vice President of Finances ..... Don Westenhaver  
Vice President of Programming ..... Madeline Margarita  
Director of Social Media ..... Diana Pardee  
Newsletter Editor ..... Pam Sheppard  
Newsletter Speaker Reporter ..... Glenda Rynn  
At-Large..... Sharon Goldinger  
At-Large..... Steve Jackson

**Mailing Address: PO Box 47, Huntington Beach, CA 92648**

**Membership: Karen Walker**

**Email: [Karen.walker@mac.com](mailto:Karen.walker@mac.com)**

**Southern California Writer's Association**

**[www.southerncalwriters.org](http://www.southerncalwriters.org)**

## TERMS OF USE AND CONTENT INFORMATION DISCLAIMER

The SCWA encourages open, respectful communication between individuals interested in the craft of writing through a variety of social and traditional media, such as Facebook, SCWA website and emails. Any individual using inappropriate language, discussing inappropriate topics, or commenting in a disrespectful way will be removed from access to any future SCWA communication methods.

The SCWA communication sites should only be used for dialogues related to the craft of writing. Non-writing related topics should be done via other forms of personal communication. Please review the content disclaimer located in the newsletter via the SCWA website [www.southerncalwriters.org](http://www.southerncalwriters.org) or on the About page of the SCWA Facebook page. The SCWA does not endorse individual opinions placed of any of its sites.

The SCWA receives information on various services, writing contests, and events. As a courtesy, we will forward the information to our members. Unless otherwise indicated, the SCWA does not discourage, encourage, or recommend any of the services, contests, or events. Many of these services, contests and events cost money; therefore, we recommend that you evaluate the opportunities based on your individual situation and interest. Because of our membership email protection policy, please do not forward information to the general membership directly. **We request that all members forward any information to the SCWA President for approval and forwarding to the membership.**

SCWA members wishing to share appropriate writing-related information and resources are welcome to do so via the SCWA Facebook page. The SCWA Board members and Newsletter Editor will determine the information to be contained in the SCWA on-line newsletter, which is primarily used for official SCWA information.