

Calling All Writers!

Advance your career with monthly programs about the business side of writing, from the **National Writers Union, NY Chapter**.

All programs are free for NWU members, \$5.00 for nonmembers.

Nonmembers who join will be reimbursed the \$5.00 fee.

All programs: 6 pm light refreshments, 6:30-9:00 pm speaker and discussion.

Location: 256 W. 38 St., 12th Floor, NYC - (UAW Conference Rooms)

For more information - contact Tim Sheard: sheard2001@gmail.com, 917-428-1352

Sept 13, 2017 - How Do Publishers Read a Manuscript? Timothy Sheard (editor, Hard Ball Press) and Andy Wentink (editor, Turning Point Press) will reveal what they look for in a manuscript, and in an author.

Their approach has significant differences from how the writer reads the work. Find out what induces a publisher to accept a MS and what leads to rejection.

October 11, 2017 – If Birds Tweet, Should Writers Twitter - Marketing Smart and Staying Organized –

A presentation of a variety of applications that will save authors time, organize their workload and eliminate extra keystrokes. Planning your workload and letting automation do a lot of the work for you. Lee Christine Brownlee has created a list of applications that will help authors save time and increase sales.

November 8, 2017 – Learn Your Rights under the new Freelance Isn't Free Law: Felice Segura and Alberto Roldan, NYC Dept. of Consumer Affairs Office of Labor Policy and Standards will give a training session on the city council bill. Learn how the new law, the first of its kind in the US, makes non-payment to freelancers a crime and sets a time limit to pay for work completed. Those found guilty can face having to pay double damages, attorney's fees, and civil penalties.

new Freelance Isn't Free Law that went into effect on May 15, 2017.

December 13, 2017 - Identify and Build Your Brand – Marketing and copywriting expert Marion Hammon has promoted hundreds of books and brands for publishers such as Simon & Schuster and Wiley. She will explain what a brand is and how to express it in your marketing materials. Authors will have an opportunity to brainstorm with Marion about their work and develop hooks and descriptions that grab a potential customer.

January 10, 2017 - Tell Me More About Press Kits...

Press kits (also known as media kits and Electronic Press Kits [EPKs]) are prepackaged promotional materials, designed to garner publicity for your book. They are intended to gain you attention from the media (interviews and write ups for: newspaper and magazine articles, blog site posts, television, radio, podcasts, etc.). Learn how to prepare and package your book, to be appealing to media outlets, how and where to distribute your press release. Also learn other ways (social media and otherwise) to promote your book that can save you time and money, from author, editor, and PR writer Eartha Watts Hicks.

ABOUT EARTHA

Eartha Watts Hicks is editor-in-chief at Harlem World Magazine, founder of Earthatone Books, and is the award-winning author of Love Changes. She a member of the esteemed Harlem Writers Guild, and a PR writer and affiliate of BlackPR.com.

February 21, 2018 - (the 3rd Wednesday of the month) Performance Poetry - Raymond Nat Turner, Garret Robinson and The Jive Poet discuss how they use live performances to sharpen their writing voice and build their brand.

March 14, 2018 - How to Pitch a Book to Agents and Publishers

Prolific and successful book author Peter Benjaminson (The Lost Supreme, Super Freak: The Life of Rick James), will discuss how to query an agent and an editor, what works in a query letter, what are the entry points for meeting agents and editors, and what approach is doomed to failure. Sample query letters will be provided.

April 11, 2018 – Pitch, Sell and Get Paid for your Articles & Stories

Veteran journalist David Hill discusses his career as a journalist and how he develops relationships with editors, pitches articles and, when published, makes sure he is paid in full.

May 9, 2018 - Write and Sell In Multiple Genres - Gabriel Schivone has successfully pitched novels, nonfiction political-historical books, comic books and children's books to publishers. Learn how he manages to adapt to these varied formats and platforms.

- **Topic TBA**

TOPICS TO BE COVERED:

Web Site Construction: How to build an inexpensive web site that a writer who is not computer savvy can update and maintain.

Avoid Rip-Off Expensive Book Editing & Fulfillment Services - Too many writers pay huge amounts of money for editing, book design and fulfillment services that leaves them without ownership of their work or their ISBN. Learn how to hire union editors, book designers and graphic artists for a fraction of the cost while keeping the writer – YOU – in control and with full ownership of all royalties.

Pirates of Intellectual Property This is one of the most vexing problems that writers face: companies that sell your work without the author's permission.

Some sell in the Amazon ecosystem, others sell E-books directly, some give away your work for free. They are difficult to defeat. Join a discussion about fighting internet piracy and help quash this scourge of the internet.