

# 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](mailto: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 - How to Pitch a Book to Agents and Publishers**

Prolific and successful book author Peter Benjaminson, Publications: (The Last 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.

## **November 8, 2017 - 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.

## **December 13, 2017 - Identify and Build Your Brand**

Former marketing editor and current director of marketing and communications for Pratt Institute, Marion Hammond will explain what is a brand and how to express it in your marketing materials. Authors will have an opportunity to brainstorm with Marion about their work and develop slogans and descriptions that grab a potential customer.

## **January 10, 2017 - Tell Me More About Press Kits**

Eartha Watts Hicks, Editor-in-Chief at Harlem World Magazine, and founder of Earthatone Books will be speaking about Press Kits. They are intended to get you attention from the media interviews and write ups for: newspaper and magazine articles, blog site posts, television, radio, podcasts, etc.).

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Eartha Watts is also an award-winning author of Love Changes. She is 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 – If Birds Tweet, Should Writers Twitter?**

Lee Christine Brownlee discusses a host of applications that can help writers develop their online presence help stay organized and save time while developing their online brand, reach customer and close the sale.

## **April 11, 2018 - Test Your Manuscript for Doneness Publisher**

Editor Timothy Sheard will grade your writing with a 10-point guide to polished prose. Bring 2 copies of the first 5 pages of your MS to read aloud and see how many common writing mistakes you make.

## **May 9, 2018 - Topic TBA**

## **June 13, 2018 - Topic TBA**

### **TOPICS TO BE COVERED:**

**If Birds Tweet, Should Writers Twitter:** Using a free social media to build your brand and attract customers.

### **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.