

Calling All Writers!

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

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

All programs are free!

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

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

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 medial 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, build their brand and sell their art.

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.

April 11, 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.

May 9, 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.

June 13- Low Cost/High Impact Social Media Marketing Tips & Tricks

Media consultant Stephanie Larkin, author of *SCORE on Social Media! – Getting started on social media platforms and postings for business and organizations*, will discuss harnessing the power of the internet to build your brand and reach potential customers.

July & August: No programs

September 12 - What Do Editors Do For a Writer?

Publisher Timothy Sheard (Hard Ball Press) explains the different types of editing: Story, Content, Line and Marketing. He will explain how all writers require editing of their work. BONUS FEATURE: Bring 2 copies of a 3-page sample of your work to be tested with Timothy’s Ten Point MS Evaluation Tool.

October 13 - Annual NWU Writers Conference

Kick your career into higher gear with a day of lectures and workshops focusing on copyright protection, contract advice, branding techniques, low cost social media marketing opportunities, and much more.

November 14 – Traditional Publisher vs. The Self-Publishing Option

There are advantages to landing a contract with a legitimate publisher, but pitfalls, too. Learn how much you earn in royalties vs. self-pub compensations, the ins & outs of getting reviews & blurbs, award submissions and much more from this panel of veteran writers.

December 12: Your Book Is Your Hook! Bring your latest book to discuss marketing challenges and receive advice and encouragement from veteran writers.

December (Date TBA) – Annual Holiday Party d & Drink! Frivolity and fraternity!

TOPICS TO BE COVERED in 2019: If you have a topic you wish covered or want to talk about, please forward it to Tim Sheard: sheard2001@gmail.com. Possible topics include;

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.

The Freelance Isn't Free NYC Law: Learn how the NWU and the NYC Department of Consumer Affairs can help you demand payment for freelance writing, editing, graphic work from a publisher, regardless whether the company is NY-based or in another state or country. NYC is the only one to have legal labor protection for freelancers.

Optimization for Amazon

How to monetize your work

Branding

How To Get Book Reviewed

Screenwriting & Poetry