



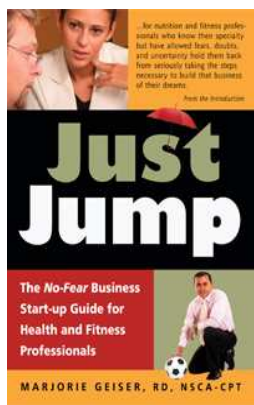
# Professional Writers of Prescott

July

2011

## Business Coach To Offer Writers' Tips On Marketing

Does the whole thought of marketing leave you cold? Do you really know what marketing is? And what in the world does your niche have to do with a best seller? Business coach Margie Geiser will answer these questions and more when she presents "The Key to Marketing: Six Steps to Creating Your Niche so Your Book Isn't Just Stellar, but a Best Seller" at the July 27 meeting of the Professional Writers of Prescott. The meeting will take place at 7 p.m. in the Founders Suite of the Prescott Public Library, 215 E. Goodwin St. Geiser says that determining your niche will open the door to feeling good about spreading the word about your book. And that's what marketing is all about. Until you're very clear what you offer, who your audience is, and what makes them tick, you will continue to struggle with "this thing called marketing." Geiser is a registered dietitian, certified personal trainer, life coach and business expert. She is the author of "Just Jump: The No-Fear Business Start-Up Guide for Health and Fitness Professionals," which she self-published in 2008, and the president of MEG Enterprises, a home-based six-figure coaching and consulting business. Geiser lives in Prescott with her husband and enjoys hiking the local trails, weight training, kayaking and listening to jazz. Learn more about her at <http://www.meg-enterprises.com/>.



**Marjorie Geiser,  
July's Speaker**

## July PWP Networking Topic

This month we're taking our imagination on a picnic, daydreaming in the shade as a monsoon rumbles in the distance.

How would you describe yourself? Are you a romantic? An adventurer? Secretive? A risk taker? A traveler?

Are you a novelist? A poet? A biographer? In your daydreaming, how many books have you published? What are they about? Do you go on tour? How about being asked to guest on a favorite TV program like Jay Leno, Ellen DeGeneris, or PBS? Or are you a visiting professor at university? Do you have a website or blog or syndicated column?

Using these questions as a launching point:

**Write a promo for yourself in the third person using fact or imagination. Keep it tight, no more than 100-150 words, enough to pitch a quickie to a publicist or agent.**

Join us at the July PWP Networking session on Wednesday, July 27 where we'll share our daydreams and goals.

PWP Networking sessions are held in the Prescott Public Library Founders Room from 6:00 - 6:45 p.m. prior to the regular monthly meetings.

### Monthly Calendar

Wednesday, July 27, 2011 @ 6 p.m.  
Networking: Daydreams & Goals  
Program 7:00  
Topic: Business Coach Offers Tips on Marketing  
Location: Prescott Public Library Founder's Suite

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# A Word From Our President

I do love gossip. Maybe that's why I love the personal memoir—stories of lives that have stumbled, detoured, gone crazy.

In her memoir *Must You Go?* Antonia Fraser writes of her life with Harold Pinter, the Nobel prizewinner whom she dearly loved for 35 years until he died. She did, however, leave her husband and six children to be with Pinter, and that's the gossip part. To admit what we do in all its colors is what gets readers, I think. We want reality.

I loved Mary Karr's *Lit* for its exposure of naked addiction. I loved Wall's *The Glass Castle* for the attachment and revulsion she held for her parents. Frank McCourt's memoirs vibrate with anger and pain. Elizabeth Gilbert's *Eat, Pray, Love* had enough honesty about her failures to keep me enthralled, and Martha Beck's story about her life as a Mormon in *Leaving the Saints* was revealing enough to astound any reader.

This need for the whole story is not just true for memoir. If we leave out grittiness in poetry or fiction, I think we get boring. If our fictional characters have no flaws, the writing is childish. If the poems are all one color, all pink and pretty, we are not given a glimpse of a real soul, and the result is tiresome. And if we paint ourselves as heroic, or long-suffering martyrs, or total failures, the variegated, interesting complex reality is lost.

Give me the truth.

~Elaine Greensmith Jordan

## Writers' Personals:

Want to make a connection with a writing buddy? Someone to hold your hand in companionship on the sometimes lonely writing trail? A special someone to give feedback and encouragement?

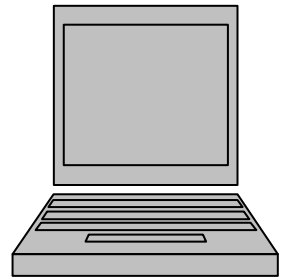


Some PWP members have expressed their desire to make connections with others.

Think "Craigslist." Think "Online Dating." But instead of seeking a sweetheart, place your personal ad for the writing partner you've been searching for.

Send your ad to [Newsletter@prescottwriters.com](mailto:Newsletter@prescottwriters.com) and we'll publish it in August's newsletter.

## Editor's Ink



### The Fine Art of Procrastination

Being a chronic procrastinator isn't all bad. In fact, I think it can be an effective tool for getting things done. This tendency has been mine throughout my entire life.

During college, if I had a big paper due, this would seem like the perfect opportunity to reorganize my closets and do some deep housecleaning. If I have company coming and need to tidy up the house, I will often have a flash of poetic inspiration and feel the need to write instead. And when there is just enough time to pack and get to the airport before a trip, I find this to be an ideal chance to catch up on email correspondence.

This past week, when I had website content writing due for my job that actually pays my bills; I was instead drawn to write 3 new poems. And the PWP newsletter that I've been meaning to compile? Suddenly, on Home Depot's clearance rack sat a can of the perfect shade of paint for my front and back doors – and for only \$1.

I am grateful for deadlines and due dates. I could never have found the time to apply two coats of Glidden's semi-gloss "Red Rose Bouquet" without my lengthy to-do list of other things I should have been doing.

~Susan Vespoli, Editor

## Centennial Student Short Story Contest Celebrates Arizona



In the spring, our children's contest will be a Centennial Student Short Story Contest.

The poetry contest of 2011 was such a hit that we're happy to give the young writers a chance to try their hand at short stories to celebrate Arizona's 100 years of statehood.

Susan Lanning has agreed to be the judge and we need a PWP member to assist her and the Children's Librarian with the details of the contest. If anyone is interested, please contact any of the PWP officers.

## Last Month

At our June meeting, PWP members read their work to an enthusiastic audience. An enjoyable evening was had by all.

Thanks to PWP Program VP, David Cross, for running the event!

## PWP Board Highlights

- Date & Time of Next Board Meeting is Wednesday, Aug. 3 @ 1:00.
- Children's Contest Discussed
- Officers for next year.
- PWP Contests were discussed.
- Memoir Panel was discussed.
- Treasurers report was given.
- Upcoming programs were discussed.

## Interested in Checking Out Google Groups & Listserv?

To join the listserv, go to the PWP website, click on the Google widget that opens the PWP listserv page. There is an "apply for membership" link on the right hand side of the home page.

If anyone has any problems with the process, drop PWP's Listserv coordinator, Kate Robinson, an e-mail at [kater@commspeed.net](mailto:kater@commspeed.net).

*Many thanks to the Prescott Public Library for allowing our group to meet there each month. What a wonderful library we have in our town!*

### PWP 2011 officers

**President:** Elaine Jordan 778-4066  
[President@prescottwriters.com](mailto:President@prescottwriters.com)  
**Vice President:** David Cross  
[ProgramVP@prescottwriters.com](mailto:ProgramVP@prescottwriters.com)  
**Membership:** Marian Powell 443-8578  
[Membership@prescottwriters.com](mailto:Membership@prescottwriters.com)  
**Treasurer:** Leota Hoover 636-9365  
[Treasurer@prescottwriters.com](mailto:Treasurer@prescottwriters.com)  
**Secretary:** Carole Bolinski  
[Secretary@prescottwriters.com](mailto:Secretary@prescottwriters.com)

### Committee Appointees

**Networking:** Jeannie Leighton 277-0725  
[Networking@prescottwriters.com](mailto:Networking@prescottwriters.com)  
**Publicity/ PR:** Leslie Hoy 445-4218  
[PR@prescottwriters.com](mailto:PR@prescottwriters.com)  
**Listserv Coordinator:** Kate Robinson 714-761-8824  
[kater@commspeed.net](mailto:kater@commspeed.net)  
**Newsletter:** Susan Vespoli  
[Newsletter@prescottwriters.com](mailto:Newsletter@prescottwriters.com)  
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[Webmaster@prescottwriters.com](mailto:Webmaster@prescottwriters.com)  
**Web Liaison:** Susan Lanning 772-4442  
[sblanning@cablone.net](mailto:sblanning@cablone.net)

### August Board Meeting

To be held at Las Fuentes Resort Village on Aug.3 at 1:00 p.m.

**PWP WEB PAGE:** <http://www.prescottwriters.com>  
or [prescottwriters.com](http://prescottwriters.com)

# Backpage Tidbits:

## Writers On Writing

### On Submitting



#### Idea for Submitting:

Looking for a great place to submit your writing?

**Duotrope's Digest** is an award winning free writers' resource. By signing up for their weekly email notification, your inbox will suddenly have a slew of calls for work.

This is a great source to find a wide range of Fiction, Nonfiction and Poetry publications that are looking for pieces to publish. Check out their website at:

<http://duotrope.com/>

#### Willma Gore sends a note:

*"Here is a little news received today that may be of interest to PWP members. I subscribe to and have been published several times in a national circulation newsletter, Working Writer. (www.workingwriter1.com.) My article in the current (July/Aug) issue is titled "A Test For Contest Chairmen." PWP is mentioned in the article with appreciation to contest chairmen."*

"Write without pay until someone offers to pay."  
~Mark Twain

"The difficulty of literature is not to write, but to write what you mean."  
~Robert Louis Stevenson

"Be yourself. Above all, let who you are, what you believe, shine through every sentence you write, every piece you finish."  
~John Jakes

"I believe one writes because one has to create a world in which one can live. I could not live in any of the worlds offered to me — the world of my parents, the world of war, the world of politics. I had to create a world of my own, like a climate, a country, an atmosphere in which I could breathe, reign and recreate myself when destroyed by living. That, I believe, is the reason for every work of art."

~Anaïs Nin

"Listen carefully to first criticisms made of your work. Note just what it is about your work that critics don't like — then cultivate it. That's the only part of your work that's individual and worth keeping."

~ Jean Cocteau