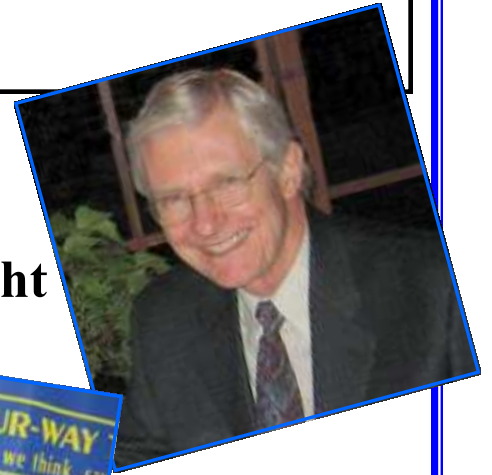


## Writers Workshop

Saturday, Feb. 8, 2014  
8:30 a.m. – 3 p.m.



~~Presenters~~  
**Laurel Bill    Verne Wheelwright**



**Panel Moderator  
Brenda Nettles Riojas**



**Building “Platforms” and Marketing Programs.  
More ways to reach your readers and sell your work  
(Details on page 2)**

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**Laurel Bill** will be interviewed on **KMBH 88.9FM** Monday January 27 and will be at **Paragraphs Book Store** on South Padre Island on January 30th from 1-3 pm for a book signing and promotion of the **ValleyByliners Writers Workshop** .

**Byliners Authors Note:**  
There will be a table set up to display and sell your books during the Lunch Break

# Online Marketing Decoded

## Build Your Platforms – Sell More Books

### The Valley Byliners Writers Workshop

Saturday, Feb. 8, 2014 8:30 a.m. – 3 p.m.

Harlingen Public Library Auditorium, 410 '76 Drive, Harlingen, TX

Join **Laurel Downing Bill**, author of the critically acclaimed Alaska history series titled *Aunt Phil's Trunk*, and **Dr. Verne Wheelwright**, author of *It's Your Future ... Make it a Good One!* for a five-hour workshop dedicated to giving authors the tools needed to market their books for FREE online.

Participants will learn how to:

- Build their brand
- Rock their online presence
- Create their author platform
- Become social media savvy
- Get books translated into other languages
- Market books internationally



Laurel Downing Bill



Verne Wheelwright



This exciting workshop also will feature an hour-long Q&A session with the presenters, moderated by **Brenda Nettles Riojas**, editor of *The Valley Catholic* newspaper and host of *Diocese Insight*, a half-hour television program and *Corazón Bilingüe*, a radio program.

Registration fee is \$45 \* (\$20 \* for students presenting a school I.D. card)

Make checks payable to Valley Byliners and mail before January 31st to:

Valley Byliners, c/o Jose Alvarez

130 Pizarro Ave.

Rancho Viejo, TX 78575

After Jan. 31, you may pay at the workshop.

*\*includes a Java Café Brown Bag*

Now would be a great time to pay your dues as you register for the workshop

More info at (956) 399-8505



The Speaker at last months meeting was **Francisco Loya**.

The topic was using transitional words and phrases in English and Spanish to clarify dialogue.

Your newsletter editor has no Spanish and his characters are lucky if they can speak English. He did not expect to get a lot from this program that he would be able to use in his own writing.

As it turns out, he will remember Mr. Loya's program as one of his favorites *in the long list of really good programs that we have had at Byliners meetings.*

We got glimpses of the rebellious Mexican kid growing up in deep South Texas where not much was expected of him but who became a respected engineer and teacher.

In a telling aside, Mr. Loya pointed out that language reflects the culture and cultural biases. There are some things that we say in English that would never be said in Spanish. He gave as an example, an English speaker would say "I dropped it!" But a Spanish speaker would say "It fell!". *Your editor is not exactly sure what to make of that and what it tells us about grammar as well as the cultural bias.*

Mr. Loya does not intend to publish any of his work, while he is alive. He writes for his children. In that case, we who are not his children are all the poorer.

### **Critiquing the Monthly Writing Challenge entries:**

**Any author who wishes his or her entry to be critiqued must label his work "Critique invited."**

**Anyone who would like to critique an entry can send the critique to Edna Ratliff. Edna will forward the critique to the author. Edna asks that the critiques be sent to her no later than Wednesday of the week after our meeting. She will forward the critique to the author on the following day.**

**Critiquing is not mandatory and is at your discretion.**

### **The Winner of the January Writing Challenge was: "Lizbet"...by John Rogans, MD**

The other entries were:

- "Where is the School" by **Caroline Steele**
- "Greenhouse Gas" by **Don Clifford**
- "A Question for an Answer" by **Frank Cortazo**

#### **Please note**

Every third month the Writing Challenge accepts works up to 4000 words in length. These months are:

- **March**
- **June**
- **September**
- **December**

For the other months, the limit is 1500 words except for **May and November** which are for poetry up to 60 lines long.

#### **Next Month's Writing Challenge will be**

### **Children's Stories**

*Only Valley Byliners Members may participate!*

Send your entry of not more than **1500** words to

**Edna Ratliff by February 3<sub>o</sub>:**

**writerscontest2012@gmail.com.**

- Edna will re-send your entry, sans the author's name, to the membership.
- Each member can cast his or her vote by sending an e-mail to Edna or by voting in person at the Valley Byliners meeting.

#### **Line-up for future Writing Challenges:**

- **January.....1500\* words**
- **February.....1500\* word Childrens Story**
- **March.....4000\* words of Non-Fiction**
- **April.....1500\* words**
- **May.....60\* lines of Poetry**
- **June.....4000\* words**
- **August.....1500\* words**
- **September...4000\* word Mystery**
- **October.....1500\* words**
- **November...60\* lines of Poetry**
- **December...4000\* words**

*\* up to but not more than*



The Twig Book Store in downtown San Antonio recently held a book signing event for author **Don Clifford**. His recent book, **Zoo Nonsense**, was the big seller with a record number of copies (19) sold during the three-hour event. Also sold were copies of the Byliner's books, **Tales Told at Midnight along the Rio Grande** and **Collected Tales from the Rio Grande**.

### The Next Byliners Book

**John Rogan** won the contest for the title of our new anthology:

**The Rio Grande: A River with a Thousand Tales**

**Don Clifford** is inviting contest entries for a cover design. Let Don know if you are going to submit a design. The deadline is the March 8 meeting. Email Don at [donclifford@sbcglobal.net](mailto:donclifford@sbcglobal.net)

### Wanted! Newsletter Editor!

I have decided not to continue as Newsletter Editor and V.P. of public Relations after my present term expires at the end of the May meeting.

This opportunity gives exposure and experience to a writer and only requires a knowledge of a word processing program and reliable email.

Bruce Nelson : [banmnelson@aol.com](mailto:banmnelson@aol.com)

Send applications to: [sulizan@yahoo.com](mailto:sulizan@yahoo.com)

### Looking Ahead Valley Byliners Presenters

Feb 8—**Writers Workshop**  
March 8 —Margie Meyers  
April 12—Marjorie Flados  
May 10—Richard Sanchez  
June 14—Elizabeth Miller  
August 9—Essie Morris

For a list of more events that Valley writers might be interested in, check out **Edgar Clinton's** website, [Writers of the Rio Grande](http://Writers of the Rio Grande).

**Nominations of officers** will be held at the March 8 meeting. If you can serve or would like to nominate someone, contact Sue Groves, [Sulizan7@yahoo.com](mailto:Sulizan7@yahoo.com)

Nominations will be for:

President  
Vice President for Programs  
Vice President for Public Relations  
(and newsletter editor)  
Treasurer  
One Board Member

**Mario Munoz** of Public Radio Station **KMBH** needs help from **The Valley Byliners**.

The station will be having its pledge drive from Feb. 3 to Feb. 14, 2014, from 7 AM to 11 AM and from 2 PM to 5 PM. Mario says he needs on-air hosts and testimonials about "**why we like public radio**"

If you can make it one or more of these mornings or afternoons, (*especially in the morning*) please let Mario know. Mario's email address is [publicradio@kmbh.org](mailto:publicradio@kmbh.org) and the telephone number of the radio station is (956)421-4111.

As well as being good exposure for the Valley Byliners, your participation will be good for the community.

## Valley Byliners

### Membership Application and Renewal form

Membership in Valley Byliners is open to anyone interested in writing, publishing or marketing their written works. Dues run from January 1 to December 31 of each year and are currently \$20.00 per year. Persons joining us between April and November may use the following table to calculate their prorated dues. Membership applications and renewals may be turned in at any Valley Byliners meeting or may be mailed, along with a check or money order, to the address below. Checks or money orders should be made payable to Valley Byliners. Please do not mail cash.

Month <u>Joining</u>	Prorated Dues
December thru March **	\$20.00
April thru June	\$15.00
July thru September	\$10.00
October and November	\$5.00

\*\*Dues paid in December are applied to the following year.

**Valley Byliners c/o Jose A. Alvarez, 130 Pizarro Ave. Rancho Viejo, TX 78587**

#### Application for Membership in Valley Byliners

*(please print neatly)*

Name	
Street Address	
City, Zip	
Telephone	
Email	
Website (if any)	
Writing interests	<i>(please circle)</i> fiction, non-fiction, novel, short story, poetry, other
Please circle the committees or activities in which you would like to participate: publicity, website, membership, marketing, workshop, mentoring and critiquing, and any other committees as determined by the Valley Byliners President.	
<i>(signature)</i>	<i>(date)</i>

Do not write below this line

\$ \_\_\_\_\_ Dues Paid by  Cash

Membersh

Valley Byline

**Wow! Another year has gone by**  
**Valley Byliners dues for 2014 are now due. Send your \$20 check made out to the**  
**Valley Byliners to: Jose Alvarez, 130 Pizarro Ave. Rancho Viejo, Tx 78575**