

"Clinging to the old, the irrelevant, and stagnant holds you back." -
Julie Morgenstern

Julie Morgenstern is one of my favorite organizing experts. I read her quote above in an O Magazine article on letting go of things from the past so you can grow and move forward. The quote hit me like a ton of bricks. There are definitely work tasks that I have clung to out of obligation after they have gone stale. I'm trying to get better about shedding those tasks. What can you drop this month to free up time and energy for new projects you're truly excited about?

PRESENTATIONS:

☀ Friday, August 1st, 9 a.m.: I will be speaking to the Nonfiction Network of the California Writers Club. Come have breakfast and meet with other writers. The topic: "Always, Always, Always Ask For More Money For Your Writing." I will discuss negotiating techniques that have earned me bigger paychecks and other tricks of the trade.

The Nonfiction Network meeting will be held at the IHOP Restaurant at 2216 Sunrise Boulevard, Rancho Cordova, just north of Highway 50.

☐ I've signed my contract and will be teaching a writing class through UC Davis Extension next fall. The course, "Getting Published: The Business of Non-Fiction Writing," trains participants in the basics of publishing their non-fiction work. We'll prepare query letters,

cover letters, book proposals and learn about other aspects of professional writing such as contracts, taxes, and working with editors and agents.

The class is held on eight Tuesdays, September 16th through November 4th, from 6:30 to 9:00 p.m at the Sutter Square Galleria in Sacramento. I would love to see you there! Please email me with any questions about the class.

It's too early to enroll, but you can learn more about the class at the Extension link. It is one of the required courses for the Specialized Studies Program in Non-Fiction Writing offered through UC Extension.

WRITING AND OTHER STUFF:

☐ Listen to my May 23rd blog radio appearance with Cheryl Wenzel from New Mom Central at this link.

The topic was *Why Didn't Anyone Tell Me?* and we had fun chatting up new parent issues. When you click on the link the interview will play through your computer.

☐ I discovered a new site with tons of job listings for writers. Go to **JournalismJobs.com**. I've been checking it frequently and the site averages five or more new job postings every day.

☐ *Why Didn't Anyone Tell Me?* is now listed at the MOTHERS (Mothers Ought To Have Equal Rights) Book Bag as a recommended book suggestion.

☐ Embarrassing moments in publishing: I was working on an email query letter and decided to send it to my husband, Mark, for some feedback. Unfortunately I

had put in the editor's email address on the To: line when I started writing the query and forgot to change it before I sent the message intended for Mark's eyes only. Needless to say, what you put in a message to your spouse is a whole lot different than what you say to an editor--I'll let your imagination run wild with this one. :)

Lesson learned: The last step in submitting an email query should be addressing the email to the editor.

Thankfully I've worked with this editor before and she got a good laugh out of it.

□ In the last newsletter I mentioned that I've been subbing for various jobs in my local school district.

Once you get known in the district, you could work every day if you want. Again, I highly recommend it to help pad the bank account between writing assignments. I'm finishing up a two-week secretarial assignment in a school office and yesterday was the last day of school. Yippee! School secretaries I now know may be the hardest working people on the planet, so please appreciate them. Happy summer break to Lynn, Carmen, and everyone else I worked with these last two weeks for making it a fun experience.

□ More on generating income in lean times: Some advice from Dana Cassell, the founder of Writers-Editors Network:

If writing articles is not generating the income you want in the number of hours available, one remedy is to upgrade your services offered to include consulting work--which companies are usually willing to pay more for than they are for people doing the actual writing or editing. And what kind of consulting can a writer or editor do?

One type that's particularly needed in today's increasingly competitive Web world is the consultant who can advise a company on how to (a) set up, or (b) improve their Web site(s) to increase traffic, improve ad revenue, encourage repeat visits, or increase sales/inquiries. Among the areas an astute writer/editor might be able to consult: Developing a content strategy, Evaluating current content and suggesting changes and future content; Developing editorial guidelines; Suggesting media (Web pages, press releases, eZines, FAQs, print) to communicate with target groups (customers, prospects, vendors).

Are you traveling this summer? Why not write some articles or essays based on your experiences. My family is going to Nicaragua on a volunteer trip through Seeds of Learning. I was too busy to garner an assignment before we go, but I'll be taking lots of notes! You don't have to limit yourself to travel magazines. What about articles on the food, culture,

business, art, history, or politics of the place you're visiting? There are many options.

□ Thank you to my buddy, Lonna, for this story: "I led a La Leche League meeting this month and after one mom shared that she was depressed about being told that she needed to have a c-section, another mom raised her hand and asked me if she could do a little commercial for *Why Didn't Anyone Tell Me?* by Melanie Bowden. I said sure, especially since Melanie is a friend of mine! Then she talked about how great Melanie's book is and how all new mothers should read it. Isn't that cool?" A writer loves stories like this one. :)

□ Would you like some **slick postcards** with the cover of *Why Didn't Anyone Tell Me?* on one side and information on how to download a free chapter on the back? If you would like some cards to distribute to friends, clients, expecting or new parents, or whoever!, send me an email with your postal mailing address and how many cards you would like.

On a final note--I love having my own web site! It's so nice to have one place to refer editors, book buyers, friends, fellow writers, and others when they want info about my writing. It was definitely worth all the work.

Happy traveling or whatever else you're doing this month.

Melanie Bowden

Author of *Why Didn't Anyone Tell Me? True Stories of New Motherhood* and *Get Your Articles Published!*

<http://www.melaniebowden.com>

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