

Present: 21
Apologies: Robert, Belinda, Dennis, Malcolm
New: Trevor Clarke

AGENDA:

This is our second last meeting for the year, with next month and next year being locked in to the Hub precinct and our current room. This room has a capacity for 28 people using the current Covid requirements, so we feel that we might at least have a home (at last).

- As members would be aware, we now fund the room at a cost of \$50 per annum per member, OR \$5 per meeting for those who wish to pay as they go. Thanks again to Russell for bank rolling this new adventure in advance of funds coming in.

- Our next meeting, apart from the standing down of current officers, will be our Christmas break up.

- Peter is investigating a 'budget menu' from the Hub caterers to see if it is doable to make our meeting a little more festive. Apparently eating is okay as part of our function, but only if we use the current providers of food to the Hub. Peter will advise us all in due time.

- We still have some anthologies for sale, and as a result Chairperson Peter has kindly offered to take them to the North Lakes Library for the book sale organised by FAWQ. This has been rescheduled to the 11th November at the Library after the Covid lockdown which impacted the Pine Rivers literary adventure. Contact is Rosalee Webber, and members are encouraged to take advantage of this book sale event to move on some of their own publications. See FAWQ website for further information, or contact Chair Peter who would be delighted to have some volunteers to share the day with.

- Current balance as of yesterday for CWL was \$114.79, so some sales would be good, and some thoughts around fund raising for CWL would also be advantageous so we can plan for more literary projects in 2022.

■ Welcome to our new member, Trevor, who hales from Elimbah. Trevor is newly retired and currently spends his time in the garden, and enjoying not doing much of anything really. He has authored a biography, and other bits and pieces, and given in his

work life, he has spent quite some time in the Solomon's, Papua New Guinea and Samoa, we feel he has quite a few more stories to pen as his writing journey unfolds.

■ **TODAY'S PRESENTATION:** 'Publishing' presented by member Russell

Russell gave a practical and concise overview to what is available to those members who are keen to get their words out to a reading audience. Russell advised that traditional publishers were still available, but they were very selective with who and what they published, and stated that of all the manifests that they receive only 1-2% actually make it to publication status. This he described is a 'hard nut to crack' and can leave budding writers feeling very jaded about their skill levels or the point of their writing.

Russell's preferred option is for 'independent publishing' which can offer a number of ways into the market place. The range includes entirely self-directed publishing, whereby the author does everything to some assisted packages where help is provided, through the sort of software used, to the money put up front to get things moving. Entities like Amazon, or Ingram Spark were his preferred choices, with Amazon getting the major vote for the ease of use of what is on offer, and the audience that they can tap into.

Russell advised it was imperative to have done as much as you can do to have the very best offering to put forward, and to really research exactly what you were getting if you put money up front. Using the editing skills of beta readers was a good idea, and having thought hard about the covers, titles, blurb on the jacket being all part of the publication process.

Likewise printing had a variety of options also, with print for yourself- this would work for family members as the audience mostly; as well as using professional printers, whereby you order a set number of editions, right through to the new offering of print on demand, which he sees as the most sensible way to go. To consider was the cost of freight, which reflects where the printing is done and the quality of paper used. We were reminded that cheaper paper may in fact weigh more, and cost more in freight charges. *A case of do your homework folk so that you know your upfront costs, and can compare what you're getting.*

Russell suggested that E-BOOKS was incredibly useful in promoting a writer and their new publications, because it is quick, cost effective for the reader, and a good introduction to a new author allowing folk to see if they like the genre or author's style, and to develop a following.

Overall in relation to marketing, authors today need to go digital. They need to be on social media, either Facebook or Instagram, using a page as your business page, not your personal page. That this was where you could interact with the reader, promote your latest reads, and reach a wide audience all at the hit of a key along with the need to think about illustrations to draw in potential readers. Linking from one social media page to another, as well as a web page of your own, was also incredibly useful. Again it is about growing your access to a reading audience.

Again you can find people to do this for you, but it will cost, and require maintenance, for a fee. It will also need a certain level of skill....again do your research.

Russell mentioned he finds CANVA a useful software tool to assist with covers, photos or illustrations, and the app is easily downloadable to your computer. Another helpful tip was when linking on media, use some reliable websites to also promote.... Such as Goodreads, Australian authors etc etc to increase coverage.

Many thanks to Russell for an enjoyable learning review of getting one's words out there, done in a 'practical, what he's found works the best' sort of way. Glad we have such experienced connections in our CWL membership.

HOMEWORK:

Today allowed us to catch up with those who were not present at our last meeting, as well as hear an eclectic mix from the thoughts of others. Many thanks go to Wayne who shared his find of 'The horses left behind' written in recognition of our World War 1 heroes of the 4 legged variety. This was particularly poignant on Melbourne Cup day and brought me to tears. *(yes I'm a sook)*

Martin and I also chose to display our dramatic personas through a brief read of one of Martin's fables, where a Crow and a Fox compete with the concept of clever and smart. Martin, who likes to philosophise about the state of the world and its inhabitants finds the genre of fable as particularly useful when exploring ideas, and developing arguments in a more friendly manner. *(now that was such fun for us)*

December's Homework

Again free choice but this time choose one of the following words prepared by Peter for your consideration.

bloviate

evanescent

phantasmagoria

ultracrepidarian

Peter has included his definitions for each word, but I have decided that I'd leave you to hunt up what they mean. I'm sure Peter really snacks on the dictionary in his spare time. Obviously you can choose a word on the interest it raises in yourself, or do a bit of research on all of them, and decide on the one that offers the most to your writing.

Looking forward to catching up next meeting, and to a particularly festive affair, (no I am not ready for Christmas either, but that is at least consistent with every Christmas since I stopped believing in Santa Claus, and joined the other elves of Christmas making it happen in some shape or form for the loved ones in my life.)

Take care of yourselves and one another, cheers Janet.