LELITA BALDOCK

AUTHOR

Writing Newsletter

February 4 2021

Welcome to the Indie Edition!

Wow do I have a great line up for you this week. Indie authors Emé Savage and Heidi Gallacher talk about their writing journeys, what inspires them and why they write.

I have an article of considerations and tips regarding self-publishing.

And I introduce you to the wonderful blogger/ reviewer and all round indie advocate The Haphazardous Hippo.

As well as some novel awards to consider and lots more.

I hope you enjoy!

Cheers,

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Lelita Baldock Author – Writer - Editor

What I'm excited for!

Looking to get reviews?

Author and reviewer Lisa Jones wants to review your novel! She runs a quirky style of video reviews that you can see on Instagram (@lisaajones_89). Get in touch with her if you are interested!

lisajones0710@gmail.com

Do you have an unpublished manuscript?



Pipeline Book Awards is open for submissions. Find out more on their website: https://bookpipeline.com/

You've got to be in it to win it!



The Bath Novel Awards are an annual event for all authors. Open now for submissions: https://bathnovelaward.co.uk/2020-2/

Featured Creative - Emé Savage, Author



Emé Savage – the woman

"I grew up in Central Illinois on 80 acres of woods and farmland to a factory worker and a florist. I am the oldest of four kids. I currently live in SE Michigan and have been married 9 years to a wonderful man who is also a writer, A.M. Holmes. I have three amazing step kids and two feline overlords. Besides writing I also love to sew, design costumes, watch sci-fi, and chase storms."

If you follow her on Instagram you will know her consumes are exceptional!

Emé Savage - the author

"I am the author of *The Genesis Chronicles*, an epic fantasy/prehistoric fiction that takes place on a world I created. Currently I have two novels published in a planned four-book series as well as two related short stories also in the Genesis Universe.

"Currently, I'm revising Book Three in that series with a planned release later in 2021 if all goes well. I'm also drafting a sci-fi novel which is also part of the Genesis Universe and another short story."

The 'Genesis' of her writing journey

"I think storytelling was something I've always done. Before I could write, I was telling stories. When I was seven, I created my first book. When I was eleven, my Ma gave me my first type writer. I just really enjoy visiting the worlds I created."

And what inspired her to write The Genesis Chronicles?

"The original inspiration was based on the land we grew up on. We had a crik running through our property and we would spend a lot of time down there looking for fossils and artifacts. I wondered what life was like when the First People settled there. That's when Minkos was born. Story ideas come from life and are translated into a fantasy setting. My current project is drawn from my experiences with the acquisition of disabilities. I wanted to explore that truth through my characters."

Savage believes, "there is no finer profession" than writing.

"When someone tells me that they enjoyed my story and why, it really drives home how important storytelling is. The fact that I get to be part of that, is exciting and gratifying.

"For so long, I hid that part of me away, afraid of what people might think. I'm glad I took a chance and allowed people to see my world."

And so are we. But overcoming the fear of what other's may say is not the only challenge writers face.

So what is Savage's biggest challenge now?

"Right now? Marketing. I still don't completely understand it, but I made it my goal to learn more last year, and it is paying off. I still have a long way to go, and there is a lot of trial and error, but I'll get there eventually. This is why the Writing Community is so amazing. I'm constantly learning and sharing from others."

Don't forget the achievements.

Savage is proud of her writing and that she is able to "produce consistently."

"I'm not always in the mood to write, but I keep my schedule and I'm always surprised at how much gets done. Last year was my best year yet production wise."

But it hasn't always been this way.

Savage has overcome her far share of challenges to pursue her passion for writing.

"I had ocular migraines every other day and was put on medication that stifled that part of my creativity. I was on it for eight years and during those eight years, I had not been able to write at all. I was literally cut off from that world and no matter what I tried; I couldn't access it. But I couldn't function with migraines every other day either. I had to heal from whatever was ailing me. Finally, eight years later, my doctor and I discussed getting off the medication to see if I still

had the same issues. I didn't. Once I was off the med, I was able to access that world again, and I've not wasted a minute since."

Indie or traditional? Savage has done them both. So which does she prefer?

"Honestly, I prefer indie publishing. It has become much more sophisticated and acceptable since I first started 11 years ago. I like deciding what cover designer or editor to hire, and my royalties are more robust. The downside is that I'm doing the marketing myself, but even this has gotten easier over the years. I like having control over how my work is presented and where I'm presenting it and I don't have to compromise my work because it doesn't fit neatly into prescribed boxes. I think that's true for many indie authors. The best authors, in my humble opinion, blend genres and traditional publishing doesn't always know how to market it. Neither do I, but I know my book better than anyone else, and I am working out who my audience is and how to reach them."

Her advice for aspiring writers?

"First, you need to be consistent. Decide on a regular time to write whether that is five minutes a day, or one day a week or even once a month, be consistent. That's how things get done. Second, do not edit as you are drafting. It will slow you down. Third, don't compare your writing to other writers. Comparison is the death of creativity. If you must compare, compare to your previous work. I am greatly encouraged by my growth and it keeps me going. Lastly, have fun. This is not supposed to be a chore. You are creating something that only you can create. No one can tell your story like you can."

The author she would most like to meet?

Madeleine L'Engle. If you have read her work, you can tell that it has influenced my work. I reread *Many Waters* not long ago, and I was stunned to see just how big of an influence she has been to me. I've read her quotes on writing and they are gorgeous, soulful, and inspiring. The way she blended science fiction with fantasy was an art and one I think we need more of in this day and age.

Savage's novels and short stories are all available now through Amazon



Just one of the great reviews of Savage's work!



C B rated it ★★★★★

Dec 23, 2020

This book took me by surprise, in a wonderful way!

It tells two stories in such a way that there is never any confusion and I felt drawn to both, always wanting to know what was happening in each.

The main stories start off gently, introducing characters slowly and showing their lives-building the worlds around them, which I enjoyed, it gave me a chance to get to know the characters as they arrived and kept the stories straight in my mind.

I was definitely left wanting more and am looking forwar ...more

1 like ⋅ Like ⋅ comment ⋅ see review

You can keep up with Emé Savage and her writing through the below:

Facebook @eme.savage
Instagram @eme_savage
Twitter @eme_savage

Thinking about self-publishing? Here are some tips!



Self-publishing can be an exciting and rewarding journey. But what are the advantages and disadvantages? And what do you need to consider before choosing this direction?

These are some of my thoughts on self-publishing and tips I learnt when releasing my Historical Fiction / Mystery *Widow's Lace* and my crime fiction *The Unsound Sister*.

I hope you find something here that helps you!

Advantages – reasons to self-publish

It's fast

The traditional publishing process takes time. First you need a well polished manuscript that will interest a literary agent. You send off your submissions and may need to wait up to 12 weeks before you hear back, if at all.

Even once you secure an agent, they then must approach publishing houses on your behalf, another lengthly process.

Once a contract is agreed, there will be further editing work with an editor, promotional work before your book is released.

All in all it can take several months or years for this process to unroll. And that's if you can never secure an agent in the first place.

To catch an agent's eye

As a first time author or little known writer, it can be difficult to attract the interest of a Literary Agent. You are an unknown to them and it can be difficult to get through the door.

Self-publishing allows you to get your work out there in the market and to promote yourself as a writer. In doing this you create a following, and become a more solid investment opportunity for an agent.

Creative control

Traditional publishing involves working within the expectations of a particular agent and / or publishing house. There will be requirements of your work. As a result of this some authors feel that they have less creative control. Self publishing avoids this potential difference of opinion, as the only person whose creative views matter to self publish are your own.

Personal achievement

For some authors publishing a work is not really about sales, but about a personal achievement. If you are simply looking to publish a book for yourself or friends or family, there is little point in approaching a large publishing house. Self-publishing is perfect in these instances.

Disadvantages

While it is faster and you maintain control of your work, self-publishing places the onus of success firmly on you. Unlike when you work with an agent and publishing house, you are responsible for all the decisions regarding your work.

It is your job to edit your work to a high standard yourself or finance paying a professional editor, which is a significant task. You must create the graphic artwork for a cover, manage and maintain the publishing process and manage your own promotion.

This can seem overwhelming and scary. But it is also an exiting challenge that brings it's won rewards.

Here are some tips on successful self-publishing:

Get everything you need together first

To self-publish you will need the following:

Edited Manuscript

Work through your manuscript meticulously. Ask people you trust to read it for you and give feedback. Consider whether your budget can include hiring a professional editor to proof read your work.

You want to ensure that you have the bets version of your manuscript possible before publishing.

Manuscript layout and file format

Depending on the platform you wish to self publish through, there will be certain requirements for the typesetting and file formats of your manuscript. Read these carefully. Software such as Word has formatting tools to help you with this.

You may benefit from investing in writers software such as Scrivner in which you can pre-set your typesetting requirements and file types before export.

Blurb

Your work will need a blurb for the cover and for your online book listing. Write a short summary of your plot/ topic. Aim to highlight what it is about your work that will interest readers. Leave them wanting to know more!

Cover

Like with the format of your manuscript itself, the cover will have dimension requirements and expected file types.

Some self-publishing platforms have inbuilt software that you can use to create your cover. Others will simply give your the sizing and required file formats. Be sure to read these carefully and take your time in creating your cover.

Also, be aware of any licensing rules regarding any images you may find online. Not all images available on the web are free to use.

Where to publish

There are many different platforms available for self-publishing. When choosing a platform consider the following:

- Is there an initial set up cost or a subscription cost to use the platform?
- Do you retain all copyright?
- What book formats are available? eBook, paperback?
- Does the platform offer any loyalty programs or promotion programs that you can use to support your sales?
- If you are looking to offer printed paperback/ hardcover copies of your
 work I would strongly encourage you to choose a platform that offers
 Print-On-Demand publishing. This way you only pay for printed copies of
 your novel when they are purchased, rather than having to outlay a large
 amount to pre-order several copies that you then hope to sell. Naturally as
 you are a more established author this may lessen as a consideration.

Perhaps the most common and largest is Amazon. Amazon has a well established and easy to use self publishing process. There is no upfront cost, Amazon takes a % of your sales.

You can publish in eBook format and Print-on-Demand through Amazon.

Amazon also has a loyalty program called KPD Select which allows you to run promotions such as discounts, countdowns and free purchase of your book. This can be useful for you in attracting your audience.

Selecting a price

Self-publishing platforms will suggest a minimum price. If you are a first time author with no established following, this is probably a good place to start.

That said, you don't have to! Consider your goal – are you trying to establish yourself so you just want to get your book out there in front of others? Or are you already known and are working to increase your revenue.

Do some research into your genre and the going rates for new and experienced authors.

But above all - back yourself! You have put in the time and passion to write your novel / book, now it's time to enjoy sharing it with the world!

Do your research and try your best. But be flexible. You will learn more as you go. As always, practice makes perfect!

Featured Creative – Heidi Gallacher, Author



Multi-creative, travel-lover Heidi Gallacher discovered her writing passion later. In her words:

"I'm a multi-genre author who was born in London in the Sixties. I grew up in South Wales and then studied in Leeds. I jumped at the chance to live in Paris during my late twenties to learn a new language and culture. Following the arrival of my first child, I moved to sunny Switzerland where I have lived ever since. I came to writing quite late but I love it now and can't think how I lived without it!

"When I'm not writing, I like to write and perform songs, hike in Switzerland with my family, and I love board games and swimming."

But once she started, she didn't look back!

"I completed my Masters in Creative Writing in 2018 and my first short story, Changing Places was published in Prima magazine (UK) in September of that year. My first novel Rebecca's Choice, a work of historical fiction, was published in 2019. I am currently editing the initial draft of my second novel, The Sauna, a thriller that I hope will be published in 2021. I have also written five or six short stories based in Wales which I would love to publish someday."

So what gave her the push to start typing?

"I write because I have stories to tell and because I really enjoy the whole writing process, from the initial inspiration through to plotting, writing the first draft and editing. I love to craft a good storyline. The characters start to come alive and in the end they are almost dictating the story to me!"

Where does Gallacher find story inspiration?

"Many things. Things that have happened to me. Things that I overhear (!) Often, my research can whet my appetite. When writing historical fiction, I may uncover historical aspects that set my novel onto a slightly different path."

The best part of discovering her love of the word?

As well as enjoying the writing process, I love it when a review comes in where it is obvious the reader has loved the story and/or really 'gets' your novel. It is so warming when a 4 or 5 star review pops up.

I love the fact that *Rebecca's Choice* is now out there now in the wider world – that copies have been sold in the US, Canada, Germany and Switzerland, as well as in the UK. I love the interaction with readers. Last year, a reader from Germany informed me that as soon as she can, she wants to visit Wales to see all the places described in the novel. Another reader recently sent me a pic of Rebecca's Choice on a beach setting in Mexico!

The biggest challenges of the writing process?

In writing historical fiction, one thing that was challenging for me was that I got things right; for example, that the settings were realistic, just as they had been back then.

For *Rebecca's Choice*, set in Victorian Wales, I researched how my characters would have spoken and what they would have eaten. I spent days researching Temperance Town and the methods of transport in Cardiff at the time. I looked at old maps to see how a character would have journeyed from one part of Cardiff to another, back then. An interesting piece of research was studying the Victorian railway system in Wales including the old Mumbles railway, which appears in a couple of chapters. It all had to be right.

Proudest achievements so far?

"I am proud that I have written a novel and that I have just finished the first draft of my second. I think that writing an 80,000 word novel is comparable to running a marathon if you are a runner! It was also a great moment to receive an award from a book club for 'Debut Novel' for *Rebecca's Choice*. I am proud of the short stories and poetry I have written too."

And Gallacher loves the indie publishing experience.

I self-published my novel *Rebecca's Choice*. It was a terrific journey. I was lucky to find a great editor to work with. As an indie author I now do all the marketing and promotional side which I enjoy immensely. I have learned so much about the publishing process along the way. But it is hard work. For my thriller, *The Sauna* I would like to find myself a traditional publisher. I know that the book will have to be the very best it can be, because the competition out there is

immense. Sometimes it feels like everyone wants to be an author! But they do say that everyone has a novel in them somewhere ...

Advice for aspiring writers and fellow indies?

"I would say try to write regularly. Set yourself targets, such as 500 or 1000 words a day if you are writing a novel, but do be kind to yourself if you miss a day or two – or more.

"When you write, try to really get inside the heads of your characters. What are they seeing? Can they smell anything? If you were them – what would your reaction be?

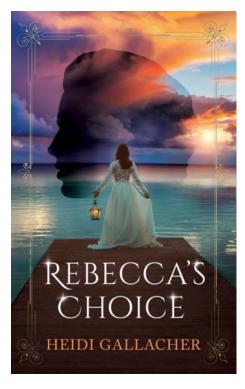
"When you are happy with what you have written, don't be afraid to gather together a tribe of 'trusted readers' on board to offer you feedback. This is essential and will help you to craft a better piece of writing.

"If you self-publish onto Amazon or another platform – don't think that the book will be 'spotted' and sales will just roll in. I can't stress enough that you will have to put in a lot of time in promotion for a sale to happen. The good news is that there is a lot of help out there online, which will give you ideas on how to do this. Try to get as many reviews as you can on Goodreads and other sites as this will help you to find readers."

If Gallacher could meet any author, who would it be and why?

I would love to meet H. G. Wells as I love his writing and he was an inspiration to me when I first began writing short stories.

Heidi Gallacher's debut novel *Rebecca's Choice* is out now through Amazon



Praise for Rebecca's Choice



B Conaghan rated it ★★★★★

Nov 26, 2020

I thoroughly enjoyed reading this beautifully crafted story – a deliciously gentle romance! This is one of those rare beasts – a historical romance, that feels utterly true to its time. Rebecca's world is drawn with such care and attention to detail, that even those who feel pretty comfortable with the late Victorian middle class world, will find new aspects to discover – the investment in steam railways, the weather stations, the subtle class structures, the world of medicine. I particularly en ...more

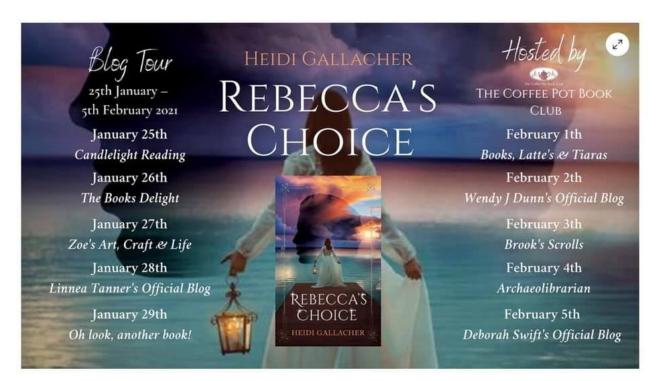
2 likes ⋅ Like ⋅ comment ⋅ see review

Connect with Heidi Gallacher and follow her writing journey:

Facebook: HeidiGallacherAuthor

Insta: gallacherauthor **Twitter:** HeidiGallacher

Heidi's novel Rebecca's Choice is on blog-tour



Featured Creative - The Haphazardous Hippo, Neats, Blogger



Neats is a book blogger, avid reader and all round good-sort. Her blog features in-depth and informative reviews and she loves to champion indie authors!

Neats in a nutshell

"My name is Neats and I'm from Hampshire in the UK. I live with my husband, my little tiel, Tufty and a collection of hippos. Sadly, the hippos aren't real (our bath just isn't big enough to accommodate one apparently!) so I have to make do with the cuddly, glass and wooden variety which I've collected over the years. That said, I have met, and had tea with Jessica, the house hippo, who was rescued from a flood by Tonie and Shirley Joubert when I visited South Africa several years ago. I also got to meet, Ritchie, a small male hippo that had washed up on their doorstep just like Jessica. I was in my element and it's a day that I will always remember.

"When I haven't got my nose buried in a book I enjoy watching true crime documentaries (hubby thinks I'm doing research in preparation to bump him off!), films on a Sunday afternoon and I'm a big fan of rugby and tennis – not playing, just as a spectator."

Why did she start her blog?

"I started my blog, *The Haphazardous Hippo*, back in May 2015 as an additional way to keep track of the books that I'd read. Before this I was just adding them to my shelves on Goodreads and giving them a star rating, but I wanted to engage more with other readers and actually talk about the books I'd read. Many of my friends didn't understand my passion for books and would rather talk about the latest films or tv programmes so I decided to start a blog. I quickly became part of the online book community and getting to know authors on a more personal level, I realised just how important reviews are to them. This encouraged me to be more proactive in searching for ways to help out and I began reading ARC's I received directly from authors as well as taking

part in organised blog tours. This organically then grew into me offering guest posts to authors in the form of two features that I regularly run on my blog, *The Hippo Hangs Out* and *The Hippo Hands Over*. I really enjoy doing these features and getting to know 'new to me' authors while at the same time hopefully giving them a platform to reach potential new readers and maybe gain some new fans."

Indies are her passion!

"I hope that my little blog will help to shine a light on authors and their books that might otherwise fly under people's radars. Although I do read and review books from well-known publishers, I also love discovering Indie authors. I feel that quite a few readers will avoid self-published books for various reasons, but I've read so many books from Indie's and the vast majority of them have been fantastic reads and I'd even go so far as to say some are even better than traditionally published ones. My plan for this year is to reach out to and feature more Indies with the hope of enabling them to gain their own, well deserved share of the book love and to convince these readers to temporarily put their prejudices to one side and give Indies a fair chance instead of writing them off.

"I regularly host authors as part of the two features that I run on my blog. I think that this is a great way to showcase, not only a particular book, but the author as well. I always try to make these posts come across as though I'm sitting having a coffee with a friend and interject my own thoughts, comments and pictures. I think that by doing it this way it makes the posts more appealing than just a block of questions and answers, but that's just my own, very humble opinion. Hopefully when people read them they're intrigued enough to take a look at the featured authors book/s therefore giving the author a potentially new fan for their work. It's all about raising awareness for authors in what is fast becoming a very crowded market so I genuinely hope that I'm helping out by sharing the book and author love!"

The best part about being a blogger? - It's the people.

"I've made so many new friends since I started my blog and I love the great feeling of community both with fellow book bloggers, authors and publishers. Back in the good old days when we could get out and meet people, I'd go to meet ups in London where large groups of bloggers and authors would while away the hours talking about books and getting to know each other better over a few glasses of fizz! I can't wait to get back out there.

"The other aspect I enjoy is finding out about authors when they take part in my features. I've sometimes found out the strangest things about people – for example, Barbara Copperthwaite can wiggle her little toes independently of her other toes and that if Mark Tilbury was an animal in a zoo he'd be an orangutan! Who knew?"

What does she find most challenging about blogging?

"Writing reviews! I can sometimes sit in front of my laptop busily typing away but then once I read it back it doesn't read how I want it to, so I end up deleting it all and starting again! It's not because I didn't enjoy the book that I'm reviewing, it's more that I don't feel that my words are doing it justice and that maybe my enthusiasm for it isn't shining through as much as I'd like. I think that I'm guilty of being over critical of myself and my words so it's always lovely to hear back from an author saying that they like my review and even better to hear someone say that they've gone on to buy a copy of a book after reading my thoughts, that makes me feel like I've done a good job for the author."

What is she most proud of in her blogging career so far?

"Back in 2016 I came up with an idea about a virtual book festival (Who knew that in a few years to come this would become more of a reality than anyone could have predicted – does that make me a trailblazer who was ahead of her time?!)

"At the time I was looking for something different, something that other bloggers weren't doing. I decided that I'd concentrate on authors from a specific area and with the help of the very lovely, hugely talented author and now good friend, Mary Grand, I connected with about seven authors, all from the Isle of Wight, and the whole event was a huge success. So much so that I repeated the process the following year but this time with authors from the South of England. Yes it was a lot of work to put it together but I feel that it was worth it as it gave me a great sense of achievement and more importantly, all the authors involved were over the moon with the end result.

"Maybe it's time to hold another one, watch this space!"

What genre of novel does she prefer to read for fun? Any notable mentions – novels, authors etc...

"All of the books I read are for fun, regardless of whether they're review books or from my own personal TBR, for me it's all about losing myself in a great story. I have quite an eclectic taste in books, I can go from a light-hearted, fluffy romance book straight into a dark and twisty psychological thriller with no problems at all. As for notable mentions – that really is a tough one. There are so many fabulous books and great authors that I've discovered over the years, it makes it difficult to single out anyone in particular.

"That said, there is one particular book that does jump to the front of my mind and that's *Flowers For The Dead* by Barbara Copperthwaite. I first read it back in 2015 and fell in love with the central character, Adam Bourne. Ok, so he's a serial killer and I'm not quite sure what that says about me, but this is a book that I still shout about and recommend to people now, even after all these years. It's also one of the few books that I will re-read and I revisited this one last summer and I still loved it just as much the second time around. I'd also love to mention

Mark Tilbury, or as I like to affectionately call him #TwistedTilbury, L.J. Ross, Bianca Sloane, A.J. Waines and Amanda Prowse as they are all on my list of 'goto' authors."

If Neats could meet any author living or passed, who would it be and why?

"I would choose Dr Maya Angelou. I read I Know Why The Caged Bird Sings many years ago and I was blown away. Her writing was so lyrical that I almost forgot that I was reading a memoir. The whole book was sprinkled with wisdom despite the hardships and struggles that she had to deal with right from a very young age but despite everything she fought on and became such an influential woman.

"With all the craziness that is going on in the world right now I'd love to be able to sit down with her and ask her to share some of her insights, inspiration and wisdom to help get me through it."

Connect with Neats

Twitter - https://twitter.com/lilac_hippo
Instagram - https://www.instagram.com/haphazardous_hippo/
Author Services - http://thehaphazardoushippo.blogspot.com/p/blog-page.html

Be sure to check out her blog. You may just find your next great read!



http://thehaphazardoushippo.blogspot.com/

What I'm currently reading



Rebecca's Choice - Heidi Gallacher

I like to read novels by the authors I feature in my newsletter. Heidi Gallacher's *Rebecca's Choice* is an historical ficiton – a genre I love. So I am excited to have started this one. Already captivated.

Writing Quotes / Inspiration

"If you want to be a writer, you must do two things above all others: read a lot and write a lot."

- Stephen King

For those of us who need more excuses to read! Jokes aside I truly believe this. Reading exposes you to the art of writing and you absorb it as you go. Writing allows you to practice and find your own style!

"A professional writer is an amateur who didn't quit."

- Richard Bach

So don't stop my fellow writers. Keep at it, back yourself. You've got this!

"Every writer I know has trouble writing."

- Joseph Heller

You aren't alone, weird or unable. Writing is tough. Take it one session at a time and don't give up.

Are you an author, blogger, reviewer, editor, podcaster, or other writing content creator?



I want to feature you!

This year I want to open up my newsletter to feature people from all aspects of the writing process – creatives, promoters, enthusiasts and more. If you would like to feature in an upcoming edition of my newsletter, please email me: lelita.baldock@gmail.com and we can get started!

Coming Up Next

In the next edition of the Writing Newsletter (Feb 18) I have a line up that includes Benny Simms, author of *Code Grey*, author and reviewer Lisa Jones and a chat with The Writing Community Chat Show!