



Quill de Ville

www.WritersLeagueofTheVillages.com

Writers League of The Villages Newsletter

February 2023



Expo23 pictures, pages 9-10

Our New Club photo, page 16

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Message from Your Newsletter Editor

Larry Martin
drlarry437@gmail.com



Expo 23 was held just this past Sunday, January 29 – our first book fair since 2020, and most successful ever. If you attended, you could see for yourself. The parking lot was full! Over 3000 people showed up, for 107 authors and three great lectures. Rita Boehm and her team did a great job in planning and running Expo. See her summary of the event on page 7. Pictures are on pages 7-10.

Words are important, and as writers they are our stock in trade. Still, it's nice to have a few pictures from WLOV's many events. In addition to Expo 23 pictures, in this issue you'll find photos from:

- [Wine & Words, Jan 5, page 5](#)
- [B&N Kickoff January 7, page 11](#)
- [All Booked Up, Jan 10, page 12](#)
- [General Meeting, Jan 11, page 13](#)
- [New Club photo, page 16](#)

Also, find more pictures on our Facebook group page, <https://www.facebook.com/groups/2456384291302772/>

Last month we had two winners for the WLOV newsletter, Susan Dwyer and Paula Howard. They correctly identified the WLOV authors of several book covers. As winners, their preferred postings are on [page 14](#). This month the trivia contest asks you to name the author and book for a famous quote. Throughout the newsletter are **five famous quotes in red bold-face font**. I'm sure you've heard or read them all at some point. Just name the book *and* the author for all six. The first three winners will have their book of choice profiled in the next edition of the Newsletter. Send your answers to me at drlarry437@gmail.com.

Upcoming Writing-Related Events

FEBRUARY

Thursday, February 2, 6:30-8:30 pm – Wine & Words, Riverbend Rec Center. Speakers are Mel Harrison and Helga Godfrey.

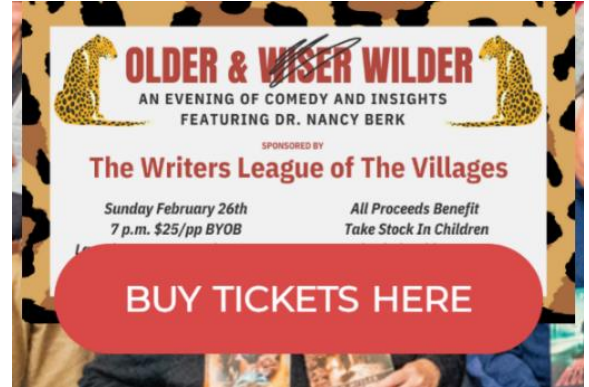
Wednesday, February 8, 9-11 am – WLOV General Meeting, Laurel Manor Rec Center. Program is “Storytelling Secrets from the World of Theater,” by Nathaniel Niemi, Education Director of the Sharon Theater.

Saturday, February 11, 2-3 pm – Second kick-off event for Q1 B&N authors, Lake Sumter Landing. See [page 6](#) for more info.

Tuesday, February 14, 11 am-2 pm – Book signing at All Booked Up, Colony Plaza. Authors are Ron Miller, Carolee Owen, and Rebecca Rock

Saturday, February 18, 11 am-2 pm – Book signing by Tom LaBaugh and Rita Boehm, Wildwood Antique Mall, 364 Shopping Center Drive, Wildwood

Sunday, February 26, 7:00-8:30 pm – WLOV Scholarship Event, Laurel Manor Rec Center. “Older & Wiser: An evening of comedy and insights featuring Dr. Nancy Berk.” Tickets are \$25 and can be purchased on our website, www.writersleagueofthevillages.com. On the home page click on BUY FEB 26 TICKETS HERE.



MARCH

Thursday, March 2, 6:30-8:30 pm – Wine & Words, Riverbend Rec Center. Speakers are Jack Ciotti and Steve Burt

Wednesday, March 8, 9 am-11 am – WLOV General Meeting, Laurel Manor Rec Center. Program is “Techniques for fusing diverse life experiences into a coherent storyline,” by WLOV member Scott McNight.

Saturday, March 18, 11 am-2 pm – Book signing by Gary Koca and Kome Onokpise, Wildwood Antique Mall, 364 Shopping Center Drive, Wildwood

President’s Message: Writing The Book is Only the Beginning

By Frank A. Lancione, flancione@verizon.net



You work and work and work. You refine and refine and refine. You persevere through days of triumph and days of agony. Some days you marvel at how well it’s going. Other days you despair of ever finishing. But somehow, someway, against all odds – you finish. It’s done. This is it. You’ve written the book. You’ve crossed the finish line. Hurray! Wait! What? What do you mean that was only the beginning?

* * * * *

Welcome to the world of self-publishing on Amazon. We have several internationally recognized award-winning authors in the club. They know all the tricks of the trade to self-publishing on Amazon. However, we also have a lot of members who—like me—are working on their first book.

If you haven’t gone through the process of self-publishing on Amazon, I think it would be valuable to hear a little more about it before you start. So, in my President’s message this month, I am going to share with you my “newbie” experience recently launching my first book.

I have a family website that I use to chronicle our many activities. It was a central part of my book launch plan. I created a dedicated webpage for the book launch. I compiled a list of almost 200 friends and acquaintances that I notified about the upcoming launch of my book.

I developed a free 45-page sample of the book that people could download in advance of and after publication to see what my book was about. I begged shamelessly and ceaselessly for people to post reviews on Amazon. (If you want to see my book launch site, go to <https://frankalancione.com/sunset-years-book>.)

In parallel with all of that, I completed numerous tutorials on how to publish on Amazon. This is critical because you need to understand that it is not at all a straightforward process. Amazon is e-commerce and its interface to the customer is a database. This means you must master the art of search engine optimization to compete effectively within the Amazon marketplace.

Think about the way that you do a search online. You type in a key word and look typically at the first and maybe the second page of results that appear. There may be wonderful options awaiting you on pages three and beyond, but you rarely scan that far back in the search results to even see them. How well your book does when you sell it through Amazon is heavily dependent on what categories you choose to compete in and what key words you tag your book with.

I relied heavily on author Dave Chesson's Kindlepreneur tutorials and bought his Publisher Rocket software to help me understand what was going on. All his tutorials and tools are available on the internet. According to Chesson, most people buy what they see in the top 10 results returned from their search. Your job is to figure out how to be as close to that range as possible.

Tools like Publisher Rocket help you identify categories that are small enough for you to have a realistic chance of competing in but get enough searches and sales to make it worthwhile to focus your efforts there. While all of that research is underway, you also have to start advance planning on how to get in front of readers who might be interested in buying your book from you directly. This is where our WLOV club can help. Each month at our general meetings we have sign-up sheets you can use to indicate your interest in participating in our book signings and presentation activities.

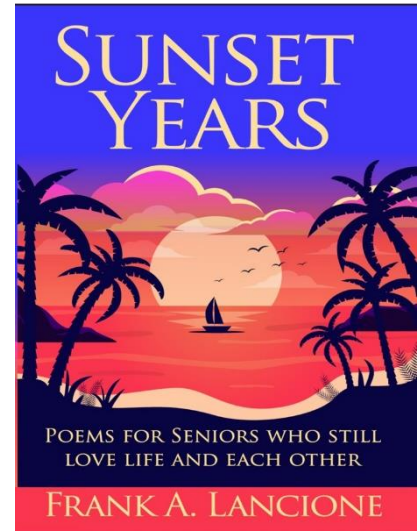
My book launch went well for a newbie. In the first three weeks after launch, **Sunset Years** was named an Amazon "#1 Hot New Release" in the American Poetry, Contemporary Poetry, and Poetry Anthologies categories. I consciously decided to compete in these categories because I thought I had a fighting chance there.

Amazon re-ranks every book in a category hourly, so you are lucky to hold that "#1" designation for several days at a time. Even if you only hold it for an hour though, as long as you take a screen shot and can document that you made it, you can now cite it in your advertising.

So, in my case for example, all my advertising for **Sunset Years** going forward says: "Amazon #1 Hot New Release." Oh, and how about my endless, shameless groveling for Amazon reviews? As of today, I have 17 reviews—all five stars. Yes, some are from my friends and fellow authors. However, many are not.

The buzz my friends created with positive early reviews encouraged people I have no connection with to buy the book and review it very favorably. Hearing strangers say that my work resonated with them is priceless and makes all the work involved worthwhile.

Am I done marketing **Sunset Years**? "Heck No!" I'm already working on the next book in the **Sunset Years** series. The best way to make that next book successful is to tie it to a successful first book in the series. That means is that I must keep marketing my first book while I am working on the second. Which, of course, goes to show that the old saying about writing is true: "Writing the book really is only the beginning."

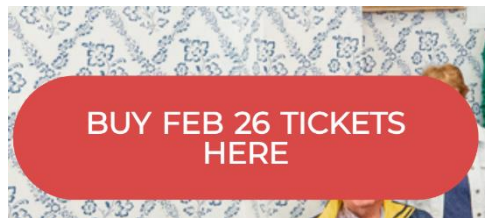


WLOV's Scholarship Event Feb 26th

By Frank Lancione, flancione@verizon.net

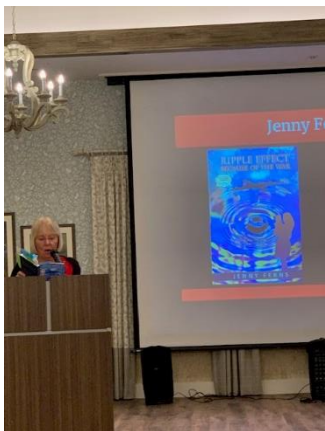
Have Fun and Support a Good Cause! The event is Sunday, February 26, at 7:00 pm, Laurel Manor Recreation Center. Get involved in the fun as Dr. Nancy Berk premieres a new comedy routine developed especially for The Villages audience.

Contact me at flancione@verizon.net or Tweet Coleman (far right) at tweetcoleman@gmail.com for further information, or if you have any questions. Tickets are \$25 and can be purchase online at www.writersleagueofthevillages.com. On the home page click on BUY FEB 26 TICKETS HERE.



Pics from Wine & Words Jan 5, 2023

Jenny Ferns read from her book *The Ripple Effect* and Rita Boehm read from her new novel *The Price of Revenge*. Frank Lancione, shown talking with Rita, created W&W and hosts the monthly meetings at Riverbend Rec Center. See Upcoming Events, page 3, for next meetings.



Name the book and author: **"I will stop the motor of the world."**

Important Information from WLOV's Communications Director

B&N – FB Items – Expo23

By Rita Boehm



BARNES & NOBLE

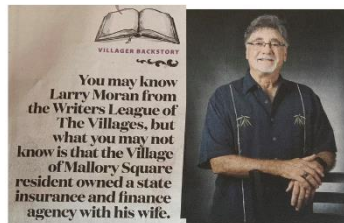
NEW BOOKS – TWELVE NEW AUTHORS!

Our Q1 2023 event started at the beginning of January and continues through March. Please join us on Saturday, February 11th at 2:00 for kick-off #2 of our Q1 event. These are always fun events and a wonderful opportunity to meet and network with fellow authors – and readers.

If you haven't yet been featured at Barnes & Noble, please send an email to wlovwriters@gmail.com, so we can make sure we have you on the list. Once each of our authors has had an opportunity to be featured, future participants will be chosen via a random drawing at one of our monthly meetings. NOTE: New members and members who have not yet been featured will be given preference and will automatically be added to the B&N list. Stop at the store and ask for the Local Author Bookshelf. You'll find a fascinating selection of books written by our talented members.



PRINT ITEMS ABOUT MEMBERS – FACEBOOK ALBUMS



WLOV members continue to make news. Here are the links to find news articles written about members over the last 3 months.

- NOVEMBER FACEBOOK NEWS ARTICLES POSTED
<https://www.facebook.com/media/set/?set=a.497931765707819&type=3>
- DECEMBER FACEBOOK NEWS ARTICLES POSTED
<https://www.facebook.com/media/set/?set=a.524598176374511&type=3>
- JANUARY FACEBOOK NEWS ARTICLES POSTED
<https://www.facebook.com/media/set/?set=a.551846676982994&type=3>

BOOK EXPO2023 – RESULTS ARE IN

By Rita Boehm

Wow! What a day!

After two years of disappointing cancellations due to Covid, Book Expo roared back to life on Sunday, January 29th. Based on criteria used by the Recreation Department, crowd attendance was estimated at between 3,000 and 3,400 people.

I think all of the exhibitors would agree with that estimate. For those of us who have attended many Expos, this was by far the largest crowd. Many exhibitors reported sales of twice their usual amount. Some ran out of books – a good problem to have! Many others made contacts for speaking engagements or other future business activity. All and all – a good day.



We tried a variety of new things with this Expo, and these will continue to be honed going forward. Unfortunately, we had no control over the Rec Center temperature which ranged from moderate, to warm, to meat-locker cold in certain rooms as the day progressed. Don't say I didn't warn you!

The idea of including book genres and table number in the program, while a good one, unfortunately lost something in

translation when folks visited each of the rooms – and failed to find table numbers. We had a huge poster in the lobby which included the room layouts. Unfortunately, most people ignored it. Going forward, we'll have to find a way to post table numbers on the tables.

As always, more volunteers would certainly be a plus – perhaps at each room's entrance - to direct people to a particular author and allow for exhibitor bathroom breaks. Something to work on.

Putting on an event like BookExpo2023 takes a phenomenal amount of planning and coordination. At the risk of leaving someone out (and for this, I apologize!), I want to acknowledge the efforts of a core group of committee members, without whom our success could not have occurred.

A special THANK YOU goes out to the following people:

- Registrar Manijeh Badiozamani received the registrations and did a phenomenal job maintaining a detailed master spreadsheet of authors.
- Barbara Miller coordinated with Eisenhower Recreation Center on room set-up.
- Marti Green, our featured speaker coordinator, reached out to a number of authors before scoring a win with Al Pessin whose presentation was made to a standing-room only crowd.
- Penny Thomas did an incredible job creating our BookExpo2023 program.
- Sandy Swanberg and Paula Howard helped with developing bookmarks and ad copy,
- Chris Cooper created four beautiful baskets filled with donated books and goodies for our successful Free Raffle. We garnered over 300 names for our Event Mailing List as a

result. This is a huge step forward to help us advertise future events. (Thank you to our members for donating the books).

- I am indebted to Frank Lancione and his Event Day Team for allowing me to step back and focus on being an exhibitor. Thank you Frank, Sandy Swanberg, Larry Moran, Marilyn Sinopoli, Pamela Henry, Laura Borcharding and Tom LaBaugh.
- Additionally, members of the Scholarship Fundraising Committee who were there to sell tickets to our upcoming February 26th event went over and above in their support. Thank you Tweet and Patrick Coleman, Chris Baldwin and Cheryl Klenhow.
- Publicity Outreach: To all of you who approached businesses, friends, family, neighbors, church-members, social gatherings and doctor's offices to hand out bookmarks and signs – your efforts were successful. Everyone benefitted. Thank you!

Final note: It's never too early to plan for BookExpo2024. We're looking for an Expo Chair and folks to fill out various committee positions. Email wlowwriters@gmail.com and sign up to be part of our next successful Expo!

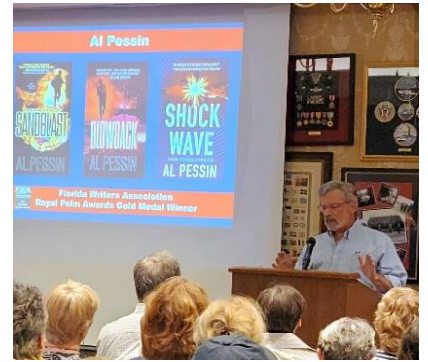


More Expo Pics pages 9-10 – January 29, 2023

Pictures next two pages, by row, L to R:

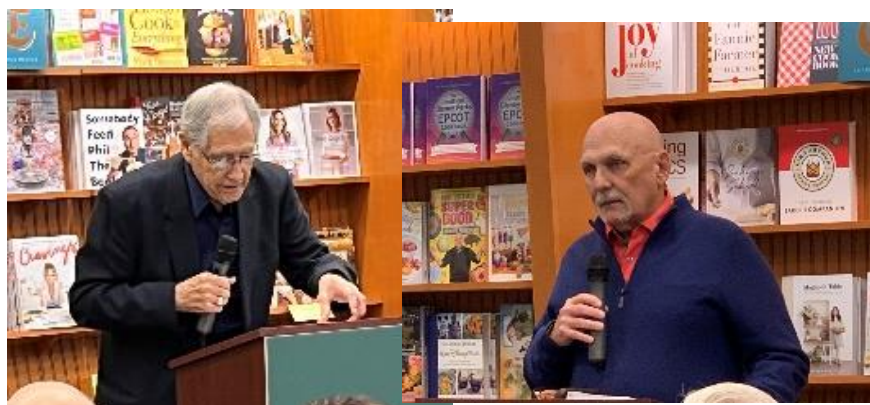
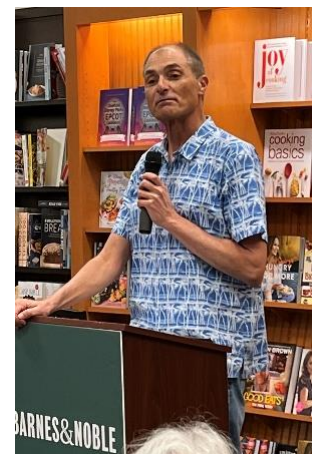
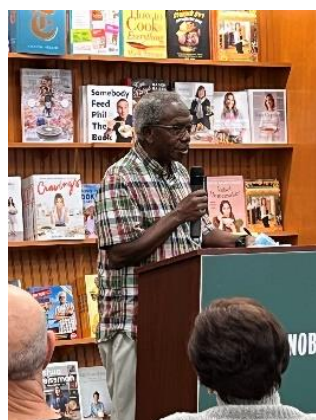
Kome Onokpise, Rita Boehm with neighbor Sara Theriault, Paula Howard, Larry Martin and his wife, Joan Crabb (one of winners of our free raffle), John Mallon, Phyllis Walters and her husband, Rita Boehm and Frank Lancione with raffle baskets, Sandy Swanberg and Marilyn Sinopoli, Judi Cianci with Ms. Marple, JE Rogers, Rick Greenberg, guest speaker Al Pessin, Steve Burt and his wife, Beverly Meyers and her husband.





B & N Kickoff January 7, 2023

First kick-off event for Q1 B&N authors, Lake Sumter Landing. Next one is February 11. Speakers L to R: Anne Lauren, *A Divine Gift*; Kome Onokpise, *Pan Am in Africa*; Allie Ross, *The Stranger Next Door*; Thomas LaBaugh, *How to Make a Powerful, Positive Impact*; Bill Hurst, *Marooned in 1799*; event organizer Rita Boehm making an introduction.



Name the book and author: “All happy families are alike; each unhappy family is unhappy in its own way.”

Name the book and author: “And so we beat on, boats against the current, borne back ceaselessly into the past.”

WLOV Authors in All Booked Up – for Feb 2023

Store at 271 Colony Blvd.

For info contact: Bill Pullen, (352) 430-3006 or billanita@att.net

Fiction (3 books)

- Rebecca Rock – “The Guardians: Inheritance”
- Ron Miller – “Chasing Shadows”
- Larry Martin – “What Just Landed in The Villages? and Other Short Fiction”

Non-Fiction - Memoir/Self Help

- Barbara Canale – “Prayers, Paper and Play”

Non-Fiction - 1 book

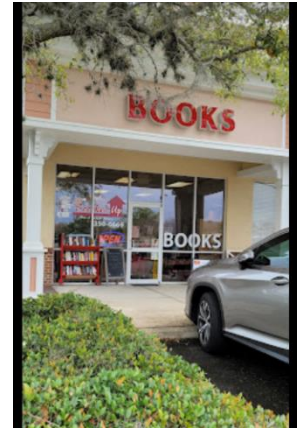
- Jim Bucko - “Why We Think The Way We Do”

Children’s Book

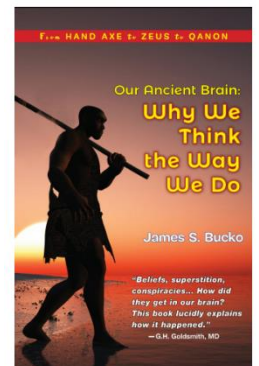
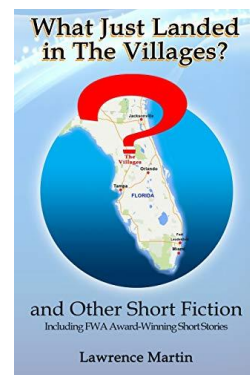
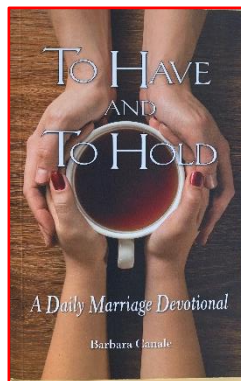
- Carolee Owen – “In His Time”

Plus: Villages Magazine Featured Author for February

- Liz Perkins - “Waves of Creativity”



**Picture of authors from January 11, 2023 book signing at All Booked Up.
L to R: Barbara Canale, Larry Martin, Dick Bucko, and their respective books.**

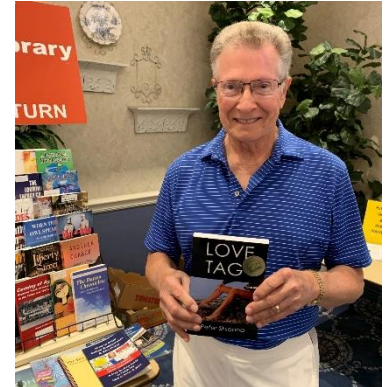


The next book signing at **All Booked Up** is Tuesday, February 14, 11 am-2 pm.
Authors will be **Ron Miller, Carolee Owen, and Rebecca Rock**. Thanks to proprietor Jamie Goeske for making these events possible.

Name the book and author: “It is a far, far better thing that I do, than I have ever done; it is a far, far better rest I go to than I have ever known.”

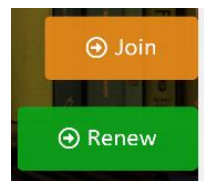
Pics from General Meeting January 11, 2023

Prior to the excellent presentation by club members, “Selling Your Book Face to Face With Readers,” new books were introduced by several members, including Beverly Meyers (left photo; *Angela’s Secret*) and Susan Dwyer (*Strangers Saints and Sinners*). Librarian Peter Shianna, far right, published *Love Tag* in 2014, and had extra copies available, so he placed a copy on the tables for every member in attendance! Thanks, Peter!



Recurring Items of Interest

- **Facebook page: Writers League of The Villages**
<https://www.facebook.com/The-Writers-League-of-The-Villages-162776817086391/>
- **Members-only FB Group for posting: WLOV Group**
<https://www.facebook.com/groups/2456384291302772/>
- Great Courses Writing Videos: Thursdays at 4 pm. WLOV members will receive an email notice from Paula Howard prior to these videos; if you don't get one, email her at pfhoward777@gmail.com.
- To review past WLOV newsletters, go to <https://writersleagueofthevillages.com/> and click on Newsletters in the top banner.
- Pay 2023 dues online, \$20. You can pay via credit card or Paypal. To join or renew, go to www.writersleagueofthevillages.com. Click on “Join Now” then choose Join or Renew. If you encounter any problems email WLOVwriters@gmail.com.
- Village Neighbors Magazine
If you'd like to be featured in Mark Newhouse's monthly Writing Bug column in Village Neighbors Magazine, email him at mark@newhouse.net.



Two Winners of January Newsletter Contest

Answers to WLOV Book Cover authors

One Bright Day - **Barbara Welsh**

How to Make a Powerful, Positive Impact - **Thomas LaBaugh**

Unraveling the Stars - **Brenda Hiatt**

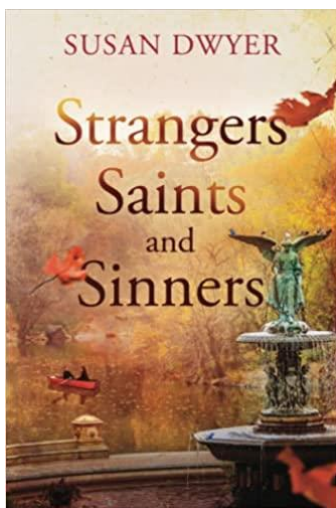
Marooned in 1799 - **Bill Hurst**

Would You Go? First Journey to Mars - **Larry Martin**

Imperfect Acts - **Peter Shianna**

Dared to Dream - **J.J. Clarke (Julie Johnson)**

The Price of Revenge - **Rita Boehm**



Susan Dwyer: Strangers Saints and Sinners

<https://www.amazon.com/Strangers-Saints-Sinners-Susan-Dwyer/dp/B0BR992V5S/>

Catholic schoolgirl Kaylee Reagan, who's often misunderstood and bullied, tells a lie in confession to cover up a sin. While in after-school detention, she snoops and discovers old love letters. Are they Sister Killian's, Kaylee's teacher? What is Sister confessing to Father? And why is she angry?

Kaylee and her older sister set out to unearth the mystery and track down the writer of the letters. An amazing, dramatic, romantic, and often funny story unfolds. Lives are forever changed as the characters search for their place in the world.

Set in Manhattan and its suburbs during the Great Depression and the 1960s, Strangers Saints and Sinners is a compelling, soul-searching story wrapped in a blanket of families' sagas, finding truth, forgiveness, and joy.

www.abookforthefamily.com

A Book for the Family

Starting March 6, 2023

Sign up for a 4-week course on how to write a book for your family. Weekly classes online via Zoom on your own computer. Find the author in you!

Always Wanted to Write a Book But Didn't Know How?

\$50
Book Expo
Special Price

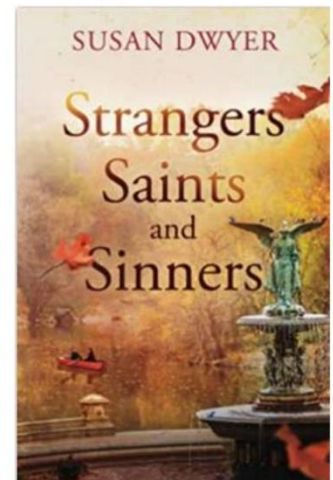
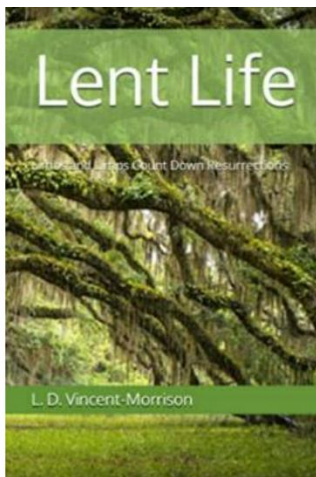
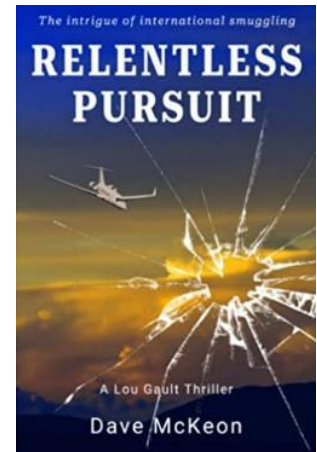
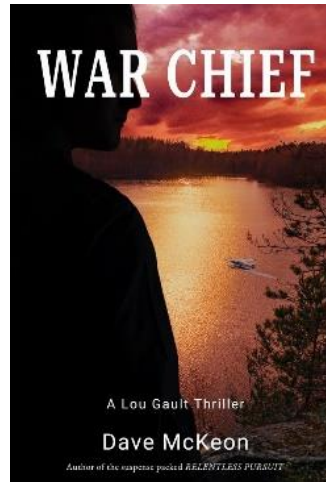
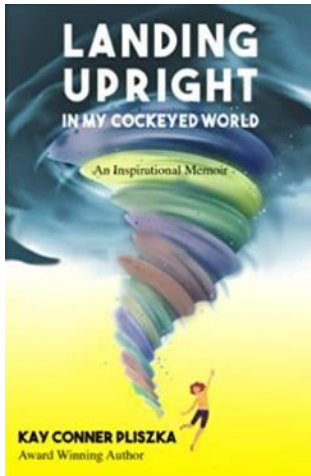
Learn How to Begin | Learn What to Say | Finally Write Your Book for the Family

Paula Howard: Offers course on how to write a book for your family.

A weekly class for non-authors will be offered in March online via Zoom. The four-week class is designed for those who want to write but don't know exactly how to begin. For more information, check <https://.aBookfortheFamily.com>, a website that will go live on February 1.

New Books in WLOV Book Catalog

To view the catalog, go to www.writersleagueofthevillages.com and click on “Books.” To place your new book in the catalog, send the cover, a blurb and Amazon link to WLOVwriters@gmail.com



Name the book and author: “It is a truth universally that a single man in possession of a good fortune must be in want of a wife.”

New Club Photo – Taken after General Meeting Jan 11, 2023



Cartoons

