

FALL 2023



The Quarterly Magazine of the Women's Fiction Writers Association

# WRITEON!

**GET READY!  
WFWA 10TH  
ANNIVERSARY  
RETREAT SCHEDULE**

**GUIDING SCRIBE:  
CONFERENCE  
SURVIVAL GUIDE**

**CREATE YOUR OWN  
BOOK TOUR**

**THE BOOK BIZ: WHERE  
TO SPEND YOUR  
MARKETING DOLLARS**

**AUTHOR INTERVIEW:  
DENSIE WEBB**



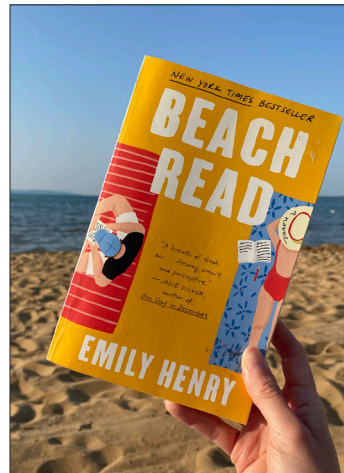
I ♥  
Books

**CHANGING  
PUBLISHING  
PATHS: INDIE VS.  
TRADITIONAL**

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Check out our calendar of events, workshops, and webinar information on our website.

# ABOUT THE WFWA

We began this organization in 2013 with the idea to create a safe, nurturing place for writers of women's fiction. The publishing industry is morphing—with new opportunities and, as yet, unknown futures. The founders of the Women's Fiction Writers Association wanted somewhere to amass and disseminate information to and about our chosen genre.

Defining women's fiction has proven as subjective as the types of books we read. For that reason, our guiding statement is broad and comprehensive: Stories that are driven by the main character's emotional journey. Our stories may have romance. Or they may not. They could be contemporary. Or historical. But what binds us together is the focus on a main character's emotional journey.



Join the closed WFWA Facebook group by sending an email to: [membership@womensfictionwriters.org](mailto:membership@womensfictionwriters.org)

## BOARD OF DIRECTORS

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# STAFF

## SHARON RITCHEY Executive Editor

Sharon is WFWA's former Vice President of Communications and creator of Women's Fiction Day. She is a 30-year communications professional now following her magazine passion with *WriteOn!* and writing fiction. She lives in Northern Virginia.



## SHERI TAYLOR-EMERY Art Director

Sheri is an art director who longs to be a novelist. She loves seeing her kids grow into amazing adults, volunteering at a dog rescue, and playing tennis. She lives with her husband in Atlanta.



## JEN CRAVEN Copy Editor

Jen works as a professional copywriter for various brands and companies. Her contemporary women's fiction/suspense debut *Best Years of Your Life* was released in August 2022.



## LORRAINE NORWOOD Proofreader

Lorraine is a writer and certified book coach. Her debut work *The Solitary Sparrow* is a dual timeline novel set in the 14th and 20th centuries. It will be published in 2023. She is at work on the sequel.



## KATHI JENKINS Proofreader

Kathi is a former environmental engineer now focusing on her debut novel. She loves empowering women, spending time outside, and engaging in inappropriate humor.



## CAMILLE PAGÁN Guiding Scribe

Camille is the #1 Amazon Charts bestselling author of 10 books, a journalist, master certified coach for authors, and the founder of Even Better Co. She is the WFWA Guiding Scribe through 2023.



## IF YOU LIKE WHAT YOU'VE READ ...

Send us a letter! We'd love to hear your feedback and reactions on the stories and features. Email them to [writeon@womensfictionwriters.org](mailto:writeon@womensfictionwriters.org). Submitted letters are considered for publication and may be edited for clarity or space.

# The Dance of Creativity and Imagination

**W**riting is a canvas for the imagination to paint its most vivid pictures. It's a dance between creativity and words, where ideas flow from our minds to the keyboard and onto paper. The joy we find in creating worlds, characters, and stories from the depths of our minds is a magical sensation. Whether you're crafting a fantastical fantasy or weaving a tapestry of emotion in women's fiction, the act of writing allows us to breathe life into the intangible.

More than anything, writing is an act of self-expression, a medium through which we share our thoughts, beliefs, and emotions with the reader. Joy lies in the liberation that writing offers—the freedom to reveal our feelings that might otherwise remain locked in our heads or hearts.

We probably rarely consider that the act of writing possesses a magical quality and allows us to preserve moments in time. Through writing, we capture fleeting thoughts, experiences, and emotions, creating a time capsule of memories that we can revisit and cherish in our stories, journals, or pieces of paper we stuff in a drawer.

Our creativity is a dynamic force that flows through every aspect of our existence. It is not a finite resource reserved for only a few. Instead, it is a wellspring of potential that lives with each of us. Creativity thrives on curiosity. Your imagination and ideas will grow like wildflowers by approaching life and new adventures with an inquisitive mind.

There is no right or wrong in creativity. That's what makes it so amazing. Your perspective is valid, your ideas are valuable, and your voice is unique. Trust your ability to write something amazing.

Let your imagination romp like children on a playground. Allow your mind to wander freely without constraints. Daydream, envision, and visualize. Permit yourself to think beyond the ordinary; the beautiful stories that unfold and come to life on the page may surprise you.

Find or make time to connect with other writers. Sit several writers at a table together and watch the amplification of creativity. I've attended a retreat with other writers every year for the past ten years. The moment we step foot in the house, we begin to share ideas and concepts. The flow of energy between us is electric. This exchange always heightens my creative flow, and I return home reinforced and recharged.

Creativity is a state of mind, a way of approaching the world with wonder, curiosity, and a willingness to explore. Embrace these principles, integrate them into your life, and watch your creative potential unlock. Your creative spark can illuminate your path and enrich your writing in ways you never thought possible.



**THERE IS NO RIGHT OR WRONG IN CREATIVITY. THAT'S WHAT MAKES IT SO AMAZING. YOUR PERSPECTIVE IS VALID, YOUR IDEAS ARE VALUABLE, AND YOUR VOICE IS UNIQUE. TRUST YOUR ABILITY TO WRITE SOMETHING AMAZING.**

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*Jackie*



# My Writing Community

Once upon a time, I believed the only way to write a novel was to sit alone and pound out paragraph after paragraph until somewhere on page 350 you wrote *The End*. And while that is true, I've learned I don't have to be alone, and I don't want to write alone.

September is WFWA's 10th anniversary conference in Chicago. When the idea was first presented, I was part of the WFWA Board of Directors, and I enthusiastically voted yes. I'm excited to reconnect with friends I've made along the way and to meet many others in real life for the first time. That includes some of the staff and contributors of *WriteOn!*

This issue of the magazine highlights

how we connect through writing events, marketing and sales, and the books we love to read and share.

If you are attending the conference next month, please find me and say hello. If not, remember *WriteOn!* is one of the many links to the larger WFWA community.

This publication, and the people I have the joy to work with, are two of the ways I keep from writing alone. WFWA is powered by volunteers. If you have time, plug in. You may just find it'll help you through the long days until you reach page 350 (or wherever your story ends!). And when you do, there will be people who will celebrate with you.

**WELCOME TO "SPOTLIGHT ON DIVERSITY AND INCLUSION"**  
**THE D&I COMMITTEE INVITES OUR GENERAL MEMBERSHIP TO SHARE STORIES THAT IMPACT**  
**THEM IN THE AREA OF DIVERSITY AND INCLUSION. WE WANT TO HEAR ALL VOICES.**  
**PLEASE SEND YOUR SUBMISSION TO [DI@WOMENSFICITIONWRITERS.ORG](mailto:DI@WOMENSFICITIONWRITERS.ORG)**

# Embracing Diversity at Literary Events

By Cassandra Hill

Creating believable characters means increasing our own knowledge of others. Literature should reflect the diverse world we live in, and supporting diverse authors is essential for challenging stereotypes, fostering understanding, broadening perspectives, and appropriate representation.

As we develop and breathe life into our characters, learning how we can more accurately depict various characters can be achieved from our support of diverse authors.

Reading and learning from authors of different backgrounds leads to a greater understanding of cultures unlike our own, fosters inclusivity, and an understanding of social progress, while lessening the chance of misrepresentation when writing.

## IMPACT BEYOND THE PAGES

■ Reading and purchasing books by diverse writers is just the beginning. By attending and participating in workshops, conferences, or writing retreats, where we seek direct communication with authors from various backgrounds, we can build relationships, exchange ideas, and hear different perspectives.

■ Attending literary events with diverse authors allows writers to explore unique traditions, languages, and offers the chance to learn unique storytelling techniques. This can enrich your own writing style, and encourage an appreciation for diversity within the literary field and our own personal experiences.

■ In essence, attending events where we engage with diverse authors fosters an awareness of other cultures and is a conduit for developing our craft and becoming a stronger and better writer.

■ Dare to make a difference! Use your voice, time, and talent to improve and support diversity in the literary community. One where authors, writers, publishers, editors, and agents are inclusive and reflective of everyone regardless of race, sexual orientation, or gender.

■ Actively seek opportunities to participate on diverse panels and connect with others.

WFWA is proud to bring together writers from various backgrounds, and in addition to the upcoming WFWA conference, September 20-23 in Chicago, here are a few organizations and



events that support diverse writers where you can find an opportunity to get involved.

■ **The Harlem Book Fair** is free and open to the public and promotes literacy and awareness in the African American community through public programs, and community participation. The event features exhibitions, panel discussions, book sales and workshops. Volunteer and Vendor Opportunities are available. Learn more at [www.harlembookfair.com](http://www.harlembookfair.com).

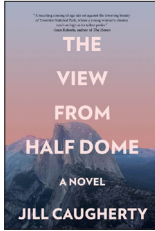
■ **The Word for Diversity** is an organization whose mission is to promote voices from underserved communities and diverse backgrounds. Its focus is to support and connect writers, publishers and literary citizens with a focus on authentic storytelling from BIPOC, LGBTQ, and the Disabled. Learn more at [www.thewordfordiversity.org](http://www.thewordfordiversity.org).

■ **Positive Charge!** PDX sponsors a Compassion Through Literature project which is a celebration of diversity showcasing diverse speakers, and book giveaways. Located in Portland, their mission with this event is embracing diversity one book at a time. Visit them at [www.positivechargepdx.org](http://www.positivechargepdx.org).



**Cassandra Hill** is an Inspirational author whose short stories and poetry have been published in a group anthology by 3-Queens publications. She's a Southern soul currently residing in Michigan and a member of the WFWA D&I committee.

# MEMBER RELEASES



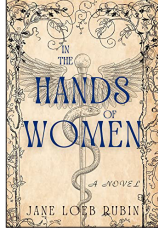
**JILL CAUGHERTY**  
The View  
From Half Dome  
4/20/2023



**LAURIE BEACH**  
The Firefly Jar  
4/27/2023



**BARBARA JOSSELSOHN**  
Secrets of the  
Italian Island  
5/11/2023



**JANE RUBIN**  
In the Hands  
of Women  
5/23/2023



**SAHIL RAJAN**  
The Summer Breeze  
Love & Misfortune  
5/30/2023



**YVONNE MORGAN**  
Gypsy for God  
6/11/2023



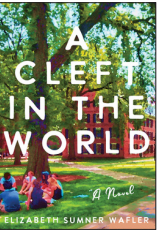
**CINDY MAYNARD**  
Esperanza's Way  
6/15/2023



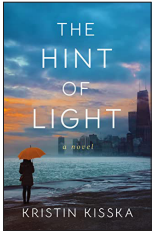
**JOANNA MONAHAN**  
Something Better  
6/20/2023



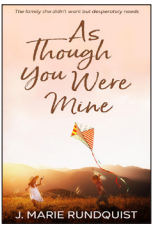
**JOELLE CULLEN**  
What's Handed Down  
6/20/2023



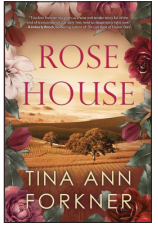
**ELIZABETH SUMNER  
WAFLER**  
A Cleft in the World  
7/11/2023



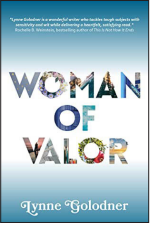
**KRISTIN KISSKA**  
The Hint of Light  
8/29/2023



**J. MARIE RUNDQUIST**  
As Though You  
Were Mine  
8/29/2023



**TINA FORKNER**  
Rose House  
9/26/2023



**LYNNE GOLDNER**  
Woman of Valor  
9/26/2023

## WHY ISN'T MY BOOK LISTED IN WRITEON!?

The number one question we answer at *WriteOn!* is from authors wanting to know why their latest release isn't listed in the magazine under new releases.

Well, dear member, to list your book, we first must know about it. And no, submitting your publication news to the weekly newsletter isn't enough.

## THE PROCESS IS SIMPLE

**Step 1.** Log into the WFWA website. You're probably already here if you're reading this.

**Step 2.** Toggle over to the Member Center tab and then down to Submissions.

**Step 3.** You'll land on a page that allows you to submit news to the Weekly News, as well as the option for WFWA Public Women's Fiction Platform (this is key!).

**Step 4.** Select WFWA Public Women's Fiction Platform. This will take you to a screen that allows you to submit your book to the WFWA book review committee. If you're a debut author, you can add your name to the list of authors to be interviewed for the WFWA Podcast, *Hear Us Roar*, hosted by Maggie Smith.

### Important!

Your books, must be Women's Fiction titles. We know that many members write in multiple genres, but our list only includes Women's Fiction.

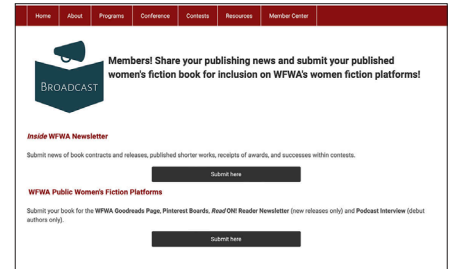
## WHAT HAPPENS NEXT?

Your book is reviewed by a committee of anonymous members. When your book is approved, it is placed on the WFWA Goodreads shelf. Once there, it will be picked up in the next edition of *WriteOn!*

Regarding *Hear Us Roar*, due to the publication schedule of our growing community, it may take weeks for your turn to chat with Maggie. Please be patient.

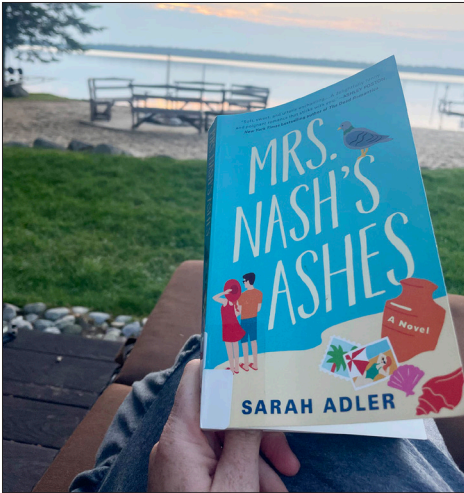
If you have a question about your submission email: [president@womensfictionwriters.org](mailto:president@womensfictionwriters.org).

Member Center
Member Center
My Profile
Member Directory
Forms
Renew Membership
Volunteer
WFWA Meeting Minutes
Not receiving our emails?
Submissions
Guiding Scribe



# SNAP AND SHARE PHOTO CONTEST: BOOKS ACROSS MILES

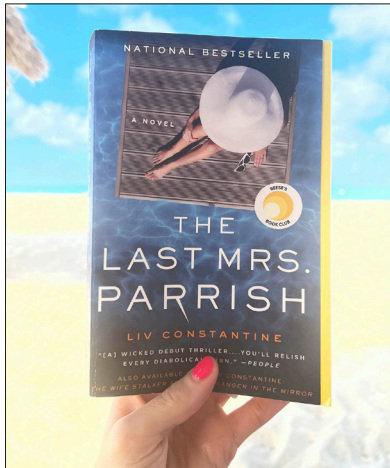
We asked to see where you were taking your books on vacation, and you didn't disappoint! The random winner of this issue's \$25 bookstore gift card is Suzy England. Congrats and thank you to everyone who entered.



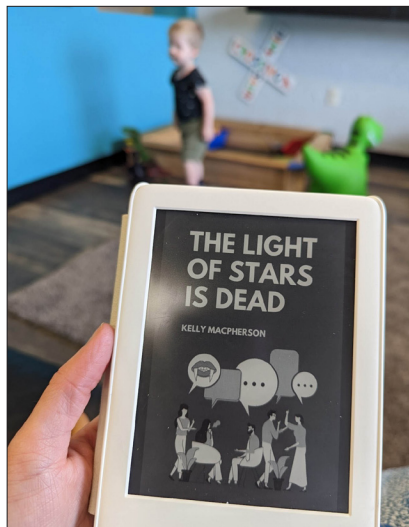
Elizabeth Wood



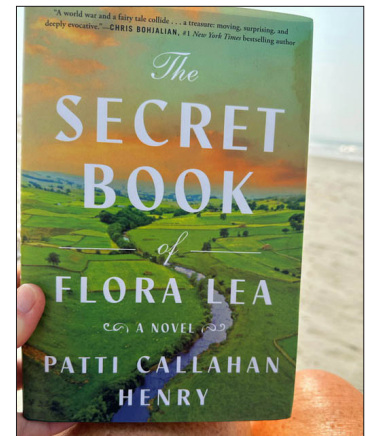
Suzy England



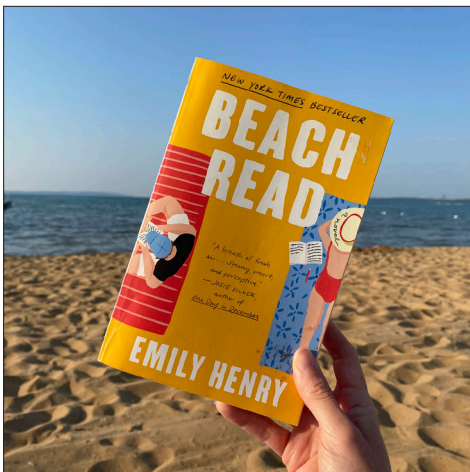
Rachel MacDonald



R.C Reyn



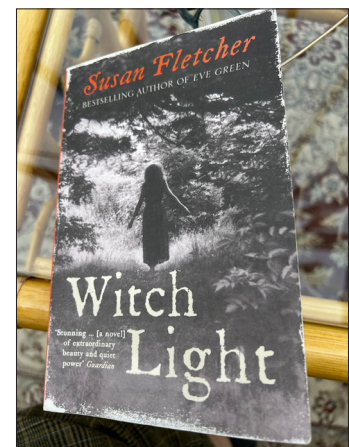
Patty Warren



Caitlin McDaniel



Kathi Jenkins



Georgina Key



# THE 10TH ANNIVERSARY CONFERENCE IS ALMOST HERE! THERE'S STILL TIME TO REGISTER.

This schedule is subject to change

## WEDNESDAY

- 3:00-5:30 pm** **Registration opens at 3 pm**  
(International Foyer)
- 5:00-7:00 pm** **Volumes Bookstore**  
(Ambassador/State Foyer)  
for sales and drop-offs
- 6:00-7:00 pm** **Welcome Reception**  
(International Foyer) **(cash bar 5-7:30)**

## THURSDAY

- 7:30 am-4:00 pm** **Registration** (International Foyer)
- 7:30-9:00 am** **Continental Breakfast** (International Foyer)  
& **casual breakfast seating**  
(International Ballroom)
- 9:00-9:25 am** **Welcome & AuthorBytes Sponsor Comments** (International Ballroom)
- 9:30-10:30 am** **Opening Keynote** *Nancy Johnson in Conversation with Lisa Montanaro*  
(International Ballroom)
- 10:45-** **Women's Fiction & Social Justice**  
*Carla Damron* (International Ballroom)
- 11:45 am** **Bleeding on the Page**  
*Laura Drake* (Gold Room)  
**Publishing Possibilities: Everything You Need to Know about Traditional, Hybrid, and Self-Publishing Options** *Kristin Owens*,  
Sponsored by Orange Hat (State Room)
- 11:00 am-1:00 pm** **Agent Pitch Sessions** (Ambassador Room)
- 12:00-2:00 pm** **Lunch/Shopping/Site-seeing on Own in Exciting Chicago!**
- 2:00-3:00 pm** **The Six-Step Revision Process**  
*Miranda Darrow* (International Ballroom)  
**Your Wily, Elusive Voice**  
*Anna Quinn* (Gold Room)  
**The Easy Road to Marketing Your Book**  
*Lynne Golodner & Sandra L. Young*  
Sponsored by Orange Hat (State Room)
- 2:00-4:30 pm** **Agent Pitch Sessions** (Ambassador Room)
- 3:15-4:15 pm** **It's All About Character**  
*Nicole Meier* (Gold Room)  
**Legal Knowledge for Authorpreneurs**  
*Maggie Marr* (State Room)
- 4:15-5:15 pm** **Queryfest** *Jessica Errera, Katrina Kerr, Elaine Spencer, Nikki Terpolowski, MM "Peggy" Finck* (International Ballroom)
- 4:30-5:30 pm** **How to Truthfully Portray the Past Without Harm** *Joan Fernandez* (State Room)
- 4:45-7:30 pm** **Small Press Pitch Sessions**  
(Ambassador Room)
- Evening:** **Dinner on Own in Chicago: Explore the Variety of Options**



## FRIDAY

- 7:00-8:30 am** **Continental Breakfast**  
(International Foyer)  
& **casual breakfast seating**  
(International Ballroom)
- 8:30-9:30 am** **The Brand Called You: Personal & Professional Branding for Authors** *Lisa Montanaro*  
Sponsored by Miranda Darrow  
(International Ballroom)
- Critique Critique: How to Find One, How to Partitipate**  
*Linda Rosen*  
Sponsored by Black Rose Books  
(Gold Room)
- Creating Secondary Characters with Purpose & Pizzazz**  
*Barbara Linn Probst* (State Room)
- 9:00 am-12:00 pm** **Agent Pitch Sessions**  
(Ambassador Room)
- 9:00 am-5:00 pm** **Sponsor Tables**  
(International Foyer)  
& **Volumes Bookstore**  
(Ambassador/State Foyer)
- 9:45-10:45 am** **Mentorship 101** *Jamie Lee Sogn & Rebecca Hodge* (Gold Room)
- 9:45-11:15 am** **Writing Dual Timelines**  
*Denny S. Bryce* Sponsored Miranda Darrow  
(International Ballroom)
- Writing Diverse Characters with G.R.A.C.E. and Confidence**  
*Ella Shawn* (State Room)

Continued on page 10



**This schedule is subject to change**

- 11:45 am-1:15 pm**     **Lunch on Your Own or Explore Chicago!**
- 1:30-2:30 pm**     **Humor Yourself: Writing the Laughs in to Any Story**  
*Marilyn Simon Rothstein & Amy Poeppel* (International Ballroom)
- Trope Talk: How to Use (and Not Use) Tropes**  
*MM "Peggy" Finck* (State Room)
- 1:30-3:00 pm**     **The Agent/Author Relationship**  
*Joanna Mackenzie, Alison Hammer, Sharon Pelletier, Layne Fargo* (Gold Room)
- 1:30-4:30 pm**     **Agent Pitch Sessions**  
(Ambassador Room)
- 2:45-3:45 pm**     **Hook Them on Page One**  
*Courtney Maum* (International Ballroom)
- Finding Your Audience When You Write in the Cracks**  
*Kathleen Basi, Erin Bartels, & Sharon Peterson* (State Room)
- 4:00-5:00 pm**     **The Ins and Outs of Podcasting**  
*Maggie Smith and Lainey Cameron*  
Sponsored by Kathleen Eull, Pyxis Creative Solutions (State Room)
- 4:45-6:00 pm**     **Small Press Pitch Sessions**  
(Ambassador Room)
- 6:00-7:00 pm**     **Cocktail Hour** (International Foyer)  
cash bar open 6-9 pm
- 7:00-10:00 pm**   **Gala Anniversary Celebration Banquet** (International Ballroom)

**SATURDAY**

- 7:00-8:30 am**     **Continental Breakfast**  
(International Foyer)  
**& casual breakfast seating**  
(International Ballroom)

- 8:30-9:30 am**     **Every Scene is a Mini Story**  
*Leah DeCesare* (Gold Room)
- How to Build an Author Website**  
*Jocelyn Lindsay* (State Room)
- 8:30-9:45 am**     **Pop-Up Book Signing**  
(International Ballroom)
- 9:00 am-1:00 pm**     **Sponsor Tables & Volumes Bookstore**  
(International Foyer)  
**& Volumes Bookstore**  
(Ambassador/State Foyer)  
Pick up all books by 1:00 pm
- 10:00-11:00 am**     **The Future of Women's Fiction**  
*Erin Niumata, Carly Watters, Nancy Johnson, Maggie Marr* (International Ballroom)
- 11:00 - 11:45 am**     **Closing Keynote**  
*Camille Pagán* (International Ballroom)
- 1:00-4:00 pm**     **MASTER CLASSES (Requires Add-on Registration)**
- Ready, Set, Publish: Everything you need to know on the road to your debut**  
*Courtney Maum*  
Sponsored by Lainey Cameron, 12 Weeks to Book Launch Success (Gold Room)
- Kill Your Darlings: Strategies for Falling in Love with Revision**  
*Angela Jackson-Brown* (State Room)
- Unputdownable: How to Create and Sustain Momentum Throughout Your Story, Essay, or Novel**  
*Christina Clancy* (Ambassador Room)

# CONFERENCE SURVIVAL GUIDE

Heading to WFWA's 10th Anniversary conference—or any other writing event—this fall? Here are four pointers for optimizing your experience.



It's been nearly two decades since my first writing conference, but I can still remember walking into that Midtown Manhattan hotel and feeling like I was finally a *real* writer. Though I was already making a living as a journalist, being among hundreds of my peers at the American Society of Journalists and Authors' annual event changed the way I saw myself. For three days, I attended a marathon of panels and sessions, sweated my way through speed-dating-style pitch events, and met amazing writers and editors (often in line for the bathroom), some of whom are still friends to this day. And when I left, I was exhausted ... and elated. Because I had gone pro—and found my people.

Since then, I've been to dozens of conferences—some geared toward authors, others for entrepreneurs, coaches, or people in the health and wellness industry. And I can say with certainty that being in the company of fellow writers is uniquely wonderful. No matter what our backgrounds or the types of stories we write, we understand what it is to spend your life creating worlds out of words.

Even so, going from a fairly solitary writer life to *on-all-day-with-all-these-humans* mode can be overwhelming. It's easy to get FOMO (fear of missing out) at conferences, too, because you may want to meet everyone and do everything—when that's just not possible. Then there's the anxiety. *Will I stick my foot in my mouth? What if I forget my pitch? Are meals going to feel like high school all over, with the "cool kids" sitting together and ignoring everyone else?*

Fortunately, these issues and fears are normal—and surmountable. Whether you're an event veteran or a first timer, here's how to make the most of WFWA's 10th anniversary conference, or any writing conference you attend.

**1 SET AN INTENTION.** What do you want to get out of your experience? Deciding in advance will ease stress and help you make better choices. My intention for events and conferences is usually to foster authentic connections. For me, connection feels good and keeps me out of my head—probably because I'm focusing on others, rather than myself. Don't have an intention in mind? Some possibilities include showing up as your bestselling self, taking your career to the next level, or being inspired by your community.

**2 KNOW THAT LESS IS USUALLY MORE.** One of the most effective ways to combat overwhelm is to be selective. Otherwise, you may end up feeling like you're trying to drink from a firehose. In addition to determining which sessions are most important to me, I don't try to jot down every single thing that speakers share—only the big "ahas." And if I didn't connect with someone that I'd hoped to, I follow up with an email or decide that it wasn't meant to be this time.

**3 SCHEDULE DOWNTIME.** Even non-introverted writers are typically used to stretches of time alone; it's what our work requires of us. Conferences, on the other hand, can lead to sensory overload—which is why they can feel so draining. One way to keep from overdoing it? Instead of telling yourself, "Well, I'll rest at some point," actually schedule several breaks, naps, or writing sessions throughout the day. (Use an alarm on your phone if you're worried about following through.) Your brain and body will thank you.

**4 CONSIDER LENDING A HAND.** Numerous studies show that helping others increases contentment and happiness. It boosts productivity and health, too. But there's another reason to consider chipping in: it puts you in the middle of the action, which can go a long way toward easing social anxiety. Volunteering is great, but you don't even have to help in an official capacity to reap the benefits. Spot a writer who looks like she could use some company? Go introduce yourself. Notice that a conference organizer seems frazzled? Grab her a bottle of water or ask if there's something else you can do to lighten her load.

Above all, remember that writers are the best people to hang out with. If you're heading to the conference in September, please do say hello! I'd love to see you there.

# CHANGING PUBLISHING PATHS: THE PROS AND CONS OF INDIE VS. TRADITIONAL PUBLISHING



by Jen Craven

Writing got me As in English class, and even served as a mental health outlet in the early years of motherhood, but writing fiction—whole books!—took me by surprise. But when the high of that first book hit, I was hooked. Two self-published, historical fiction novels later, I switched gears and dove head first into a contemporary suspense story, *Best Years of Your Life*, which has set me on the trajectory for where I see my writing career going.

[Self-publishing gave me the freedom I craved to do things my way](#) \*wink, wink\*). I designed my own cover, gave my book a title that spoke to me, secured blurbs from authors I admire, and followed a much quicker timeline compared to traditional publishing.

That's not to say there weren't challenges along the way. Being an indie author has many perks (100% royalties! Woop!), but also some downsides. It's a steep learning curve if you want to try to stay on par with traditionally-published counterparts. Many times it's impossible—like when you'd love to pitch a guest appearance on a podcast but they flat-out say they don't accept indie books. Nonetheless, I did my very best to create a professional-looking, visually-appealing book and market the heck out of it. Sometimes I celebrated small victories, other times I cried into a glass of Pinot Noir.

Ah well... such is the life of any author, right? Publishing is fraught with highs and lows. We take the ride because it brings us more joy than sorrow, and fills up our bucket more than emptying it (I hope I'm talking to more than just myself here).

*Best Years of Your Life* did well—at least by my own metric—and I was happy with its success. It was fun (most of the time) and wildly gratifying. *Look at this book I wrote and put it out into the world all on my own!* I learned so much, both about the industry and myself, and was eager to self-publish again.

## FEATURE

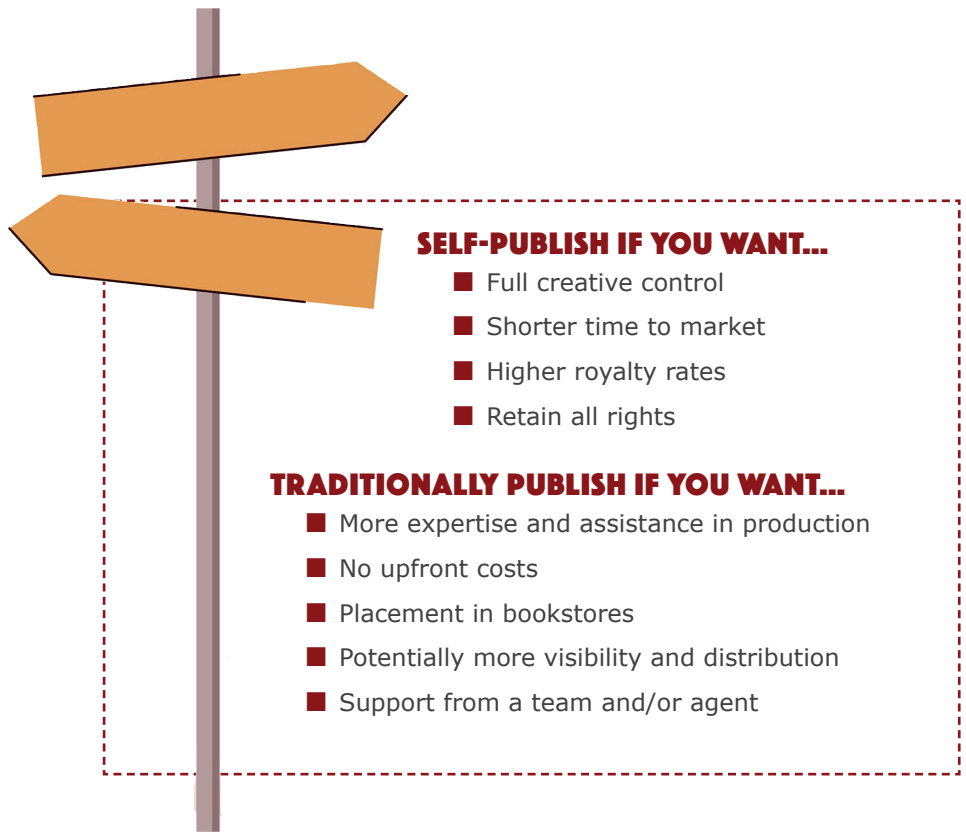
All the while, though, I continued to think of ways to reach new readers. How could I expand into new markets? Aside from going viral on TikTok I began to consider alternative publishing paths. Could traditional publishing help raise my visibility? The thought of diving into querying made my stomach churn. But then I realized there were other options, and that's when I discovered Bookouture.

Founded in 2012 as a bespoke digital publisher, Bookouture publishes commercial fiction, with categories including women's fiction, thriller, romance, mystery and more.

In 2017, Bookouture was acquired by Hachette UK. Today, it is considered one of the leading [digital-first publishers](#), which means that it falls under the traditional arm of publishing, but follows a different distribution model. Its main push is Ebooks, and over the eleven years since its founding, Bookouture has grown to \$60 million in sales with a very loyal readership. People are reading on devices more and more. And while print books will never disappear (I sure hope not!), Bookouture is capitalizing on the upward trend of digital books.

I didn't need an agent to publish with Bookouture—they accept submissions from authors right on their website. When I submitted my new book, I expected to hunker down and wait for months. Surprisingly, I heard back in less than two weeks. The editor loved the book and wanted to hop on a call. We spoke about vision (where did I see my career going? Did I have any other projects in the works and possible changes to the current draft. Through it all, our conversations were professional, friendly and encouraging. After some minor negotiating, I signed a 2-book deal, with releases set for September 2023 and February 2024.

Some indie authors might hear my story and think I betrayed a subset of an industry that's already filled with stereotypes and hurdles. Not so. My experience thus far working with a publisher has highlighted many of the things I loved about indie publishing that are no longer in my control. For instance, Bookouture retitled my new book to *The Baby Left Behind* and [created the cover with little input from me](#)—one day it



appeared in my inbox: *Here's your cover!* It was difficult to let go of aspects I typically held so close. I had to swallow my gut reactions and place trust in the highly skilled editorial and marketing team. But that doesn't mean it was easy for me to do.

It's been nice to let someone else worry about tireless rounds of editing, formatting finicky documents, and creating all the required file versions for upload. Much of the "techy" stuff is off my plate, which is glorious ... but so are the some of the more beloved creative aspects. I also don't have access to the backend of sales platforms or the ability to order author copies whenever I want. My launch will look different this time around in many ways.

Never wanting to come off whiny or ungrateful, I remind myself that this was part of the deal—I signed a contract, knowing what it would and would not include. I've been happy with the experience. It's challenged me to think of publishing from a bigger lens and to be flexible in my journey. Additionally, Bookouture has been great about including my indie titles in the packaging for *The Baby Left Behind*. My work feels

validated and I didn't need to "break out" with a debut novel.

My first of two books with Bookouture will come out September 20, 2023—seven months after signing my contract. The next book is scheduled to release in February 2024. It's a significantly faster timeline than traditional publishing, but that doesn't mean it's for everyone. Bookouture achieves this shortened publishing time with its digital-first model, which encompasses the bulk of its sales. Part of this approach allows readers to pre-order the next book by the time they're done reading the first—all with a simple hyperlink at the end of the Ebook.

There are more opportunities than ever for authors today. From self-publishing to hybrid to traditional in all its forms. Better yet, some authors are doing both!

For authors who are unsure which path to choose, I'd say this: Find what feels right for you in the current moment, with the current project. Nothing is keeping you there forever. If you want to try something else, do it! Don't let fear or outside judgement stop you from following your dream.

# WHERE TO SPEND YOUR BOOK MARKETING BUDGET



**M**any authors dream about a seven-figure advance and a publishing house willing to spend whatever it takes to launch their books to bestselling domination. Sound familiar? Until that day comes, though, you'll probably find yourself financially responsible for some, if not all, of your marketing expenses, regardless of your path to publication.

With so many opportunities out there, it's hard to decide which efforts are worth your money and which are not. So what's an author to do?

I'd love to pretend there is a straightforward answer to this question, but the truth is...it depends.

■ **IF YOU AREN'T ALREADY A BOOK MARKETING WHIZ**, then consider investing money into educating yourself. Read a book, take a class, attend a conference, or hire a coach. Being marketing savvy can help you make better decisions and, in the long term, can save you time and money. Start by checking out the "webinar replays" on WFWA's website, which are free for members. Some of the WFWA webinar instructors also offer paid programs that go deeper into particular topics. Even if you ultimately outsource many of your marketing efforts, a foundation in marketing will help you choose the right support people.

■ **IF YOU HAVE MORE MONEY THAN TIME AND ARE BUILDING A CAREER**, you can hire publicists and marketers to manage your entire PR and advertising campaigns. The cost for these professionals ranges from \$3,000 to \$50,000 for a book launch. Some authors hire out smaller pieces of the marketing campaign. For example, you can pay someone to put together a book tour or hire a virtual assistant to put together your author newsletters. The goal of most publicity campaigns is visibility, and so these campaigns rarely pay for themselves initially. Authors who make this sort of investment see it as a long-term investment that builds from book to book. Not all publicists and marketers are equal, so reach out to other women's fiction writers for their advice and referrals.

■ **IF YOU ARE AN INDIE AUTHOR**, the most important marketing investment you can make is in your book cover design. If you have graphic design experience and know about cover art trends and genre expectations, then you might be able to successfully design your own cover. If not, you should hire a professional cover designer—this is one aspect on which authors should never skimp. Readers are visual creatures, and a professional, visually appealing cover is the first thing they'll notice.

## THE BOOK BIZ

■ **IF YOU ARE MARKETING A BACKLIST BOOK**, run ads. The most common platforms authors run ads are Meta (the company formerly known as Facebook), BookBub, and Amazon. Each platform has its own learning curve, so study and experiment with them one at a time. Each has its pros and cons.

BookBub ads are placed at the bottom of its newsletters. While you can promote any book at any price, BookBub is mostly known for ebook discounts, and its subscribers expect sales. For that reason, discounted book ads are likely to do better. BookBub ads are also a great fit for a heavily discounted first book in a series.

Once you crack the code, Meta ads are a powerhouse. Through the Meta Business Suite, you can run ads on both Facebook and Instagram. Many authors are tempted by the boost ads shortcut. While this can garner some sales and is quick and easy, it doesn't have nearly the power of a well-done Meta ad campaign. The learning curve for a well-run campaign is real, but the results can be game-changing as each campaign can build on the last. You can play around while you are learning for as little as \$4 a day.

If 80% of books are sold by Amazon (true fact), it makes sense to run ads on the very platform where readers are buying books. Hiring Amazon's mysterious and ever-evolving algorithm to work for you through an ad campaign can be a fantastic strategy. However, like Meta, it comes with a learning curve. Be prepared to spend significant time and money mastering this ad platform or hire help to save your sanity.

■ **IF YOU ARE BETWEEN BOOKS AND LOOKING TO BUILD YOUR AUTHOR PLATFORM**, focus on building your email subscriber list. One successful strategy is to create a lead magnet (something you offer readers, such as a short story, in return for their

email address), and then run a Meta ad for your lead magnet. Another strategy is to take part in giveaways. You can run one yourself, collaborate with other authors, or spend \$50-\$100 to participate in giveaways run by companies like BookSweeps and LitRing. Many authors get between 200 and 600 email addresses through professionally run giveaways.

■ **IF YOU CAN GET ONE**, invest in a BookBub Featured Deal. These deals are highly competitive and expensive. The cost of the deal depends on the discount you offer and the size of your genre's email list. Many authors balk at the high cost of these deals (upwards of \$1000 in some cases). However, what they don't realize is the volume of sales that BookBub can generate. Since getting a BookBub Featured Deal can be challenging, read about the selection process and requirements on the BookBub website to make sure your book is a good fit. Sometimes a book meets all the qualifications but still isn't chosen. Trends change. BookBub's needs change. If this deal is something you want, then resubmit if you are initially rejected—you can try again every four weeks.

■ **IF YOU'VE BEEN AT THIS AWHILE AND WANT TO TRY SOMETHING NEW**, consider purchasing an ad in popular podcasts with a listenership that overlaps your readership.

Successful marketing requires some combination of skill, time, and money. Consider it a long-term investment, which rarely pays off with an author's first book (sad, but true). Instead, marketing efforts on one book build on the next, leading to long-term profitability. Be prepared to experiment to learn what works for your genre, skill set, book, and platform. Then lean into your successes. You've got this!



### RECOMMENDED MARKETING BOOKS

■ **LAUNCH PAD: THE COUNTDOWN TO MARKETING YOUR BOOK** by Grace Sammon and Mary Helen Sheriff

■ **THE ULTIMATE BOOK LAUNCH** Workbook by Mary Helen Sheriff

■ **BE THE GATEWAY** by Dan Blank

■ **THE AUTHOR'S GUIDE TO MARKETING BOOKS ON AMAZON** by Rob Eager

■ **BOOKBUB ADS EXPERT** by David Gaughran

■ **MASTERING SIMPLE FACEBOOK ADS FOR AUTHORS** by Mark Dawson

### RECOMMENDED BOOK MARKETING PODCASTS

■ **NOVEL MARKETING PODCAST** Publish Her

### RECOMMENDED BOOK MARKETING ARTICLES

■ **JOURNEY INTO BOOK MARKETING** The Creative Penn



**Mary Helen Sheriff** serves as an [Author Marketing Coach](#) helping authors save time and money on their journey to sell more books. She's the author of women's fiction *Boop* and *Eve's Road Trip*, the CEO of Bookish Road Trip, and is currently co-editing a collaborative anthology entitled [Launch Pad: The Countdown to Marketing Your Book](#) (releasing June 2023).

# WRITERS AS OLYMPIANS

By Kathi Jenkins

Do you feel like you avoid writing like it is an Olympic-level skill? Every writer has experienced the not-so-glamorous side of our craft: the moments when we don't want to write. It can be hard to write after taking a break, whether voluntary (like an extended vacation) or involuntary (like that time you broke both of your wrists). Perhaps you're daunted by the complicated publishing industry and the rejection-laden nature of querying your project. Maybe you're just *sure* you're not a good enough writer, so why bother.

No matter what is weighing you down, the key to resiliency is how you handle the adversity. When you're searching for motivation everywhere, but finding nothing but empty corners, here are some tried-and-true tips.



## REMEMBER YOUR WHY.

■ **LOOK WITHIN.** Get in touch with why you're a writer in the first place. You have a story in you, and it's a disservice to keep it to yourself. Maybe you're writing to fulfill a dream to be a published writer. Maybe you're a full-time writer and are the breadwinner of your family. Maybe you're a writer because you want to see if you can actually write a book. Think what would happen if you gave up now and let that discomfort fuel you.

■ **ACT IN SERVICE.** To connect with your external motivation, the *why* that pertains to others, remember that the world needs your story. You have a reason for writing it, whether it is to teach, to entertain, or to bring awareness to an under-discussed topic?

■ **GO MICRO.** It can be helpful to remember your day's writing mission. Maybe you're meeting a deadline or writing to get the scene out of your head and onto the page. Take the writing process one day at a time to eliminate feeling overwhelmed by your task.

## REMEMBER THAT IMPOSTER SYNDROME IS FICTION.

■ **DON'T BELIEVE ALL YOU THINK.** Imposter syndrome is the anxious feeling of being a phony or not measuring up. Don't listen to that internal voice. Ignore it.

■ **CENSOR YOURSELF.** When you feel judgment creeping in, think of yourself holding a buzzer and beep yourself. "Nope, not going to listen to that!"

■ **STOP COMPARING.** When caught in comparison gloom, remember you're comparing your work in progress to someone else's polished end product.

■ **GIVE PERMISSION.** Tell yourself it's okay to have a crappy first draft, or even a zero draft, but you have to start somewhere.



## FEATURE

- **EMBRACE IT.** Writing is art and there is no wrong way to do it.
- **GET MOVING.** It's scientifically proven that a walk boosts creativity in as little as ten or fifteen minutes. (See the 2014 Stanford [study](#).)
- **JUST WRITE.** Start your writing session with free writing. Respond to a prompt, journal, or write yourself a letter. Write with no agenda.
- **GET CRAFTY.** Try a different form of creativity to spark your writing. Painting, coloring, jigsaw puzzles, making music, working with clay... anything goes when you're unleashing the power of your creativity. Give yourself a pep talk.
- **BE A CHEERLEADER.** As silly as it may sound, repeating a short mantra like "I've got this" or "I am a talented writer" is [scientifically proven](#) to boost your mood and make you more successful.
- **BE NICE TO YOU.** Treat yourself as if you were talking to a friend. If your bestie were to share her feelings, what would you say to her? Definitely not "You're right, you're bad at this. You should quit"! You'd tell her to sit down and write, to unleash the magic from her fingertips, to share her mind with the world.

## SUPPORT YOURSELF.

- **CULTIVATE A COMMUNITY.** WFWA has a variety of member-resources to connect with other writers, including the upcoming conference in September and critique group matches. Join Facebook groups, listen to podcasts, attend classes or webinars where you can network with the other writers. Whatever the method to building your writer community, remember you're not alone. Humans are designed to be in connection – we're hardwired to share the highs and lows of life.
- **CELEBRATE THE PROCESS.** Acknowledge each milestone, not just the end goal. When you send your draft to beta readers, open a bottle of champagne (or sparkling cider). When you complete your first draft, buy yourself some new pencils. If your goal is to be a published author, know that rejections are part of the journey. For every no you get, celebrate that you're that much closer to the yes that will change everything.
- **BUILD A WRITING ROUTINE.** There are many ways to make a routine. Find what works for you. Try writing in the same place or at the same time each session. Try doing something positive like moving your body for a few minutes, repeating a mantra, or reading an affirmation. Try shutting off all programs other than your writing software and turning off notifications. A ritual signals to your brain this is writing time. Remember too, writing rituals can be different from editing rituals, since each uses different skills.

Above all, know that you are not alone when you experience the uncomfortable parts of writing and being a writer. Setting yourself up for success by implementing some of these suggestions can help you start writing and finishing your stories.

A link to the podcast that inspired this feature, Savannah Gilbo's Fiction Writing Made Easy, is [here](#).



**ACKNOWLEDGE EACH MILESTONE, NOT JUST THE END GOAL. ... FOR EVERY NO YOU GET, CELEBRATE THAT YOU'RE THAT MUCH CLOSER TO THE YES THAT WILL CHANGE EVERYTHING.**

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## HOW TO CREATE YOUR MAGICAL AUTHOR TOUR

By Maan Gabriel

*As a girl growing up in the Philippines, bookstores rather than toy stores were my playground. Like many writers, bookstores were places of magic where everyone was happy, helpful, and full of amazing book people and storytellers.*

In 2021, I became a book person with my debut *After Perfect*. Authors have many paths to publication: traditional, small, hybrid, self, digital, even audio only. As with all options, your marketing and sales miles will vary.

My publishing path led me to a small press, and I was faced with the reality of my marketing reach. It was limited—but that didn't stop me, and it shouldn't stop you. The reality of publishing today is all authors must take some responsibility for their work's success.

Success also looks different for each author. It could be author events and book signings. It could be online blog tours, social media, or hitting the podcast circuit. Or something completely different. Here are the steps I took to create a lucrative self-styled book tour that has taken me to independent bookstores across the country starting in my home market of Northern Virginia, but also California, Chicago, New York City, Washington, D.C., and Maryland.

### STEP 1. MAKE A LIST AND BECOME A GOOD LITERARY CITIZEN

Independent bookstores were my first stop. I made a list of indies in my area that supported local authors through events, signing opportunities, panel discussions and even outreach to volunteer organizations, non-profits, and local community event organizers. I attended as many events as I could to learn how it worked. And like all magical beings, these booksellers and event organizers provided me the space to amplify my voice. And through them, I also met the people who I now call my book family. No words are enough to describe my eternal gratitude.

Relationships are built through mutual trust and interest. The effort is not simply about what booksellers can do for you, but also about what you can extend to support their business. Be part of their tribe, their team, and make sure that readers and book buyers find each other, just as much as you want them to find you.

## FEATURE

### STEP 2. DREAM BIGGER

The second part of my journey was to reach out to big box bookstores. In my geographical area the big retailer is Barnes and Noble and these stores have been some of my best allies.

When one store agreed to host me for a signing event, I almost broke down in tears. This was the little girl running around big bookstores in the Philippines, finally taking her shot at doing a signing event for her very own book – *my own book!* It was a bigger stage – and the reach was wider – and though the readers who dropped by didn't know who I was, Barnes & Noble provided me a space to present myself, my stories, and my messages.

My first in-person event opened the gates for me as an author. With its success, I was then invited to be one of the signing authors for a grand opening of a new store. I was told I came highly recommended. And just like that, more invitations came for other events, panel discussions, book fairs, and more signings!

### HOW TO APPROACH YOUR FIRST BOOK STORE

It takes one yes to get it started. Much like publishing, rejections also happen in marketing. In preparing for your first pitch, make sure you find the store that best aligns with your genre and the retailer's market share. Some are focused on romance, others in historical fiction, and others that carry a lot of graphic novels. I started with an email. If I got no response, I dropped by the bookstore for a visit and asked to speak to the manager. Persistence is key.

### THEN LIBRARIES AND BOOK CLUBS CAME KNOCKING

Libraries were also one of my first stops to reach readers. My debut was released during the pandemic, so there were no in-person events. But after my in-person bookstore tours, the libraries eventually came back with invitations for local author book fairs. And to my surprise, I also received invites to numerous speaking engagements. I was a



**WHILE GIVEAWAYS DO COST YOU MONEY, BOOKMARKS AND STICKERS ARE NOT EXPENSIVE. A CUTE STICKER MAY SPARK A CONVERSATION THAT LEADS TO A SALE OR AN INVITATION TO A BOOK CLUB.**

guest speaker for a Women's Association in Northern Virginia, and recently as one of the featured authors of the Reading is Fundamental 50th Anniversary Gala alongside David Baldacci and other bestselling authors.

### STEP 3. IT HELPS TO HAVE EXTRAS

You need more than books at a book signing event to catch people's attention. I have spent the money to have poster-sized images of my books made to display alongside the table the bookseller provides. I also have bookmarks, and depending on the event, I may have a swag bag of items related to my story as a giveaway. While giveaways do cost you money, bookmarks and stickers are not expensive. A cute sticker may spark a conversation that leads to a sale or an invitation to a book club.

There is no denying the ability of

online retailers to reach more readers, as compared to in-person events. E-commerce makes it possible to sell books in a simple click with the power of a strong cover and blurb. But for me, there is nothing more powerful than human interaction. Imagine someone holding your book in their hands, making that decision to make you part of their lives. I am no *New York Times* bestselling author – at least not yet (wink! wink!) – so having my book at a brick-and-mortar store next to authors with bigger titles meant I had *earned* that spot.

Do not be afraid to ask booksellers what it takes to be shelved alongside authors in your genre. This is how my books are on those tables today. Designing and running your own book tour can be as big or small as you decide, but it can be done. All you need to do is to believe... and yes, get to work!

**Maan Gabriel** lives in Northern Virginia and is the author of *After Perfect* and *Twelve Hours in Manhattan*.

# IN THEIR WORDS: DENSIE WEBB

By Sharon Ritchey

This issue, *WriteOn!* features Densie Webb, a long-time WFWA super volunteer and contributing writer to the popular writing blog, *Writer Unboxed*, to discuss all things writing, her style of storytelling, and her latest release, *Breathing in Reverse* from Red Adept Publishing (August 2023).

*A chance encounter with a celebrity, an impromptu video, and a shiny new espresso machine all added up to a juicy tale for Rachael Allen to share with friends. But when her best friend posts the video online without her knowledge, Rachael begins receiving bizarre threats from an obsessed fan. Breathing in Reverse is the story of Rachael's serendipitous encounter with a celebrity, her brush with obsessive love, and the bittersweet gift left behind by the very person fixated on destroying her life.*

**WO:** *Breathing in Reverse* is your sophomore novel. How was writing this book different from *When Robins Appear*?

**Densie:** The story is a pivot from *When Robins Appear*, which was a family drama. *Breathing in Reverse* is women's fiction/romantic suspense/thriller. It's hard to pin down. The story centers on the fallout from a stalker's actions, and it originally had several chapters from the stalker's POV—26,000 words worth, in fact. My content editor suggested that I do away with those chapters—which I did—but that meant I had to write more from the main character's POV. It was rather painful, but I think the story is better as a result.



**WHEN I'M WRITING, I KNOW HOW I WANT A STORY TO START AND HOW I WANT IT TO END. THE REST OF IT, I MAKE UP AS I GO ALONG.**

**WO:** Where do your ideas come from? Do you do a lot of research?

**Densie:** I don't have a reliable source of story ideas. I'm not a writer who has a treasure chest of story ideas waiting to be written. I get an idea and I work on it until it's done. Only when I'm well into it do I start looking ahead to another idea. But I get ideas from movies, shows, the news, from people in my life. The idea for *Breathing in Reverse* stemmed from an interview I watched with a young celebrity about his over-the-top popularity and him musing about what awful thing might happen.

## FEATURE

**WO: Are you a plotter or a pantser? What comes first: a story idea/character/a what if scenario?**

**Densie:** I'm a pantser, for sure. I've tried Scrivener. I've tried corkboards. I've tried outlines. I've tried laying out scenes. But none of them worked for me, and I'm finally coming around to accepting that about my process. When I'm writing, I know how I want a story to start and how I want it to end. The rest of it, I make up as I go along. I'm not saying it's the best way to write. It's not the fastest way, but it's what I'm most comfortable with. Generally, when I get about halfway through my draft, I do create simple bullet points for where the story is going, mainly just to get the timeline right. And I have one and only one draft that I edit obsessively as I go.

**WO: What about the women's fiction genre appeals to you?**

**Densie:** The emotional aspect. I like having my heart broken—in fiction.

**WO: You've been an active WFWA volunteer through the years. How has the organization helped you?**

**Densie:** Immeasurably, from the annual conferences to the close-knit community. I've found women writers to be the most non-competitive, open, kind, and sharing group of professionals that I've ever encountered. Ask a question on the WFWA Community Facebook page and it's guaranteed you'll get helpful suggestions and answers. I know I wouldn't have gotten this far without WFWA.

**WO: Do you have any go-to writing resources? Do you have a critique group?**

**Densie:** I've had a variety of critique groups and critique partners over the years. Reading fiction in my genre is a major go-to resource for me. I write a monthly column for *WriterUnboxed* and it is an excellent source of daily inspiration and instruction provided by a bevy of writers, editors, and authors. And, of course, WFWA's webinars.

**WO: What are you excited for next?**

**Densie:** *When Robins Appear* will be coming out in hardcover! The audiobook for *Breathing in Reverse* will be out in

BREATHING  
IN  
REVERSE  
a novel

DENSIE WEBB

### Prologue

Mick

The night found him antsy, unwilling to give himself over to sleep and painful nightmares, so he came downstairs to the hotel bar, believing he'd made his way to the corner booth unnoticed. He was experiencing a unique brand of loneliness after weeks of non-stop traveling—another city, another luxury hotel, a series of mind-numbing press junkets to promote his latest movie. The film festival in Austin, Texas, was his final stop. He settled into the corner booth, away from curious eyes, and ordered a beer then another and another as he fixated on the photo shoot from earlier that day.

No one had told him he was going to have to strip down. When he took off his shirt, the photographer demanded loud enough for everyone in the room to hear, "Dude, where's the six-pack?"

*What a dick.*

But he wasn't done. "Get makeup over here *now* to cover up Snow White. I thought you'd lasered that thing," he said, pointing to the colorful tattoo on Mick's unchiseled chest.

He had become a commodity—a product you worked on, changed, improved to make it more marketable. And he'd begun to despise everything about it. But he was caught in a series of contractual traps that prevented escape.

As he nursed another beer, he sensed a body hovering. His eyes at half mast, he looked up and blinked against the backdrop of the

September. I'm anxious to see and listen to both. And, of course, I'm really looking forward to seeing my current WIP unfold in my head and on paper.

**WO: When you're not writing or promoting your books, what are you doing for fun?**

**Densie:** I love visiting my daughter in Tel Aviv, and we usually take side trips since Europe is so close. Last time we went to Rome and Naples and had a really lovely time. We've gone to Vienna, Prague, Cinque Terra and Florence. Clearly, we like Italy.

**WO: What writing/publishing advice do you have for other writers?**

**Densie:** If I've learned anything, it's that this journey is not for the faint of heart. Rejection and criticism are a much greater aspect than success and accolades. Some writers achieve success right out of the gate. Others get there when they're ten years into the journey. Others will never reach whatever marker they consider to define success. Just getting a book published is the ultimate marker of success for some. Sales numbers are the ultimate marker for others. A 6-digit advance is it for some. For still others, it's a film option. Understand that you may never reach any of those markers, but if writing offers a sense of self-purpose and satisfaction, then that's all you need. Just keep learning and striving.



# **WOMEN'S FICTION DAY COMMITTEE – LEADING THE CELEBRATION**

Now in its fifth year, the Women's Fiction Day event continues to gather steam as a growing movement to promote the Women's Fiction genre, authors, WFWA, and most of all, sell books.

This year's event was our biggest yet thanks to the Women's Fiction Day Committee, a dedicated team of savvy media professionals who applied their considerable talents to the project.



**JULIA DAILY, WOMEN'S FICTION DAY CHAIR, AUTHOR, AWARD-WINNING PODCASTER.**

Women's Fiction Day celebrates and promotes a genre writers use to show change taking place in characters. Don't we all need change in our lives today? WFWA supports us as creatives, and we pay it forward by volunteering our time and talents.



**PAULETTE STOUT, MEDIA GODDESS, AUTHOR, AND INNOVATIVE MARKETER**

Volunteering is an amazing way to promote our talented author members and give back to a community that has given me so much.



**KIMBERLY PACKARD, AUTHOR AND PUBLIC RELATIONS MASTERMIND**

Women's Fiction Day is chance for us to shout from the rooftops all things Women's Fiction including our pre-published writers as they get ready to share their stories with the world. We're just beginning and there's so much more we can do with Women's Fiction Day 2024.



**TAMARA MERRILL, AUTHOR AND GRAPHIC DESIGN LEAD**

From social media posts to logo design, Tamara brings energy and vibrancy, setting the tone for this special event.



**SOPHIA KRICH-BRINTON, VICE PRESIDENT OF TECHNOLOGY AND THE EVENT WIZARD**

Women's Fiction Day celebrates the genre, spreads the word about great books, and raises awareness in the writing community. Plus, it's fun.



**SHARON RITCHEY, AUTHOR AND FOUNDER OF WOMEN'S FICTION DAY**

Women's Fiction Day was an idea, a wish, I had five years ago to promote WFWA's membership and bring our stories and energy to the world. The Women's Fiction Day committee is my dream team. Their ideas, talents, and collaboration are beyond words.

“I learned to write by  
reading the kind of books  
I wished I’d written.”

– BARBARA KINGSOLVER



**WRITEON!**