



Award-winning short story writer and English major at Rollins College in Winter Park, FL. Has written children's chapter books including *Mooncalf* and *The Pocket Fairies of Middleburg*; *The Long-Promised Song*, and *Zip-pityzern's: A Collage*.

Beyond the Strandline is a work of young adult fiction and Zern's first full-length novel. A longtime fan of "prepper" and futuristic survival novels such as Pat Frank's *Alas Babylon*, Zern hopes this book will inspire a new generation to imagine the ramifications of collapse and to "prepare every needful thing." When she is not writing fiction, Zern grows flowers, butterflies, grandchildren, rabbits, chickens, and horses in beautiful Central Florida. Oh my!

<http://amzn.to/2tAOAsu>

July 2017 SCWG GENERAL MEETING

Saturday, July 15, 2017, 1:00 pm
Garrett's Run Condo Assoc. Clubhouse
7900 Greenboro Dr., West Melbourne

"Got Reviews?"

Presented by
Linda Zern

An Amazon employee, when asked, "What's the most helpful thing an author can do to improve conversion of their book page?" told Tim Grahl, book-launch.com:

"By far, the most important thing an author can do is get more customer reviews."

"Got Reviews!" is a discussion of how to organize a launch of your book with 25 + reviews and the ethics of various methods of generating feedback. Reader reviews on the buy pages of online bookstores and the use of advanced reader copies to build buzz and broaden a book's appeal can be invaluable. Topics include: ARC reviews, using reviews (both positive and negative), writing reviews, and making the technology work for the author.



The form is titled "Book Review" and is divided into several sections. On the left, there are fields for "Title:", "Author:", "Publisher:", "Storyline:", and "What I didn't like:". On the right, there are fields for "Name of reviewer:", "Date started:", "Date finished:", "Favorite character:", and "Picture of favorite character:". Below these are sections for "Statement of size" and "Recommendation". The "Statement of size" section includes checkboxes for "Too long", "Just right", and "Too short". The "Recommendation" section includes checkboxes for "Highly recommended", "Recommended", and "Not recommended". At the bottom, there are checkboxes for "Word difficulty" (Too easy, Just right, Too hard) and "Recommendation" (Highly recommended, Recommended, Not recommended).



Since 2008, The Florida Heritage Book Festival and Writers Conference has brought more than 200 nationally known authors and writers to teach, network, and enjoy time in beautiful St. Augustine, Florida. The Festival includes 20+ free presentations by well known authors with book signings and an author's marketplace.

All September 23rd Festival events are free and open to the public.

Festival Headquarters – Flagler College Ringhaver Student Center

Parking at the City of St. Augustine Garage with free shuttle to the Festival.

Check out our Community Events page for even more celebrations going on downtown during the festival.

<http://bit.ly/2t6JZe4>

Call for Submission: Holidays

Perry Como's 1954 recording of "There's No Place Like Home for the Holidays" is a perennial favorite, reflecting our deep-seated urge to return to a simpler time during the hectic holiday season. Happy memories of holidays from years ago tend to center on family, friends, and food. Our modern holiday season begins with Halloween, builds towards Thanksgiving, reaches its feverish peak with Christmas and Chanukah, and ends on New Year's Eve. The Space Coast Writers' Guild's forthcoming anthology, *Holidays*, is a collection of stories filled with fond recollections of holidays past and present. Whether it's ice skating on frozen ponds at Christmas, dressing up in amusing costumes for Halloween, or eating too much turkey at Thanksgiving, *Holidays* captures the best (and worst) of times. **Submit your work by Friday, September 8, 2017. Please see www.scwg.org/anthologies for additional information and**

2017-2018 SPACE COAST WRITERS GUILD BOARD:

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Upcoming Events:

8/19/2017: Terri Friedlander: "It's Written. Now What?" giving back to the craft that gives to you.

9/16/2017: Gary Roen – "You Want a What? A Publisher?"

10/21/2017: "It's All About History"

**BOOKFEST at PINECREST**

Saturday, September 16, 2017

9:30 AM TO 1:30 PM

EVELYN GREER PARK

8200 SW 124 STREET

PINECREST, FLORIDA 33156

www.sflwriters.org

Cost for authors/exhibitors

\$50 per space (2 exhibitors share a table/4 feet X 15 inches selling space each). \$100 (1 Exhibitor/table size: 8 feet X 30")

E-mail me about what you're doing! rkon@scwg.org



FLORIDA AUTHORS & PUBLISHERS ASSOCIATION

The 2017 FAPA Annual Conference is scheduled for August 4th and 5th, 2017 in Orlando. This year it will be at the Hilton Orlando Buena Vista Palace.

This networking and educational event will offer two days of sessions with a focus on **The Business of Publishing**. Industry leaders, including Brian Jud, Sheri Stauch and Jennifer Swanson, will share their expertise and a variety of tools needed to flourish in this evolving publishing environment.

Join your industry colleagues and discover innovative marketing ideas and sales strategies.

Conference Registration

The Full Conference Pass includes both days and is \$345.00 for FAPA members and \$395.00 for non-members.

If you can only come for one day, you can purchase a Single-Day Pass for the conference. The Single Day Pass is \$185.00 for FAPA members and \$210.00 for non-members.

The Full Conference Pass does not include a ticket for the FAPA President's Book Awards Banquet.

<https://myfapa.org>