

Agenda:

1. Announcements.
2. Self Introductions
3. Networking

Present: Elva Anson, Everett Anson, Azevedo, Beyers, Darrow, Gillam, Hamilton, Hourihan, Kando, Roth, Thornton.

1. Announcements: President Michelle Hamilton began the meeting by providing information about how to use the social media to promote and market your writing. Michelle uses Twitter. Or you can use another platform, for instance Facebook. You post an ad, use hashtags, and include a link to whatever book you are promoting. Michelle currently uses the following hashtags: #SummerReads #beachreads #summerroadtrips #roadtrip and #San Francisco (because many of her books are set in San Francisco).

We also discussed the use of marketing platforms/e-mail mailing lists such as Mailchimp and Mailerlite.com. The latter is much cheaper than the former (Free for up to 1,000 subscribers).

2. Self Introductions: This month=s meeting did not feature a guest speaker. Instead, each member present enjoyed the opportunity to discuss her/his work in detail, and to exchange information and mutual advice.

There were many helpful suggestions: For example, Andrea Roth suggested that NCPA members share their blogs. Also, she and Norma Jean Thornton urged members to write reviews of each other=s books, for Amazon, for the NCPA newsletter and for other sites such as Goodreads.

Sharon Darrow is preparing to teach a class on AHow to Navigate the Publishing Maze.@ She will also offer this class at a future meeting of the NCPA.

June Azevedo announced that she is available for hire to critique your manuscripts, as a dedicated reader,
Norma Jean Thornton announced some of the future monthly speakers, including Jennifer Grainger on Ghostwriting (August 9), Chrissi Villa on Book Launch Party (Sept. 13), Eleanor Russell on ABringing Other Countries and Cultures to Life (Oct. 11) and Danna Wilberg on Film-making and TV Show Producing (Nov. 8).

Several members discussed creating a monthly critique group meeting, for example one that would follow the lunchtime meetings at Denny=s every third Wednesday of the month.

All in all, this meeting was very informative, as members had more time to discuss our work with each other.

July 22, 2018,
Tom Kando, Secretary