



Newsletter

Issue 8 - December 2016 

Welcome to our eighth newsletter from the project.

This is our way of staying in touch with our membership, now having passed a half-century of exceptional authors. We are highlighting your work and bringing you all up to date with the latest writings. We hope you enjoy reading it and would welcome any feedback.

If there is anything else you would like to see, or you find any inaccuracies then please email me. As we are stored electronically, the newsletter can be updated on the hoof.

In this issue we look at the new template, now at version 7, how JW Lawson is getting on with the deserved success of *Mummy's Little Angel*, use of styles, and a whole section on marketing your books, as well as showcasing four new novels.

Reminder: if you are doing a promotion on your books, please let us know directly because then we can help you to advertise it through the Inca portals as well.

Please note that in the spirit of the Inca ideals, **we would be very grateful if you could each buy, read and review on Amazon one of the other Inca writers**. It seems only fair that as you are getting the publicity for your own book, you should be able to help encourage someone else in the Inca team as well. If you can choose someone with only a few reviews on their Amazon page, that would be even better.

Let me know when you have done so, and I'll be able to promote it on Facebook, Twitter etc.

Best wishes for the season

Bridget

In this Issue

News from the Incas	3
Using the Inca Template	3
Mummy's Little Angel	3
BRAG Medallions – from Lucinda Elliot.....	3
Spies?.....	3
This Quarter's Thoughts	4
Point of View	4
Section and chapter dividers (again)	4
Taboo words.....	4
Use of Styles	5
Chapter ends.....	5
Tax (again)	5
Marketing your Book	6
New Books	8
Teach a Teacher a Lesson – Cat Nicolaou	8
Farewell to Peckham – James Court.....	8
Strangers with the Eyes of Men – Robert Wingfield.....	9
When Time Comes – Cat Nicolaou	9

News from the Incas

Using the Inca Template

There is now a step by step guide to using the Inca Template, including tips on formatting. Do have a look. Even if you aren't using the template, there is a lot of useful information about formatting in general. Remember, if your book looks good, people might delve further; if it doesn't they won't even bother, no matter how good the story is. If you have problems with it, please do feel free to contact us.

Mummy's Little Angel

If you remember, JW Lawson won the title of World's Best Story with this brilliant psychological thriller. There was a book tour last September. You can see the details here.

<http://www.ireadbooktours.com/blog---current-tours/book-tour-mummy-little-angel-by-jw-lawson>

JW and her book are being showcased by the chairman of WBS and being presented to a number of large publishing houses before Christmas, hopefully for a major book deal

Congratulations from all the Incas

BRAG Medallions – from Lucinda Elliot

As Indie authors, we have enough bad news – Amazon forever introducing some new reading plan which reduces our sales and profits, and then there's the recent fall in eBook sales, the... well, you get the general idea, without my going on further.

But I did get some news that made me do a happy dance a few days ago.

I'd been awarded the B.R.A.G medallion for outstanding fiction for my debut novel, *That Scoundrel Émile Dubois*.

If anyone is interested in applying for to have his/her book assessed and promoted by the website for \$50, here are the links, and what you can expect:

<https://www.bragmedallion.com/about/why-we-exist>

<https://www.bragmedallion.com/award-winning-books/paranormal/that-scoundrel-emile-dubois/>

Spies?

We've had a number of people contacting us recently about opportunities. It seems however that when we explain we do not exist as a commercial opportunity, and are there for the writers to support and promote each other, these contacts disappear. Looking at the number of sites that do charge for the service, we wonder if they are gauging the competition. Our strength is that all our featured works are up to an excellent standard of writing. New members are welcome, and their books will be commented on and reviewed so that they are able to achieve that same standard if required.

This Quarter's Thoughts

Point of View

It has been discussed on the CLOG site, but in case you missed this, it is worth iterating.

A story is usually told from several angles, either from the characters' points of view or perhaps an external observer. This is illustrated perfectly in JW Lawson's acclaimed book, 'Mummy's Little Angel', where the author uses diary entries to force the point of view to each of the main characters. If you look at some of the Victorian literature, you will find something similar in the form of letters sent between the individuals.

While it is not a sin to change point of view during a section, it does help to disengage the reader in the fact you are jumping between the brains of the actors. If you imagine it as a film, how would you know what the actor is thinking?

So, to get round this, if you find yourself in the situation where you want to convey emotions or thoughts of different people, and have mixed up a conversation, as below:

"I love your sense of humour," said Pete, thinking that he would like to get this girl into bed.

"I'm not so sure," said Gloria. Her mind screamed, "*He's just out to take advantage of me!*"

Try it this way:

"I love your sense of humour," said Pete, licking his lips and letting his gaze run up and down her figure.

"I'm not so sure," said Gloria. She backed away, and her eyes rested on the 'exit' sign across the room.

You can of course take either but not both of the first pair of dialogues as well, depending on where you want the point of view to focus.

Section and chapter dividers (again)

In the last issue we mentioned these. Since then, Robert has tried the concept to extremes with his new book, *Strangers with the Eyes of Men*. To find a different picture for each section proved time-consuming, but feedback so far has been favourable. However, it does depend on the book. Suggestions so far, and we are looking for you to join in with your own ideas too:

- A small picture at the beginning or end of each chapter
- For romantic fiction, a row of hearts
- For sci-fi, something mechanical
- For serious literature, keep it simple

Taboo words

We are still building our collection of words to try to avoid in your text, although they are usually acceptable within quotation marks – people do speak this way.

To recap, we have: **Well, Indeed, Very, Really, Just** (except in the legal sense)... and bubbling under:

Only – A wonderful sentence captured by Phil Curwood: “**She told him that she loved him.**” You can place the word ‘**only**’ anywhere between words and the meaning of the sentence barely changes.

Please contact us with any other hate words, phrases or clichés you would like us to highlight and we will credit you in the next newsletter.

Use of Styles

Same old chestnut, but it will make your life so much easier if you do, as well as presenting a professional looking manuscript.

Chapter ends

When you have finished formatting your book, look to see if any chapters end with a single line on a blank page. Stopping this is simple.

Go back into your chapter and find paragraphs with a single word on a new line. Look at the text in that chapter. Can you delete any words, or use different shorter ones? Do so, and you will save a line at that paragraph. Repeat a couple of times and behold, your chapter now ends at the bottom of a page and saves a bit of paper, as well as looking better.

Tax (again)

The IRS deducted tax from my few US sales at 30%. I've had to fill in loads of forms, including them wanting to have my passport - I told them to FO, but did send a scan for them to see I'm not a Yank, or pretending to be a Yank. They are now considering my appeal and have promised that it will take a year more, but that they will pay interest on the amount they owe me (\$35) depending how long it takes. With Brexit, that is improving the amount owed all the time, so I'm letting them get on with it - the longer the better.

Tax in the UK - I really don't sell anything much, but I asked the question, and it took our tax people to come back with a nondescript answer. Basically, if your only extra income is writing, they aren't interested unless you earn more than £15000 in royalties (I dream of even 1% of that). You can show that with materials, promotional copies, computer costs, even heat and light in your house, that it costs more to publish than you ever get back in royalties. Buy a new computer, keep the receipt, ditto ink cartridges, postage, samples etc.

Marketing your Book

From Indie Authors: Violet Duke, Scott Pratt, and Stephanie Bond.

1. Write a lot of books.

Bond says: If you've written one book and it isn't performing as well as you'd hoped, it sounds counterintuitive to write another book. But, the more inventory you have on the market, the greater the chance of someone finding one of your projects, reading it, and looking for other things you've written. Bond knows what she's talking about. Her 70 novellas, published traditionally and independently, have sold millions of copies.

2. Put sympathetic, likeable characters at the heart of a series.

Creating characters and plot sounds like creative writing 101 but legal thriller author Scott Pratt says it's more than that. It's basically a marketing strategy, and something he thought through back at the beginning. When he created series hero Joe Dillard, Pratt made a deliberate decision to eschew an unchanging action hero and instead build his franchise around a world-weary Tennessee lawyer with a family who evolves over time. It worked.

"Readers have latched onto this protagonist," he says. "And they are deeply, deeply invested in this guy's family. His wife has breast cancer and he has two kids. Readers want to know, 'When's the next book coming out? You're not going to kill this character off are you?' Some of them are even concerned about Dillard's religious convictions. They pray for his soul. And this is a fictional character."

3. Set aside adequate time for promoting your work.

If your dream involves writing in a garret disconnected from the business of promoting your work, indie publishing probably isn't for you. Successful KDP authors invest substantial time and money in promotion. Stephanie Bond generally splits her time 60/40 between writing and marketing. Fellow best-selling contemporary romance writer Violet Duke also dedicates several hours a day to social media and ad planning. Duke recently pulled back on book writing during a medical leave, but she kept up her efforts to market and advertise her backlist and had her best sales year yet.

4. Mine your backlist; there's gold in there.

With three indie romance series and the recently published first book in her new Fourth Down series, Duke has written a lot books. Known as a backlist, all these published works are a serious asset for the savvy author.

"You can kill with your backlist," Duke says. "It's an evergreen. You can't stop marketing. Because every day there are new readers." So rather than simply pushing out and promoting new works, Duke is inventive about repackaging and repositioning older novels. She'll change the covers, rewrite new book blurbs, and create new advertising campaigns (for example, based on the changing seasons) to attract new readers.

5. Talk to your fans.

Prosperous indie writers have direct relationships with their readers. It's central to their success. Pratt reads and answers every reader email himself. He won't farm that out because he believes if one of his readers cares enough to write to him, they deserve an answer back. It's been worth it as far as he's concerned because he's developed a lot of loyalty with those readers.

Duke, like Pratt, reads and responds to all reader messages. She says for a lot of her social media fans, one of her books may have initially brought them to her page, but it's her interaction with them that has them returning as fans. In addition to direct correspondence, a website, and her Facebook page, Duke has created a Super Fan group on Facebook. This isn't a place for giveaways or special deals, this is where she takes deep dives into the writing of her books, giving avid readers a behind the scenes look at her creative process.

Bond also responds to readers and in addition, she has a mailing list—something she believes authors do better than any publisher—to which she sends semi-regular newsletters with alerts about deals and upcoming projects. After she realized the majority of her reader email asked if and when she would be releasing future books in series, she also installed on her website a writing ticker/progress meter, which shows the status of her works in progress.

6. Stay ahead of the curve.

Nimble marketing isn't the only way to capture more readers—sometimes a little experimentation on the writing side is in order. “I believe the future of storytelling lies in short-form delivery,” Bond says. So she has started experimenting with length and format. This summer she launched a daily serial called Coma Girl about a young woman in a coma who can hear everything happening around her, especially friends and family who don't think she's listening. Some readers keep up with the daily episodes on her website, others order the month's novella for the binge-read option.

“I'm trying to figure out how I can best fit into their reading time,” Bond says. “Considering how much the book industry has changed in the past few years, I believe the most valuable thing a writer can do is to be willing to change as reader habits change.”

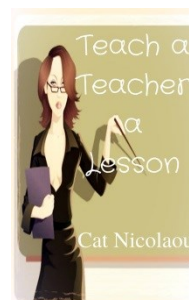
New Books

Here are our latest releases for the last three months. Please let me know directly if I've missed any. I do sometimes see them on Facebook, but we rely on you to tell us when you have published.

Teach a Teacher a Lesson – Cat Nicolaou

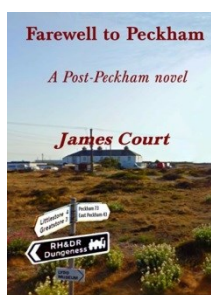
A dark adult romance about obsession, revenge and dysfunctional relationships. Rita is going to be taught an important lesson: never play with a man's heart.

When Sam has a crush on his teacher at high school, he tries everything to get her attention. Rita is in a difficult situation. She has recently started her first teaching post after leaving college, and having the most popular student in the final year fawning after her is both flattering and disturbing. She rejects him in a public humiliation, and Sam is not used to being rejected.



8 years later, Rita has broken away from an abusive relationship and joins a Mediterranean cruise, looking for love. She meets the dashing second officer and instantly falls under his spell, but unknown to her, this is none other than her former pupil, Sam. Driven by obsession and hate, he is determined to break the woman who ruined his life. Rita's mere presence, though, brings out feelings he has fought against for years. Will Sam succeed in his quest for revenge or will he be conquered by love? They are about to embark on a seductive and dangerous voyage.

Farewell to Peckham – James Court



Malcolm and Sylvia from Peckham Paints had no thought of buying a hotel when they clambered into the little train that ran along the coast from Dungeness to Dymchurch, but then they saw the neglected seafront property. It spoke to them, ate into them and they knew that they wanted it, even though they had no possible way of affording it. But sometimes fate is kind to young lovers and when their fortunes suddenly change, they make a decision that will alter their lives for ever. Rebuilding the hotel they uncover a mystery. From the stash of magazines in the basement to the risqué paintings on the walls and the secluded parkland attached, the hotel turns out to be more than simply that. Add in corruption in the local council and beyond and we have quite an engaging mystery here. Finally though, everything works out, and the reader is left with a sigh and a feeling of contentment. This is the fourth novel by James that returns to the well-loved characters that inhabited Peckham in the 1960s.

Strangers with the Eyes of Men – Robert Wingfield

A contemporary Gothic tale of blood and sex and corruption.

Ankerita Leighton-Mynde has died saving the life of her best friend, but a promise she made to an enchantress from the sixteenth century draws her back from her new existence. The world she returns to has changed. Dark entities are asserting their will across the population, and the spectre of the Nazis is rising again as Britain approaches the momentous events of the vote regarding continued membership of the European Union. Whichever way it goes, its repercussions will have a lasting effect on the rest of the world.



Blinded, and with only a minor demon to act as her eyes, Ankerita is thrown into a power struggle between the factions, for and against. However, the darkness is rising on both sides. The actual vote is merely an excuse for the Strangers to resume their age-old battles. It is said that King Arthur will reappear when Britain faces a final crisis. That was thought to be a myth, but behind every myth there is some truth. Ankerita follows a trail to search for his remains, and instead finds the spirit of a Dark Ages chieftain to rally to her call.

They descend into the limbo world of Kathartirion to rescue the witch and try to resist the darkness prevailing, but there are many more shadowy entities in there, desperate to return. The evil, which was supposed to be held for eternity, is released. And all the time, the Buchenwald Bell tolls out its call for faithful and faithless alike, waking more of the Strangers with the Eyes of Men from their millennia of inactivity.

When Time Comes – Cat Nicolaou



A contemporary romance novella set on the Greek island of Rhodes and in Athens.

Athena can't avert her eyes. The international star, Alex Dane, is back in Greece after six long years. Her mind wanders back to when she first met her hero in the flesh, a chance meeting on a ferry to see him at his gig on the beautiful island of Rhodes. The electricity was there and they spent three lustful days together before they had to part.

In true Thomas Hardy fashion, they were both shy of declaring their feelings and had no way of keeping in touch. He left her with only two gifts, both precious, and when she sees him again, in concert in Athens, and hears the love song he has written, it simply has to be for her, doesn't it? All she needs is a leap of faith, but will he fly? Dare they dream again "When Time Comes"?

This book includes a bonus romance, *Sealed by a Kiss*, about love for a divorcee that blossoms at a distance, but has an unexpected twist which casts the whole affair into jeopardy.