

HEART TO HEART

Featuring

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LOVE THRILLS

ROMANCE WRITERS
OF NEW ZEALAND INC.

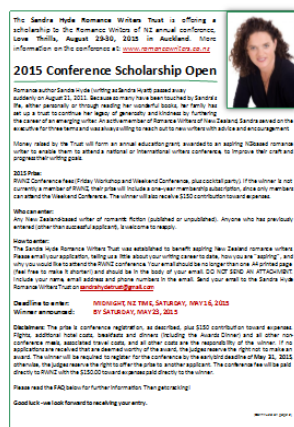
WRITERS CONFERENCE
28 - 30 AUGUST 2015



MEET CANDACE HAVENS AT OUR LOVE THRILLS CONFERENCE

Candace also runs a free online writing workshop for more than 2200 writers, and teaches comprehensive writing class. She does film reviews with the Hawkeye & Dorsey on 96.3, and is a former President of the Television Critics Association.

Candy is our Friday Key Note Speaker and Acquiring Editor for Entangled Publishing



From The President's Pen



What's happening in RWNZ?

President Kamy Chetty brings us up to date with the news...

kamychetty@yahoo.com



Hi Everyone

I think everyone is bound to agree, the months are flying by way too fast, and there seems to be more things to fill in the days as the months fly by.

The most exciting event to happen this month is the network that has formed between Presidents of Romance Writers across the Globe. An initiative instigated and being managed by Nikki Logan, past president of Romance Writers of Australia.

As an organization, we are always looking at ways to improve, and now we have finally started the information sharing process, which is an exciting time for the romance writing world.

As a small organisation, we do not face the same challenges as larger organisations, but there are many things we can learn from the way other organisations manage their membership and their volunteers.

One of the main challenges we face is not having guidelines, and so I would like to ask all past presidents and executive members who have any RWNZ guidelines or how to guides to please send them to me, so we can start compiling a list to hand down to the next executive committee.

I hope you are all taking advantage of the early bird registration.

Happy Writing.

Kamy

RWNZ President



"I do not over-intellectualize the production process. I try to keep it simple: Tell the damned story." — Tom Clancy, WD



EARLY BIRD BOOKINGS CLOSE MAY 31ST

Go to <http://www.romancewriters.co.nz/2015-conference/online-conference-registration/> to

BOOK NOW

ROMANCE WRITERS OF NEW ZEALAND INC.
WRITERS CONFERENCE
AUCKLAND, 28 - 30 AUGUST 2015

Join us as we celebrate the 22nd annual Romance Writers of NZ Conference. International guest speakers include:

Candace Havens - Bestselling Author / Editorial Director
Karen Rose - Internationally Bestselling Author
Mary Jo Putney - NYT Bestselling Author
Patricia McLinn - USA Today Bestselling Author
Nalini Singh - NYT Bestselling Author
Courtney Miller-Callihan - Agent, Sanford J. Greenburger Asso.
Lindsey Stover - Tule Publishing
Deb Werksman - Sourcebooks

book at:
www.romancewriters.co.nz

LOVE  THRILLS

ROMANCE WRITERS
OF NEW ZEALAND INC.

WRITERS CONFERENCE
28 - 30 AUGUST 2015



Love?
Lies?
Scandal?

*When it's time to cover-up affairs,
I can help*

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ebooks and Print • Re-designs a Specialty • Custom Designs

Love and Lies in the Deep South
SANDY AUTHOR
Belle

22nd Romance Writers' Annual Conference



LOVE THRILLS
ROMANCE WRITERS
OF NEW ZEALAND INC.
WRITERS CONFERENCE
28 - 30 AUGUST 2015

Waipuna Hotel and Conference Centre
58 Waipuna Road, Mt Wellington, Auckland





Friday 28 August 2015

Candace Havens

Sara Hantz and Amanda Ashby

8.15 - 8.45am	Registration desk open
9.00 - 9.10am	Welcome and Housekeeping - RWNZ President Kamy Chetty
9.10 - 10.35am	Fast Draft- Learn how to write your first draft in 14 days - Candace Havens
10.40 - 11am	<i>Morning Tea</i>
11.05 - 12.05pm	Revision Hell - Learn how to revise your manuscript and get it ready for publication—Candace
12.10 - 1.05pm	<i>Lunch (Buffet Lunch)</i>
1.10 - 2.25pm	Plotting for non plotters - Candace
2.30 - 2.50pm	<i>Afternoon Tea</i>
2.55 - 4.10pm	What an Editor wants- (Q&A session) - Candace
4.15 - 5.20pm	Writer's Block-Rewriting your story as an author - Sara Hantz and Amanda Ashby
6.30 - 7.00pm	<i>Registration desk open</i>
7.00 - 9.00pm	6.30-700pm First Timers Welcome Reception RWNZ 'Secrets and Lies' Cocktail Evening

Saturday 29 August 2015

7.30 - 8.30am	Cold-read workshop - TBC Editors/Agent
8.15 - 8.45am	Registration desk open
8.45 - 8.50am	Welcome and Housekeeping - RWNZ President Kamy Chetty
8.50 - 10.10am	Plotting a series - Karen Rose
10.15 - 10.30am	Spotlight on Harlequin - TBC
10.35 - 10.55am	<i>Morning Tea</i>
11.00 - 12.15pm	Breakout Workshops One Self Pub & Hybrid - Lessons I've learned in Indie Publishing - Patricia McLinn Craft-TBC - Mary Jo Putney Genre Stream- Writing paranormal romance - Nalini Singh
12.20 - 1.15pm	<i>Lunch (Buffet Lunch)</i>
1.20 - 2.35pm	Breakout Workshops Two Self Pub & Hybrid - Taxes not tax evasion - Yvonne Walus Craft Stream- Slow it down, baby! - Cassandra Dean and Lucy Clark Genre Stream - Writing romantic suspense: Some Basic stuff - Karen Rose
2.40 - 3.00pm	<i>Afternoon Tea</i>

Saturday 29 August 2015 <small>continued</small>	
3.05 - 4.05pm	Power of creativity - <i>Mary Jo Putney</i>
4.10 - 4.25pm	General Discussion on RWNZ
4.25- 4.55pm	RWNZ Annual General Meeting - all members welcome
5.00 - 6.00pm	Author Book Signing Event (TBC)
7.30 - 10.00pm	<i>Harlequin Awards Dinner</i>
Sunday 30 August 2015	
7.30 - 8.30am	Cold-read workshops - TBC
8.45 - 9.00am	Housekeeping - Conference MC - TBC
9.00 - 10.15am	Candace Havens - TBC
10.20 - 10.35am	Spotlight on Entangled Publishing
10.40 - 11.00am	<i>Morning Tea</i>
11.05 - 12.20pm	Breakout Workshops Three Self Pub & Hybrid - Connecting with readers worldwide - <i>Nalini Singh</i> Craft - Side-kicking it up - "Creating secondary characters who lift and support." - <i>Karen Rose</i> Teen Talk - Transitioning from adult to young adult romance - <i>Sara Hantz and Amanda Ashby</i>
12.25 - 1.25pm	<i>Lunch</i> (Buffet Lunch)
1.30 - 2.45pm	Breakout Workshops Four Craft - 25 Tips from 25 years of publishing - <i>Patricia McLinn</i> Craft - Planning before you write - <i>Darian Smith</i> Genre Stream - Historical romance - <i>Mary Jo Putney</i>
2.50 - 3.20pm	Working with an agent (Q&A) - <i>Courtney Miller-Callihan</i>
3.25 - 3.40pm	Closing Address
3.45 - 4.30pm	<i>Afternoon Tea</i>



The **Sandra Hyde Romance Writers Trust** is offering a scholarship to the Romance Writers of NZ annual conference, **Love Thrills, August 29-30, 2015 in Auckland**. More information on the conference at: www.romancewriters.co.nz



2015 Conference Scholarship Open

Romance author Sandra Hyde (writing as Sandra Hyatt) passed away suddenly on August 21, 2011. Because so many have been touched by Sandra's life, either personally or through reading her wonderful books, her family has set up a trust to continue her legacy of generosity and kindness by furthering the career of an emerging writer. An active member of Romance Writers of New Zealand, Sandra served on the executive for three terms and was always willing to reach out to new writers with advice and encouragement.

Money raised by the Trust will form an annual education grant, awarded to an aspiring NZ-based romance writer to enable them to attend a national or international writers conference, to improve their craft and progress their writing goals.

2015 Prize:

RWNZ Conference fees (Friday Workshop and Weekend Conference, plus cocktail party). If the winner is not currently a member of RWNZ, their prize will include a one-year membership subscription, since only members can attend the Weekend Conference. The winner will also receive \$150 contribution toward expenses.

Who can enter:

Any New Zealand-based writer of romantic fiction (published or unpublished). Anyone who has previously entered (other than successful applicant), is welcome to reapply.

How to enter:

The Sandra Hyde Romance Writers Trust was established to benefit aspiring New Zealand romance writers. Please email your application, telling us a little about your writing career to date, how you are "aspiring", and why you would like to attend the RWNZ conference. Your email should be no longer than one A4 printed page (feel free to make it shorter!) and should be in the body of your email. **DO NOT SEND AN ATTACHMENT**. Include your name, email address and phone numbers in the email. Send your email to the Sandra Hyde Romance Writers Trust on sandrahydetrust@gmail.com

Deadline to enter: **MIDNIGHT, NZ TIME, SATURDAY, MAY 16, 2015**

Winner announced: **BY SATURDAY, MAY 23, 2015**

Disclaimers: The prize is conference registration, as described, plus \$150 contribution toward expenses. Flights, additional hotel costs, breakfasts and dinners (including the Awards Dinner) and all other non-conference meals, associated travel costs, and all other costs are the responsibility of the winner. If no applications are received that are deemed worthy of the award, the judges reserve the right not to make an award. The winner will be required to register for the conference by the earlybird deadline of **May 31, 2015**, otherwise, the judges reserve the right to offer the prize to another applicant. The conference fee will be paid directly to RWNZ with the \$150.00 toward expenses paid directly to the winner.

Please read the **FAQ** below for further information. Then get cracking!

Good luck - we look forward to receiving your entry.

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2015 Conference Scholarship Open



(Continued from page 7)

The Trustees of the Sandra Hyde Romance Writers Trust

FREQUENTLY ASKED QUESTIONS

I am a published author (or an unpublished author). Can I still enter?

The award is open to both published and unpublished writers.

I don't live in New Zealand. Can I still enter?

No, sorry. The Trust deed specifies that the trust is for the benefit of New Zealand writers.

I don't really write romance...my book is Young Adult / women's fiction / a thriller. Can I still enter?

No, sorry. The award is for romance writers. You don't have to be a member of RWNZ, but you do have to be writing romance.

Does the prize cover my travel costs?

No. See the disclaimers above.

Do I have to prove financial hardship to win this award?

No. Hardship is just one reason why you might have an interest in this award. Go ahead and mention it if it's relevant, but don't worry if it's not.

If I win, and then I decide I can't go to the conference, can my friend use the prize instead?

No. The prize is not transferable. If the winner is unable to make use of the prize, another winner will be chosen.

Will you pay me the cash for the prize?

No. We will pay RWNZ directly for your conference fee, and will pay you a \$150 cheque toward expenses.

I've already registered for the RWNZ conference. Can I enter this award?

Yes. You will be reimbursed for your Friday and Weekend Conference fees.

Will you be running this award again next year?

That's the plan! The Trust has received several donations to enable us to offer this scholarship. Thank you very much to everyone who has donated so far. If you'd like to make a donation, **email sandrahynetrust@gmail.com for further details.**

Who will select the winner?

The decision will be made by the Trustees of the Sandra Hyde Romance Writers Trust. These include members of Sandra's family and some of her writing friends.

Who can I contact with questions about this award?

No one. Just use the information above to guide you. If something's not mentioned here, use common sense.

How will I hear if I've won?

The winner will be contacted via email or phone, and the result will be announced in *Heart to Heart*, the RWNZ newsletter.



How To Write Your First Romance Novel

Roger Sanderson, who you may know as the Mills & Boon author Gill Sanderson, offers aspiring writers simple guidelines for finishing the first romance novel of many.

Retrieved April 22, 2015 from <http://www.pbs.org/pov/guiltpleasures/how-to-write-a-romance-novel-gill-sanderson.php>

So you want to write a romance? You can feel it inside you but 50,000-120,000 words is a lot of words. Writing them needs a lot of time, a lot of heart-ache. All over America, there are drawers crammed with manuscripts — just started, halfway through, nearly done. All collecting dust.

I should know, I had a drawer full myself. But now, I'm working on manuscript number 49 and I'll finish it.

After the excitement of writing the first few thousand words, you slow down, the end is so far away. You give up.

So try writing your romance this way:

- **Write a hundred-word outline** of your story. You can think about it for a week, but writing it will only take an afternoon. Establish hero and heroine, names (important!), jobs, characters. Set the time and place. Are you going to write sweet, passionate, mysterious, religious, supernatural? Decide. Last and most important, what is the problem that is keeping your hero and heroine apart?
- **Recognize what you've written.** It's a blurb, the pitch on the back of a book that makes readers want to read it. Or you to write it.
- **Start with notes** if you like, but write it out as properly connected prose. This is the acorn that's going to grow into a tree.
- **Next step, expand your blurb** into an outline of your story, about 1,000 words long. Cover things like the first meeting, the first problem that develops into bigger problems, then the big climactic scene, and the happy ending. Don't get carried away! Be concise. Your tree is still only a small shoot.
- **You should now know how long your story is to be.** Do a third expansion — aim at a minimum of about a tenth of the ultimate length, 5,000 words for a 50,000 word book. Or you might prefer to try to write a fifth, 10,000 words for a 50,000 word book. Your choice.
- **This is where the real** — and most enjoyable — work begins. Divide your story into chapters. And this time you can write in notes. There's a great temptation to get carried away, to write at full length because ideas are coming so fast. Don't. Finish the plan. You're halfway there!
- **Now you can start the writing proper,** and with the detailed notes you have, you'll find it will roll. No fear of writer's block. You know where you are going. On a really good day you'll manage 5,000 words or more. Before you know it, you will have written your first romance.

Go for it!

HOOT! HOOT! RWA (AUSTRALIA) HAS A NEW OWL IN JUNE

AN UNCONVENTIONAL GUIDE TO FASCINATING CHARACTERS WITH CASS GREEN

Elizabeth Bennett, the heroine of *Pride and Prejudice*, remains one of Jane Austen's best-loved characters, and many romance readers still see her as a compelling female character. But what makes Lizzy Bennett so popular with readers over a hundred years later? Why do we want her to find happiness with Mr Darcy, despite his insufferable conceit and arrogant disdain for the feelings of others? What is it about him that draws us in? This workshop deals with an essential part of romance writing: Characterisation.

To stand out in an ever more crowded marketplace, authors need to create believable, memorable characters without falling into the trap of using stereotypes. They should be able to develop a character through the course of the story and understand how physical/emotional attributes can help set up a character readers will never forget.

Through short, sharp online lectures and carefully structured weekly activities, Cass Green's workshop assists the romance writer to recognise and apply the essential processes of characterisation.

Learning outcomes

At the end of the course attendees will be able to:

- Understand the benefit of strong character development and recognise stereotypes
- Use traits and characteristics to individualise characters and avoid clichés
- Develop the character's personality and their narrative arc
- Develop a consistent rationale for your character's reactions to plot developments.

Course dates: 1-28 June 2015

RWA (Aus) Members: \$25; Non-Members: \$35

You can find out more [here](#)



Before becoming a writer...C.T. Green worked in advertising for ten years. She also completed a Bachelor of Arts with majors in communication and literature. C.T. Green now lives in regional Australia with her husband, children and extensive collection of animals - among whom is the world's bossiest goldfish.

In between writing, i.e. arguing with her characters and occasionally posting to her blogs, she reads, drinks vanilla coffee, kid wrangles, enters writing contests and avoids the goldfish. She is a member of the Romance Writers of Australia. You will find her at [her author blog](#) and at <http://chevallum.wordpress.com>.



**ROMANCE
WRITERS**
of Australia



Nicolas Sparks

DOs & DON'Ts for Writing a Love Story

Retrieved April 24, 2015 from <http://www.glamourmagazine.co.uk/celebrity/entertainment/monitor/2012/08/nicholas-sparks-writing-tips>

Author **Nicholas Sparks** gives us **his ultimate five DOs & DON'Ts for writing a love story** to celebrate the release of the film adaptation of his novel, *The Lucky One*, starring Zac Efron, on Blu Ray and DVD.

DO create ordinary characters who do extraordinary things: I try to create characters who are familiar enough to be relatable but who are moved by the power of love to do extraordinary things.

DON'T make it easy on your characters. What makes a love story a story, and not just a romantic episode, are the hurdles the characters encounter on their paths. There wouldn't be much of a story to tell if Logan found Beth, and they instantly found happiness together.

DO explore the full range of human emotions: Love stories aren't just love stories, they're also stories about anger, disappointment, disillusionment, betrayal, healing, happiness, and ultimately, hope. Love isn't a simple emotion. It embodies a full range of emotions, and it's important to capture them all.

DON'T make love a small affair. Love is an emotion of enormous power because when in love people rarely think in small terms. If the obstacles confronting the lovers define the love story, then what makes a *great* love story is their willingness to go to almost any lengths to overcome them - whatever the cost.

DO create bittersweet endings. A great story won't leave you with the feeling of unadulterated satisfaction; instead, it might be at once life-affirming and heartbreaking. Life, because it is fleeting, is inherently sad, and yet I try to portray the emotions and relationships that define it as eternal and worthy of celebration.

DON'T write one-dimensional women. A woman who is just waiting around to be swept off her feet by a man and serves that end only is dull. Write strong female protagonists who are independent and self-directed. They're more interesting and also more deserving of respect from both the love interest and the reader.

DO create internal conflict to parallel external conflict. As interesting as external forces such as an embittered ex or controlling parents are, the internal questions that haunt each character privately: *Do I love him? Does he love me? Is this the right decision? Can I survive this?* These inner conflicts and dilemmas end up informing the story as powerfully as any plot device.

DON'T use excessive profanity. I avoid profanity when possible, but regardless, I don't think excessive swearing dovetails with a love story. It alters and cheapens the mood, and instead of feeling authentic, it often has the opposite effect. Besides, it's a lazy form of writing a kind of shorthand to communicate rage, frustration or in some cases, an evil character.

DO give fate a role to play. In *The Lucky One*, Logan might well have discovered the picture of Beth that saved his life and merely kept it as a keepsake or charm. Instead, he decides to search for the woman in the photo across the country. I always try to create characters who act upon the seemingly random opportunities that life presents agents of change who are also able to seize upon the chances and clues offered them.

DON'T write simple villains. Villains are for comic books. A one-dimensional, purely evil character who presents an obstacle to a pair of star-crossed lovers doesn't function well in the context of a complex, believable love story. What's far more interesting and effective is when that antagonist is humanized, and his relationship to the protagonist's complicated. In *The Lucky One*, Keith Clayton isn't just Beth's jealous ex, he's also her son's father and an insecure son himself. In the end, he is redeemed by a last act of selfless courage that calls into question assumptions the reader may have made about him.

Nicholas' works also include The Notebook, Message In A Bottle, Dear John and The Last Song

Woos, Hoos, and News

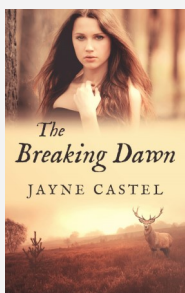
Celebrating our members' achievements.

To be included on this page, email your successes to Jean Drew at

jeandrew@xtra.co.nz



Bronwyn McEvoy is excited to announce she's a finalist in the RWA Golden Heart, in the romantic suspense category, with **DECEPTION ISLAND**.



Samantha Charlton's, w/a **Jayne Castel**, **THE BREAKING DAWN** is now available both in Kindle and paperback. This novel is the first of **The Kingdom of Mercia series**, set in 11th Century Anglo-Saxon England.



Tracey Alvarez's first book of her new *Far North* series, **HIDE YOUR HEART**, set in the far north of New Zealand, is published.

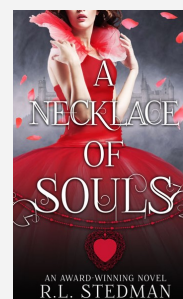


Yvonne Walus', w/a Eve Summers, e-book, **SPICY SOMETHINGS**, published by Splice Publishing in 2014, is now available in paperback.

Rachel Stedman had two YA fantasies out this month. **A NECKLACE OF SOULS**, which



won the Best First Novel at the NZ Post Awards in 2014, and the sequel, **A SKILLFUL WARRIOR**.



Jean Drew



Love?
Lies?
Scandal?

*When it's time to cover-up affairs,
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Kura Carpenter
Book Cover Designer

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ebooks and Print • Re-designs a Specialty • Custom Designs

Love and Lies in the Deep South

SANDY AUTHOR

Belle



2015 Book Publishing Industry Predictions: Slow Growth Presents Challenges and Opportunities

by Mark Coker [Founder Smashwords]

Retrieved April 24, 2015 from <http://blog.smashwords.com/2014/12/2015-book-publishing-industry.html>
And http://www.huffingtonpost.com/mark-coker/2015-book-publishing-industry_b_6407812.html

Welcome to my annual publishing industry predictions for the year ahead. This year I share 12 predictions.

Before I speculate about what 2015 holds for authors, publishers and readers, let's reflect for a moment about how self publishing has transformed the book publishing landscape.

Thanks to ebook self publishing, every writer in the world has democratized access to the tools and knowledge of professional publishing. It's now possible for writers to make their books instantly accessible, discoverable and affordable to billions of readers around the world.

Most exciting of all, we're still in the early days of the self publishing revolution. I'm confident that decades from now, ebook self publishing will be viewed by historians as no less transformative than the advent of the Gutenberg printing press.

Despite the incredible opportunities available to every self-published author, clouds loom on the horizon. Recent years of exponential ebook growth have given way to a new normal of slower growth, greater competition and disruptive business models and power struggles. These factors create new threats and opportunities for publishing industry participants.

This is why annual predictions are so useful. To the extent any of us can predict the future (an exercise fraught with folly I might add!), predictions help stir the imagination, spark constructive debate, and help industry participants understand how the decisions they make today can help manifest the future they want tomorrow.

So without further delay, I present to you my predictions for 2015. Enjoy!

Mark Coker's Publishing Predictions for 2015

1. More authors will aspire to self-publish - In 2008, when I founded Smashwords, nearly all writers aspired to traditionally publish. Publishers controlled the printing press, the access to retail distribution and the knowledge of professional publishing. Most writers viewed self publishing as the option of last resort -- the option for failed writers. Today, the former stigma of self publishing is evaporating. Self-publishing has given rise to the indie author movement, as I described when I published the [Indie Author Manifesto](#) earlier this year. The indie author movement will grow stronger in 2015. Traditionally published authors will continue to transition to indie, led by midlist authors. We'll also see more hybrid authors (authors who self-publish and traditionally publish) reorient their publishing strategy back in the direction of indieville.

2. Indie authors will capture more ebook market share - Self-published ebook authors typically earn 60-80 percent of their book's list price as their royalty. This compares with 12-17 percent for traditionally published ebook authors. As the number of self published titles increases, fueled by more and more writers becoming self-published authors, and as more indie authors learn to adopt professional publishing best practices, indie authors will capture increased market share. In March, I shared some of my longer term market share projections [here](#).

3. Screen reading will increase, but at a slower rate - For readers of English language books, the early adopters of ebooks have adapted. Reading will continue to transition from print to digital, yet the rate of growth will slow. One bright spot for digital books will be the continued growth in screen reading in developing countries aided by the ubiquity of smart phones.

4. 2015 will be slow growth for most authors, indie and traditional alike - I blogged about this topic in November in my post titled, [Ebook Publishing Gets More Difficult From Here](#). While some indies had a fabulous year in 2014 (look no further than the retailer bestseller lists where self published authors are hitting the top 10 each week), most authors experienced a slower growth year - especially when compared against the go-go days of exponential growth from 2008 to 2012. The causes for this slow down include a new equilibrium between print and ebook formats; immortal ebooks published by publishers and indie authors alike that will never go out of print; the continued growth

(Continued on page 14)

2015 Book Publishing Industry Predictions: Slow Growth Presents Challenges and Opportunities

by Mark Coker [Founder Smashwords]



(Continued from page 13)

of self-published titles; and myriad low-cost and free non-book alternatives competing for reader time, such as social media, Internet video and games.

5. Indie authors face increased competition from traditional publishers - For the first years of the ebook revolution, large publishers all but ceded the \$4.99 and lower ebook market to indie authors. Publishers tried to maintain higher prices, while indies grew readership by offering budget-conscious consumers high-quality books at low prices. The low prices, including the ultralow prices of FREE and .99, made it easier for readers to take a chance on unknown writers.

In the last year, large publishers, borrowing a page from the indie author playbook, have stepped up their price-cutting in the form of temporary promotions on titles from big-name authors. In 2015, we'll see the temporary promotions from large publishers that were so common in 2014 give way to permanent lower prices on backlist titles from big names and faster, more aggressive discounting on recently released titles.

This means indies will face increased competition in the sub \$5.00 price points. In the past, you could identify indie titles on the bestseller lists by price alone. This is no longer the case. Large publishers will also make greater use of ultra-low prices.

6. Large publishers step up usage of FREE - Inspired by the success of indie series writers who've had enormous success permanently pricing series starters at free (a.k.a. "permafree"), large publishers will start making increased use of this unconventional price point. Although few large publishers have made use of free as a promotional tool to date, this will begin to change in 2015. As retailers such as iBooks run more "First in a Series Free" promotions, which heretofore have been dominated by indie authors, publishers will feel the pressure to jump in. As I write these predictions, iBooks is running a major multi-genre First in a Series Free promotion with nearly all the titles supplied by indie authors. Fifty nine Smashwords titles are featured!

7. FREE will lose more mojo - Since 2008, I've encouraged authors to utilize free as a price point to turbocharge downloads, build readership and reader trust, and drive readers to priced titles. Authors who followed this advice early on reaped the most benefit. However, free is losing some of its gusto as the market becomes flooded with free ebooks.

Each year, I publish a survey of ebook purchasing trends called the Smashwords Survey. In our [2014 survey](#), we found that free books at iBooks were downloaded with 39 times more frequency than books at a price, down from a multiplier of 91 in the prior 2013 survey. In 2015, I predict the multiplier will drop further. Despite the anticipated drop in effectiveness, free remains one of the most powerful merchandising tools for indie authors, especially when applied to series starters. This also means that authors who utilize free today will get much more mileage from it than authors who use it a year from now (hint: If you're using free, make sure your free titles are upgraded with enhanced backmatter so they direct readers to your priced titles. See my blog post and video on this subject). If you're an indie author and haven't experimented with free yet, now is the time.

8. Many indies will quit in 2015 - Authorship is tough work. Discouraged by weak or slumping sales, many indie authors in 2015 will either give up on publishing or will decrease their production rates. With the rapid rise of anything -- whether we're talking tulips, dot com stocks or real estate -- bubbles form when the market becomes too frothy, too optimistic, too euphoric, and too crowded. All markets are cyclical, so this boom-to-bust pattern, while painful for many, is healthy for the long term, especially for authors who stick it out.

Indie authors will be forced to take honest stock of their dreams, motivations and commitment. What drives them? Is it the joy of writing, or the necessity of putting food on the table, or both? Either reason is respectable, but if an author's family's next meal is entirely dependent upon their book sales, they're under enormous pressure.

9. Time management will separate winners from losers - Raise your hand if you have too many hours in the day. I'd hazard to speculate that each and every one of us fails on time management to some degree each day. We only

(Continued on page 15)

2015 Book Publishing Industry Predictions: Slow Growth Presents Challenges and Opportunities

by Mark Coker [Founder Smashwords]



(Continued from page 14)

have so many minutes in a day, and only so many heartbeats in a lifetime. If you're a writer, are you optimizing your time, so you're spending more time writing and less time on the nonessentials?

Here are three easy opportunities for authors to gain dozens or hundreds of additional writing hours each year:

1. Many authors spend too much time on marketing and social media when they should be spending more time writing. An author's best marketing is a book that markets itself. If an author's book isn't sparking enthusiastic word of mouth without marketing, then no amount of marketing will make it a bestseller.

Focus instead on making the book better. Please your readers and they will spread word of your book through positive reviews and recommendations. If you're preparing a book launch, and you have a couple thousand dollars burning a hole in your pocket that you want to spend on marketing, spend that money on professional editing instead.

2. Many indie authors spend hours each month uploading to, managing and monitoring multiple retailer publishing platforms when they could centrally manage these retailers more efficiently by using a distributor (disclosure: my company Smashwords is a distributor for self-published authors).

3. If it takes you multiple hours to format your ebook, why not hire a low cost ebook formatter for \$40 or less?

10. Amazon Will Use Kindle Unlimited to Pay Authors Less - Whether you love it or hate it, Kindle Unlimited is a massive disruptor in the world of ebook publishing. Many writers are claiming it caused their sales to plummet, while others say it has helped them reach new readers. You can check out my prior analysis of KU [here](#) and [here](#), or check out David Streitfeld's recent story on KU in the [New York Times](#).

KU will have broader impact in 2015. Unlike its ebook subscription competitors Oyster and Scribd, which allow authors and publishers to set prices and receive retailer-level margins on qualifying reads (Smashwords distributes to each of these services - our authors earn 60% of their book's list price), KU pays from a shared pool, which means the author/publisher is compensated based on a book's prorated share of readership multiplied against the size of pool. If it sounds opaque, that's because it is. The size of this shared pool is determined by Amazon the month after the book is read. It's like Amazon sells your book today but tells the author, "I'll decide what I feel like paying you in a few weeks."

This wouldn't be a problem if Amazon was a benevolent player, committed to paying their publishers 70 percent list as is standard for most ebook sales at retailers. In November, Amazon paid only \$1.39 per qualified read, regardless of the book's length or price. \$1.39 works out great if your regular retail price is \$.99 (a \$.99 ebook sold at Amazon otherwise earns about 34 cents). Yet if your regular ebook price is \$3.99, and you're accustomed to earning almost 70 percent of that or \$2.80, then KU means your effective royalty rate was cut by almost half in recent months to 35 percent.

Kindle Unlimited represents Amazon's end-run around the Agency pricing model. As you may recall, Agency was at the heart of Amazon's contract dispute with Hachette, a large publisher. With Agency, Amazon is obligated to pay publishers 70 percent of the list price set by publishers and cannot discount books. Amazon's KDP self-publishing platform has an "Agency-lite" equivalent model in which Amazon doesn't discount except in price matching situations. With KU, a book's price becomes irrelevant to Amazon. It also gives Amazon the ability to pay authors less than 70 percent list for each qualified read.

By providing KU preferential in-store merchandising, Amazon discourages customers from purchasing individual ebooks. Since Amazon has a critical mass of over 700,000 books in Kindle Unlimited, Amazon's most voracious power readers already have nearly one million fewer reasons to purchase ebooks at full retail price. This means that for many budget-minded readers who love indie ebooks, a \$2.99 and \$3.99 ebook is expensive when they can read it (or similar books) for free as part of their monthly subscription.

(Continued on page 16)

2015 Book Publishing Industry Predictions: Slow Growth Presents Challenges and Opportunities

by Mark Coker [Founder Smashwords]



(Continued from page 15)

Kindle Unlimited's catalog is almost entirely supplied by indie authors enrolled in Amazon's KDP Select program, which requires exclusivity. Without indie author support and participation in KDP Select, there'd be no Kindle Unlimited.

Will indies step up to the plate in 2015 and say no to KDP Select? Despite legions of indie authors now crying foul over KDP Select and Kindle Unlimited, I'm not optimistic indies will say no. Despite many warnings about the dangers of KDP Select exclusivity (include my own [here at Huffington Post](#) in 2011), indie authors have continued to enroll books in Amazon's KDP Select program. Even if 100,000 authors were to opt out of KDP Select tomorrow, KDP Select would still have the critical mass necessary to offer readers a compelling subscription offering with Kindle Unlimited, and therefore offer a large number of readers a compelling reason to never purchase another ebook again.

Since most authors sell poorly, many indies will hear the KDP Select siren song and decide that earning \$1.39 or less in Kindle Unlimited is better than earning nothing. This decision will then perpetuate a slippery slope that will jeopardize earnings for all authors everywhere -- traditionally published authors included.

11. New VAT rules in Europe will put a damper on European ebook sales - Indie authors will suffer a drop in earnings from European ebook sales in 2015. The cause? New European Union VAT (Value Added Tax) rules. On January 1, 2015, new VAT rules go into effect in the European Union.

In the past, the VAT imposed on ebooks purchased by European Union readers was based on the VAT rate for the country in which the retailer was based. To reduce the tax hit, retailers located their European headquarters in Luxembourg, where the VAT was only 3 percent. At most retailers, the price set by the author was always VAT-inclusive, which meant the author and retailer's cut was calculated after the 3 percent VAT was deducted. At 3 percent, the rate was negligible and went unnoticed by most customers and authors.

Effective with the new EU rules that started January 1st, VAT is charged based on the customer's geographic location. Rates across the European Union will range from 15 percent to 26 percent. This means that effective January 1st, myriad tax rates are applied to ebooks sold at retailers such as Apple iBooks, Amazon and Barnes & Noble UK.

Indie authors must now decide whether to raise their prices to pass the tax burden to readers, or hold the line on prices, which means the author absorbs the tax hit. Either way, the author loses. The ebook retailers are harmed as well since the tax comes out of the purchase price before the retailer earns their 30 percent cut. As one retailer told me, "we're all hit with the same stick here." If retailers are harmed, we could see fewer small ebook retailers in the years ahead as the market consolidates around a few large multinationals.

12. Back to basics: The bestselling authors in 2015 win with best practices - The formula for bestseller success isn't rocket science. Success is all about best practices. For every well-executed best practice implemented by the author, the author gains an incremental advantage in the marketplace. What are some of these best practices? **1.** The author must write a super-awesome "wow" book that takes the reader to an emotionally satisfying extreme (this rule applies to fiction as well as non-fiction). **2.** An author's book should be professionally edited and proofed **3.** The book should have a great cover image. A great cover image makes the book more discoverable and more desirable to readers. Great cover images make an honest and visual promise to the target reader about the experience the book offers. **4.** Price the book fairly. **5.** Release the book as a preorder. Preorders are one of the most powerful merchandising tools for new book releases. They enable advance marketing of the title and special visibility advantage on the day of release. To learn more about ebook preorders, see my post, [eBook Preorders Help Indie Authors Hit Bestseller Lists](#). **6.** Avoid exclusivity and distribute your book widely to all retailers. **7.** Write another book, rinse and repeat.

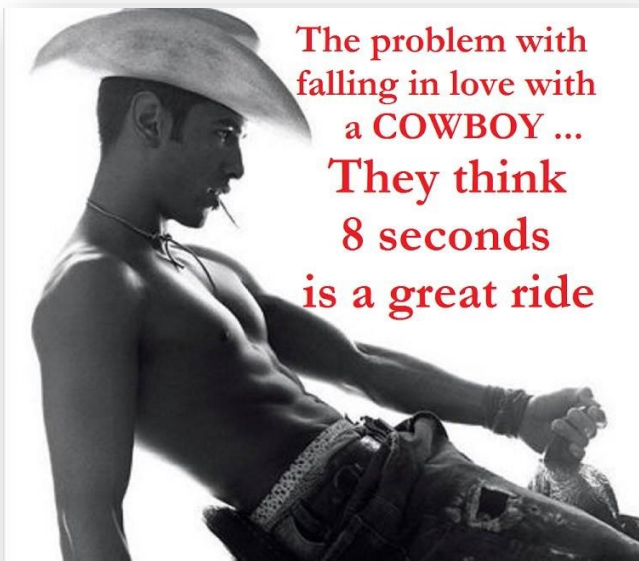
Although the best practices aren't secrets any more (check out my free ebook, [The Secrets to Ebook Publishing Success](#) for a refresher on best practices - or watch my [best practices video tutorial](#)), most authors fall short on the best practices front. Some authors fall into the trap of searching for easy silver bullet shortcuts. There is no single silver bullet. You must do many things right and avoid pitfalls that undermine your opportunity.

Welcome to New Members

Nasreen Singh - Fiji

Annie Capil - Christchurch

Amanda Ashby (rejoined) - Napier



CLASSIFIED ADS

We are happy to place short classified ads in H2H for services that could be useful to writers.

The price for an ad is \$20.

Note that the placing of these advertisements will be preceded by a disclaimer stating that although RWNZ is placing the ad it does not in any way endorse the product/service.

Please pay by **Internet Banking**—

1. deposit into Bank Account
No: 12-3070-0099767-00
2. code your deposit with:
RWNZ H2H and Your Name

Please contact me by the 10th of each month if you wish to advertise. sapiheald@xtra.co.nz

ROMANCE WRITERS NZ

WEBSITE is getting a new look.

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so tell us what YOU WANT to see in it.

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Click on www.romancewriters.co.nz



Login: passion

Password: love987

and email your thoughts to
Kamy Chetty at
kamychetty@yahoo.com



ANY NEWS ABOUT WRITERS, BOOK LAUNCHES, COURSES IN YOUR AREA??

Are there any **courses, writers' presentations, book launches or similar** coming up in your area? Please send us the information or links – we may be able to inspire other RWNZ groups to piggyback on to them and offer opportunities in other regions.

Let us know : sapiheald@xtra.co.nz

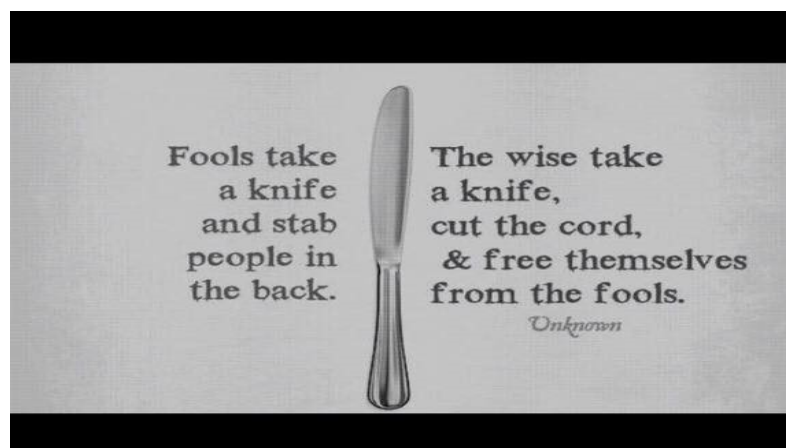
Thanks to our **RWNZ Facebook** for their **constant contributions!**
We are given some great ideas, motivational sayings and links here. **LIKE** us and keep updated!



ROMANCE WRITERS OF NEW ZEALAND FACEBOOK PAGE

— go there — Like and Follow
to keep up to date with lots of great information.

Retrieved from <https://www.facebook.com/RomanceWritersofNewZealand?ref=photo>



INTERNATIONAL CONTESTS

by Tracey Alvarez

Music City Romance Writers PITCH contest

Deadline: May 14th, 2015.

Eligibility: Entries must be for projects NOT under contract after May 15th, 2015.

Fee: US \$15

Enter: 200 words max. This would be the back cover copy or pitch letter blurb.

More Info: <https://www.rwa.org/p/cm/ld/fid=1531>

Futuristic, Fantasy, & Paranormal RWA 2015 'On The Far Side' Contest

Deadline: May 16th, 2015.

Eligibility: Every category MUST contain a futuristic, fantasy, or paranormal element. Entrant must not be published in full-length fiction (40,000+) for the genre entering/or not published in genre entering for past five (5) years. To further clarify, if your current WIP or entry is a paranormal historical then you can enter, even if you are published in standard paranormal, etc.

Enter: Entry shall be the first twenty (20) pages of WIP, and may include a 2-page synopsis (Synopsis not judged, yet this will help judge determine elements of story and offers a chance for practice at a very important skill).

Fee: \$20-25

More Info: <http://www.romance-ffp.com/on-the-far-side-unpublished/>

Emerald City Opener

Deadline: May 31st, 2015.

Eligibility: Manuscripts must be unpublished in any format and unavailable for download or purchase to be entered. Authors who have been unpublished in the last five (5) years in the category they wish to enter may enter the ECO (i.e. if you are published in

historical, you may enter any category except historical),

Enter: The first seven (7) pages of your manuscript.

Fee: \$12-20

More Info: <http://gsrwa.org/ecwc/contest/emerald-city-opener-official-rules/>

Heart of Denver Romance Writers 'The Molly' Contest

Deadline: May 31st, 2015.

Eligibility: Participation is open to all unpublished authors of novel-length Romance fiction and those who have not published within three (3) years prior to contest deadline.

Fee: US \$30-35

Enter: Entries are to be up to the first 25 pages (including prologue) PLUS up to five (5) pages of a synopsis. (The synopsis is not judged, but is helpful in helping the judges score your entry, and judges will often give you comments on the synopsis).

More Info: <http://www.hodrw.com/contests/the-molly-unpublished-writer-contest/>

Heart of Excellence Readers' Choice Award

Deadline: June 1st, 2015.

Eligibility: Open to All Romance Authors with books having an original copyright date of 2014 or First U.S. Printing date of 2014 from January 1, 2014 to December 31, 2014.

Enter: All entries must be 50,000 words or more. See website for details on how to enter print/electronic entries.

Fee: US\$20

More Info: <http://acrareaderschoicecontests.com/>

H2H MARKETS FOR MAY

by p.d.r.lindsay-salmon

1. Spider Road Press

Small Press based in America. It is one of the new social conscience publishers, which donates 5% of its profits to four charities. They want 'gutsy fiction containing richly portrayed characters and intriguing plots.'

SEEKING: Novellas also short stories and flash fiction
LENGTH: Between 9,000 to 13,000 words long, that is 40 to 60 pages.

PAYMENT: Discussed at contract time.

DETAILS: Spider Road Press, website: http://www.spiderroadpress.com/Mission_Statement.html;
guidelines: <http://www.spiderroadpress.com/Submissions.html>

2. 18th Wall

18th Wall is an American Small Press noted for its excellent anthologies as well as the speculative fiction novels.

SEEKING: Novella series: 'The Science of Detection: 12 Cases of Sherlock Holmes' a twelve-part novella series. Send the 'finest mysteries and adventures' and leave Holmes, just as Doyle left him.

LENGTH: 15,000 to 35,000 words and the deadline is November 15th, 2015.

PAYMENT: 50% net royalties on the stand-alone novellas and 4% net royalties on the collected edition for the 'usual rights.'

DETAILS: 18th Wall Small Press, website: <http://18thwall.com>
general guidelines: <http://18thwall.com/submissions>;
full guidelines: <https://18thwall.files.wordpress.com/2013/03/the-science-of-detection-guidelines1.pdf>; email subs to: submissions@18thwall.com

3. 'Oval Magazine'

SEEKING: The magazine is all about short stories and encouraging writers. All-genre fiction.

LENGTH: between 500 and 5,000 words.

PAYMENT: None or very little.

DETAILS: 'Oval Magazine', website: <http://www.oval-magazine.com>
email: subs@oval-magazine.com; guidelines: <http://www.oval-magazine.com/submission-goals/>

4. 'Jack Hardway's Crime Magazine'

An e-zine devoted to pulp and crime fiction.

SEEKING: Think classic pulp crime and classic crime stories for the editor.

LENGTH: A short story, 1,000 to 5,000 words.

PAYMENT: PR for nonexclusive first electronic rights and archive rights.

DETAILS: 'Jack Hardway's Crime Magazine'; website: <http://www.jackhardway.com> - email subs to: jackhardwayscrimemagazine@gmail.com
guidelines at: <http://www.jackhardway.com/submissions.html>

5. Robert Hale imprint Buried River Press

SEEKING: Paperbacks to entice, intrigue and delight those readers with an appetite for superb stories. Three sample chapters and a synopsis in the first instance.

LENGTH: Novels – all forms of romance – check the guidelines.

PAYMENT: Discussed at contract.

DETAILS: Robert Hale imprint Buried River Press; website: <http://halebooks.com/buriedriver>
email: submissions@halebooks.com

6. Sinful Press imprint of Horrific Tales Publishing,

SEEKING: Erotica. Novels, well-written mainstream romance, dark or paranormal erotica with strong characters and a good plotline. Sex scenes must be believable and in keeping with the chosen sub-genre. We do have a preference for female protagonists but could be persuaded to accept male protagonists if the story is strong enough.

LENGTH: Novels of over 60k.

PAYMENT: An advance of \$500 USD; 40% net royalties across digital, print and audio.

DETAILS: Sinful Press, website: <https://sinfulpress.co.uk>; guidelines: https://sinfulpress.co.uk/?page_id=19 Query via the Contact page at the website before submitting anything.

7. And because it's the ANZAC centenary try this.

TheatreCloud Theatre Company in the UK are touring 'Oh, What a Lovely War'. They have a PR campaign going in the form of a competition.

SEEKING: A postcard from the home-front to a loved soldier away on a WWI front.

LENGTH: Postcard size. Check their website for examples.

PAYMENT: The best one gets an i-pad, but those selected to go in the final prize list are recorded by one of the actors.

DETAILS: TheatreCloud Theatre Company, website: <http://theatrecloud.com>; Details and submissions at their website

Some Recommended Links You Might Like

Why Everyone Needs a Catnap—especially Writers! <http://thewritepractice.com/cat-nap/>

Article #3: Fearless Negotiation: An Agent's Most Important Role for an Author <http://nelsonagency.com/2015/04/article-3-fearless-negotiation-an-agents-most-important-role-for-an-author/>

16 Punctuation Mistakes That Can Make You Look Really Bad by Bill Murphy Jr. <http://www.inc.com/bill-murphy-jr/17-punctuation-mistakes-that-can-make-you-look-kind-a-stupid.html?cid=sf01002>

The Path to Success by Ja Konrath <http://jakonrath.blogspot.co.nz/2015/04/the-path-to-success.html>

How To Sell a Bazzilion Books by H M Ward <http://indierecon.org/how-to-sell-a-bazillion-books-hm-ward/>

Top Editing and Proof Reading Tools for Creative Writers <http://romanceuniversity.org/2015/03/24/top-editing-and-proofreading-tools-for-creative-writers/>



WEBSITE UPDATES

Do you have news or updates for our Website? If so, please email them to KD Forsman, Website Coordinator, at kdforsman@outlook.co.nz - www.romancewriters.co.nz

MEMBER FEEDBACK SURVEY

Recently, we emailed out a members survey about the RWNZ website to identify your 'wish-list' for a website revamp and to generate your ideas for future improvements.

If you haven't yet completed the survey, please use this link to provide your feedback

<https://www.surveymonkey.com/s/86WCHSL>

RWNZ News Around the Regions

Keeping in touch with each other

Word Count: The intention of this column is more to notify than to have a regional narrative.

REPORTS SHOULD NOT EXCEED A WORD COUNT OF 150 WORDS.

If your region has done something unusual or very interesting that you want to share, then we'd like to hear about it in a separate report, which can be featured on its own.

Read the **News Around the Regions** on page 22.

RWNZ News Around the Regions

Keeping in touch with each other (150 word count)



Auckland

Twenty-five attended our April meeting. Our knowledgeable and helpful speaker was Graham Van Der Linde. He gave us huge insight on branding, and on how to reach our readers and hold their attention. His talk inspired a great deal of interest and discussion. For your reference, the link to his website is www.phluck.co.nz. He not only welcomes enquiries, but, if you would like to send him your email address, he will keep you updated on latest communication trends.

Our next meeting will be on Saturday 2 May. Our scheduled speaker is Toni Kenyon, who is now a full-time author. Her topic is 'Connecting with the Reader'. You can read about Toni and her novels on her website <http://www.tonikenyon.com>. As usual, our meeting will be held at the Three Kings Tennis Pavilion from 12.30 until 3.00 p.m. Bring change for the raffles, a gold coin donation and a plate to share. Pamela Gervai (Convener)

C2C (Central North Island Coast to Coast)

Our next meeting will be noon on Saturday 9 May at Karen Forsman's place in Hamilton. If you wish to reheat your shared luncheon food, please arrive at 11:30 so that we can start lunch at 12, and the meeting at 1 pm.

The address: KD (Karen) Forsman, 92 St James Drive, Huntington, Hamilton
Phone 8537497 or 027 8388104

After a brief business meeting, Karen will do a quick overview of the tools and techniques she's using to build her author platform (social media, twitter etc), then the floor will be open for discussion and sharing of ideas.

Looking forward to seeing everyone (or guests)! Bring a plate! Please remember your \$2.00. Thanks! Lizzi and Deryn—Co-convenors

Wellington/Kapiti

Our April get-together took place in the meeting room next to Paraparaumu Library. The hilarity from the previous time surfaced again, and several people read out work. We especially enjoyed Peter's Harry Potter fan fiction, with language young Harry would never have used! Ellie's heart-shaped Yo-yos set a high standard for the eats.

We talked about our writing processes. Leeann uses Post-its and can plot a whole book in an hour or so. Juliet has a big board with notes and pictures, Jane creates Pinterest boards, and Kris squashes her on-going notes onto one sheet of paper. Diana is about to Snowflake her next book – a process she's found good in the past.

Our next meeting will be somewhere in Wellington at 1pm, Saturday, May 2nd –email to follow. Topic for discussion: conflict. Please bring a brief summary of the conflict in your current WIP. Kris Pearson—Convenor.

Christchurch

Six of our group met this month (a very good turnout for school holidays!) and enjoyed a lively discussion about editing and publishing options. Everyone is writing well, with contests and submissions in mind. New members always welcome. Next meeting: Sunday 10th May, 10am at South Library.

Sue, Convenor

Nelson

No meeting was held at the Nelson Chapter this month.

Annika Ohlson-Smith - Convenor

REGIONAL CONVENORS

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But wait . . . there's more . . .



Hi Everyone

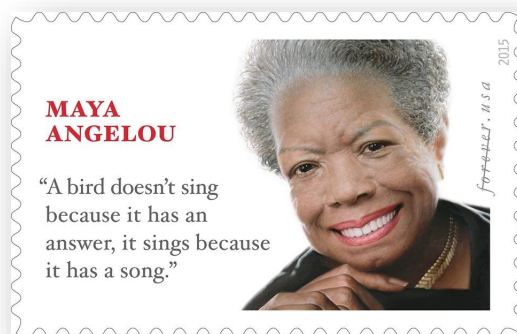
This year I'm going to the **Love Thrills RWNZ conference**, and I feel like Cinderella waiting for her big chance to sample the finer things of life. I'm so excited.

First of all, I had to apply for the time off work. My boss must have been in a good mood because he got back to me straight away with the okay. Then, travel arrangements—all sorted. A friend agreed to share with me at the hotel, so no worries there. Lastly, I had my registration to complete.

Kudos to the organisers for making the registration process so easy, although trying to pick which workshops to attend was a nightmare. Greedy person that I am, I wanted to choose the lot. Especially, when there's such a diverse range of topics, and I know every one of them would be helpful to me in my writing. However, after sifting through my options carefully, I finally managed to decide on my preferences for the four events.

So, everything arranged, all I have to do now is wait... and wait... and wait. First of May now, 120 days to go—not that I'm counting.

Lorna



Submissions—We love getting the contributions, but we request you send them to Sapi at sapiheald@xtra.co.nz and that:

- ♥ all contributions should reach her no later than the **15th of the month**
- ♥ all should be in a Word document, Arial 11 font
- ♥ you save your file as a .doc format [as this covers most MS Office suites]
- ♥ there are no indentations, or fancy headings, please.

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Treasurer	Tania Sparks taniasparksauthor@gmail.com
Immediate Past President	Leeann Morgan morgan.leeann@clear.co.nz
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Founder	Jean Drew (RWNZ founded 1990)
Publicity	Rachel Stedman
Facebook	soulnecklace@gmail.com
Social Media	

Website	Karen Forsman
Coordinator	kdforsman@outlook.co.nz
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