Atlanta Writers Club - founded in 1914
We are a social and educational club where local writers meet to discuss the craft and business of writing. We also sponsor contests for our members and host expert speakers from the worlds of writing, publishing, and entertainment.

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Events this month
December 7 – Author & Artists Holiday Party & Book Signing
Sponsored by the AWC at Johns Creek Books & Gifts
December 8 – Twelve Author Holiday Party & Book Signing
Sponsored by the AWC at Read It Again Books
December 21 – AWC Meeting for members and first-time guests

New Critique Group
Suwanee, All Genres
Wednesdays, 6-8pm @ George Pierce Park Community Center
Lexy Petrick (lpetrick2002@yahoo.com)
Open

https://www.facebook.com/Atlanta-Writers-Club-218575894874539
http://twitter.com/atlwritersclub

The Atlanta Writers Club
President’s Column
How to Get Involved at AWC
AWC Event Calendar
November Meeting Photos
December Speaker
AWC Authors Holiday Parties
AWC Spring Writers Conference
AWC 2020 Writing Contest
Bulletin Board
How an AWC Author Learned His Profession in the Navy
Want a Publishing Credit?
Reviving a Zombie
Five Things Than Make Me Want to Read a Query
AWC Members Accolades—December
Promote You Book Launch or Next Signing
Sign & Sell Book Opp
Promote Your Latest Publication
Critique Groups
AWC Membership Renewal Notices
AWC Membership Benefits
Membership Form
The older I get, the more I'm convinced we all have a kind of radio receiver built into our brains, tuned to the same virtual station. No, this isn’t a paranoid conspiracy theory; it’s a metaphor. The “station” we’re all tuned-in to has the callsign WII-FM—“What’s In It For Me”—summarizing how we tend to evaluate choices or options presented to us.

WII-FM is especially important if you want to do book signings between Thanksgiving and Christmas, the best time of year to sell books. It starts with the retailer. They’re under a lot of stress, especially during this season, so make your “ask” as easy to agree to as possible: Offer to bring your own stock of books to consign to the store during your signing period; you’ll take any unsold copies home. The store manager won’t have to deal with orders or returns, so they won’t have any expenses. In return for table space where you can set up, all sales you make will be pure profit for them (typically, you take 60% and they keep 40%). You’re not even asking to do a book talk—which would require them to set out rows of chairs and give up valuable selling space. Your offer is fine-tuned to their WII-FM frequency. This gives you the best chance of a “Yes.”

For your signing, don’t overdress—you don’t want to make customers feel self-conscious—but do look professional. The best placement of your signing table is inside the entrance, on the right (the Enter door is always on the right side and people tend to stay to the right once they come in). This ensures you maximum exposure to all potential customers.

Greet everyone who passes by. Say hello, tell them you’re an author doing a signing, and ask whether they or the person they’re shopping for is a fan of the genre(s) of your book(s). If they are, give them a fifteen-second spiel to hook their interest. What kind of spiel? Think “WII-FM”: what will they or their gift recipient get out of reading your book? Generally, your choices are knowledge and understanding for nonfiction or emotional payoffs for fiction and memoir, maybe with a bit of knowledge, too.

Treat these interactions like a game and keep score (you’ll need to do so anyway, for your follow-up invoice to the store). You “win” by convincing the maximum number of strangers to part with their money in exchange for taking a chance on your book.

Always confirm the spelling if a customer wants the book inscribed—never assume. Have a catchy message ready to speed the process (bonus points if it somehow relates to the theme or emotional payoff). Put your branded bookmark or postcard between the pages, especially if you have multiple titles. Invite them to add their name and email to a printed sign-up sheet for your mailing list, so you can let them know when you have another book out. And thank them sincerely for their support.

Then add another hashmark to your tally and look for your next future fan walking through the door.

George Weinstein is the AWC President, Atlanta Writers Conference Director, and author of six novels. His sixth, the suspense-thriller Watch What You Say, was published in November (www.GeorgeWeinstein.com).
HOW TO GET INVOLVED

WE NEED VOLUNTEERS AT EVERY LEVEL AND IN EVERY CAPACITY

• Apprentices for each Board position:
  ♦ **President** – help us organize and run our events, help interact with the public at events to tell potential members about the AWC, and recruit the next generation of members
  ♦ **Programs** – help us identify, recruit, and shepherd meeting and workshop speakers, to give our members continued access to the best lessons about the craft and business of writing
  ♦ **Operations** – help us recruit and follow up with volunteers for our meetings and workshops, book festivals, and other events
  ♦ **Atlanta Writers Conference Director** – help us identify future agents, editors, and speakers and prepare materials needed during the two days of each conference

• Check-in help for members, greeters for first-time guests, and mixer-organizers for each meeting and periodic workshop

• Critique group leaders all over metro Atlanta to form and welcome AWC members who want to improve their writing and help others do the same

• Emcee and timekeeper for Member Minute pre-meeting presentations

• Decatur Book Festival booth attendees to recruit potential new members

If you are interested in any of these opportunities to assist the Atlanta Writers Club, or have questions before you commit, please contact AWC President George Weinstein at George@AtlantaWritersClub.org — and thank you for your desire to help your fellow writers!
All events at GSU-Dunwoody auditorium unless otherwise noted.

DECEMBER 21
1:00-4:00 p.m.
Alpharetta Branch Library,
10 Park Plaza, Alpharetta, GA 30009

Guest Speaker – Caroline George, Associate Agent for Cyle Young Literary Elite (2 talks with a break in between)

• Pitch, Please: An Agent’s Guide to Pitches & Queries
• Building Platform to Strengthen Your Pitch

JANUARY 18, 2020
12:45-4:00 p.m.
1st Guest Speaker – Lynn Cullen
2nd Guest Speaker - Joshilyn Jackson

If you are traveling from or through any of these areas to our meetings, please note the members below who would love to carpool with you:

Athens
Pat McAlexander - patmcalex@gmail.com

Buford or Gainesville
Evelyn Asher - evelynasher@charter.net

Snellville side of Gwinnett/Walton County
Marlene Buchanan - mrat30052@aol.com
Pre-Meeting Mixer for Members & Visitors

First Speaker: William Walsh

AWC President George Weinstein

William Walsh Book Signing

Second Speaker: Screenwriting Panel with Tom Thone, Jose Acosta, and Charlie Stauffer
Caroline George is an associate agent for Cyle Young Literary Elite (https://cyleyoung.com/). Her publishing industry experience includes positions with HarperCollins Publishing and Hillsong Sydney. She has editorial and public relations experience from BookGrabbr and The Dunham Group and was a freelance publicist for Mainstreet Productions. Caroline recently sold Rachel Swanson’s Refine & Restore to Hachette. In addition to agenting, she is a blogger and published author. In May 2019, she participated as one of the 16 guest agents and editors at the Atlanta Writers Conference.

On December 21st, Caroline will present two topics, with a break in between:

- *Pitch, Please: An Agent’s Guide to Pitches & Queries*

- *Building Platform to Strengthen Your Pitch*

Her talks will be useful to anyone participating in the May 8-9, 2020 Atlanta Writers Conference, attending other conference featuring agent/editor meetings, and/or sending query letters to agents and publishers.
December 7

December 7
Author & Artists Holiday Party & Book Signing
Sponsored by the AWC
Johns Creek Books & Gifts, 6000 Medlock Bridge Pkwy
Suite B500, Johns Creek, GA 30022

3:00-4:00 p.m.
R. Lynn Barnett
Marilyn Baron
Steven Cooper
Kent Giles
Roger Johns
Julia McDermott

4:00-5:00 p.m.
Eileen Cooley
Mark Grace
Sue Horner
Gillian Lee-Fong
John Sheffield
Denese Shelton
Tracy Solheim
Buzz Bernard
Fatimah Jackson
Olga Kane
Anne Lovett
Linda McNay
George
Weinstein

5:00-6:00 p.m.
R. Lynn Barnett
Marilyn Baron
Steven Cooper
Kent Giles
Roger Johns
Julia McDermott
Eileen Cooley
Mark Grace
Sue Horner
Gillian Lee-Fong
John Sheffield
Denese Shelton
Tracy Solheim
Buzz Bernard
Fatimah Jackson
Olga Kane
Anne Lovett
Linda McNay
George
Weinstein

6:00-7:00 p.m.
Sherry Ellis
Erskine Hawkins
Trona Peoples
Carol & Jim Steiner
Chuck Storla
Connie Tuttle

December 8

3:00-5:00 p.m.
Twelve Author Holiday Party & Book Signing Sponsored by the AWC
Read It Again Books, 3630 Peachtree Pkwy # 314, Suwanee, GA 30024
Features AWC Authors:
Patricia Bowen
Sheila Cayolle
Tara Coyt
Mark Ellingsen
Sandra Havriluk
Deborah Mantella
Jean Neff Guthrie
Susan Nefzger
Alayne Smith
Kathleen Walker
Michelle Watson
Laura Wiener

The Atlanta Writers Club
May 8-9, 2020 ATLANTA WRITERS CONFERENCE

Register now to attend our 21st Atlanta Writers Conference, on May 8-9, 2020 at the Westin Atlanta Airport Hotel.

http://atlantawritersconference.com/about/

Whether you are...

• In search of an agent or a publisher
• Working on a manuscript and in need of feedback
• Seeking to learn more about the writing craft and/or publishing business
• Building your network of industry contacts

...this is your opportunity to take the next big step toward your writing goals.

Want to get published?

The May 8-9, 2020 Atlanta Writers Conference offers you:

• Access to 16 acquisitions editors and literary agents—no repeats from previous conferences—seeking every major fiction genre and nonfiction topic, as well as graphic novels and picture books.

(Continued on page 11)
• Critiques of manuscript samples by the editors and agents.
• Pitches to the editors and agents in the calm and privacy of meeting rooms.
• Query letter critique by an editor-agent team to improve your pitch (more than 90% of pitch awards at the October 2019 conference went to those doing this activity).
• Pre-conference edit of your manuscript submission months before the conference by a freelance editor of your choice (65% of those winning any award at the October conference did this pre-conference edit).
• Workshop on troubleshooting your manuscript by Steven James, national bestselling author and Master Class instructor at ThrillerFest.
• Separate Q&A panels by all eight acquisitions editors and all eight literary agents to give you two perspectives of the current and future publishing industry.
• Free bonus activities for every participant who purchases at least two of the activities above:
  ◊ Two talks by Steven James on the elements of story and creating plot twists.
  ◊ Two presentations by author of nonfiction and novels Rona Simmons about writing nonfiction and crafting marketing plans.
  ◊ Two presentations by author and award-winning former investigative reporter Steven Cooper about the myths and realities of the publishing process and researching your book like a journalist.
  ◊ Private mixer with all agents, acquisitions editors, and special guest Steven James.
  ◊ Giveaways drawings for valuable prizes, from lifetime membership in the Atlanta Writers Club to free activities at the next conference
  ◊ Award ceremony with each agent and editor presenting Best Manuscript Sample and Best Pitch certificates

CONT.
We’re now accepting registrations. As past Conference participants will tell you, the spots fill up fast, so don't delay!

For full details about Conference activities:
http://atlantawritersconference.com/

We hope you'll be able to join us!

After you read the website materials, if you still have questions please contact Atlanta Writers Conference Director and AWC President George Weinstein at awconference@gmail.com.
AWARDS:
Each award carries a $300 cash prize, a plaque, and publication in *The New Southern Fugitives*. Winners will be announced at our club meeting on April 18, 2020.

CONTEST CATEGORIES:

- Terry Kay Prize for Fiction
  (Maximum, 3000 words)

- Rick Bragg Prize for Nonfiction
  (Maximum, 3000 words)

- Natasha Trethewey Prize for Poetry
  (Maximum, 90 lines)

ELIGIBILITY:
The AWC 2020 Writing Contest is open to: **All current, paid club members**. If you’re unsure of your membership status, before submitting your entry please contact Membership VP Yvonne Green at yvonne-green1000@gmail.com. (To join AWC or renew your membership, please go to [https://atlantawritersclub.org/regular-membership/](https://atlantawritersclub.org/regular-membership/).

Submissions must be **original, unpublished**, and previously **un-awarded work**.

Entrants may submit only one piece to only one category per contest year.

DEADLINE:
Midnight, March 21, 2020. Submissions received after this date will automatically be ineligible.

For contest guidelines and submission instructions, please go to our website:

[https://atlantawritersclub.org/annual-writing-contest/](https://atlantawritersclub.org/annual-writing-contest/)
Matching Members with Members:

**Mystery, Thriller, and Suspense Writers**

AWC member Kathleen McGillick would like to form a group, perhaps a private Facebook page, for other AWC members who are mystery, thriller, and suspense writers, to exchange marketing ideas and help each other.

If you would like to participate in this group, please contact Kathleen at kmcgillick@aol.com.

For those writing in other genres who would like to do something similar, please contact AWC President George Weinstein at George@AtlantaWritersClub.org. He will advertise this for you in the next eQuill.

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**HELP WANTED**

**Atlanta Regional Commission -- Senior Planner Position**

Center for Livable Communities, Community Development Group  
Salary Range $53,828-$91,507

The Atlanta Regional Commission (ARC) is the regional planning and intergovernmental coordination agency that focuses on issues critical to the region’s success, including growth and development, transportation, water resources, services for older adults and workforce solutions. ARC is dedicated to unifying the region’s collective resources to prepare the metropolitan area for a prosperous future. This is done through professional planning initiatives, the provision of objective information and the involvement of the community in collaborative partnerships.

The Community Development Group works closely with local governments across the 10-county region to help address a range of land use, development, and transportation challenges. Topics include comprehensive planning, multi-jurisdictional planning, creative placemaking, housing, historic preservation, and food systems planning, to name a few.

The Planner, Senior will be responsible for contributing to several programs carried out by the group. Specifically, the individual will create and facilitate innovative stakeholder engagement activities to build consensus on critical local issues, lead and execute projects undertaken through the Community Development Assistance Program (CDAP), and contribute to the Group’s arts, culture, and greenspace planning initiatives. Projects currently being undertaken include comprehensive plans, corridor or subarea plans, studies of special topics such as housing or economic development, and similar planning activities.

For the list of duties, requirements, and qualifications, and to apply, please go to:  
How an AWC Author Learned His Profession in the Navy
by AWC Member Ed Gruber

(Part One)

When I joined in the Navy in 1948 I had one main objective – discovering my life’s vocation.

Because I had two years of college and could type, my first duty was as a clerk at a California Naval airbase personnel office. One day I read an article in a service publication about a Navy Journalism School at the Great Lakes Naval Training Station near Chicago. I’d always enjoyed writing; maybe this was my destiny. I applied, passed the tests, and matriculated through a total immersion experience. Ten hours a day, six days a week for three months, learning to be an information specialist who gathers news about Navy people, places, and activities, and how to communicate to military and civilian communities through print and broadcast media. It was ’48, so no TV yet. Courses included photography, radio scriptwriting/production, layout/design of base/shipboard newsletters, interviewing techniques, coordinating special events (ie. news conferences), and of course – writing. There was also a week with the Chicago Tribune as a reporter covering fires, robberies, and even a murder.

My first assignment as a Navy Journalist was at the Pacific Fleet’s Public Information Office at Pearl Harbor, Hawaii. (Lucky me.) I worked with all the local media, as well as major news organizations – Associated Press and United Press International. I wrote speeches for Admirals, peacetime press releases about ship comings and goings, and of other Navy/Marine activities from sports to USO shows. Also escorted visiting VIPs (politicians, business moguls, celebrities), to the USS Arizona memorial, then only a simple catwalk and flagpole, not the striking structure of today. I conducted a ton of interviews with enlisted men and women recorded directly to 5” discs that were sent to each interviewee’s hometown radio station. This was extremely challenging, considering young sailors’ mike fright and shyness (and no editing), which taught me how to ask the right questions.

At the Pearl Harbor PIO we created a radio series aired over hundreds of U.S. stations. Each program featured a WWII or Korean War heroic drama. Many starred Hollywood actors vacationing or filming in Hawaii; John Wayne, James Arness, Walter Brennan, and others. Often, scripts were created overnight to accommodate our stars’ schedules.

Another assignment was an expedition to Pt. Barrow, Alaska. We were then exploring for oil at this northernmost point of the North American continent. Supplies were provided amphibiously – like WWII island invasions. When the Korean War kicked off in 1950 I was in San Diego where the ships were loading. Of course that ended outgoing news releases. But my daily newsletters kept the crews informed of world happenings. I was also writing “perils of Communism” editorials. In the Bering Strait the Russians in Siberia jammed our airwaves, creating much tension and enthusiastic anti-aircraft gun practice. The mission though, was accomplished without incident.

Korea in 1952 was next. I first served on aircraft carriers, destroyers, a tanker and a pilot-rescue LST, reporting on significant operations, as well as writing

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hometown press releases on sailors performing interesting jobs. I had access to a typewriter only at night.

Then I hooked up with the U.S. Marines in combat, where I was “sucker punched” by the Company commander to go on nighttime patrols to – as he suggested with a mischievous smile after he learned that I could handle a rifle, “Get the stuff firsthand.” Returning from these patrols – some routine and others otherwise, I’d be debriefed, and then brief civilian correspondents. Later I’d do my own battle reports, hometown releases on my Marine brothers, grab a beer, and catch a few winks before the next patrol.

During my four-year Navy career I was writing for various media, often under extreme pressure. Most of my work was reportorial – Who, What, Where and When. The radio vignettes were creative, though based on fact. I learned to write whether I felt like it or not – no room for prima donnas. I experienced a whole gamut of writing disciplines – with much discipline, all leading to a long career with New York, Detroit, and Toronto advertising agencies. And to two published novels in my later years.

What a journey! And it ain’t over yet.

BIO:

After growing up on the streets of New York City, Ed Gruber became an official Navy Combat Correspondent. After his distinguished military service he had a long and prolific career serving world-class clients as writer and creative director at international advertising agencies in New York, Detroit and Toronto, and as a freelance writer and market consultant. Ed is a widower, currently playing golf and writing novels in Woodstock, Georgia. He can be reached at edgwriting2@yahoo.com.
WANT A PUBLISHING CREDIT?

SUBMIT AN ARTICLE TO THE AWC eQUILL!

What makes the AWC such a successful networking resource for our members is our willingness to assist others. Many of our members have stories and lessons to share from their writing journeys. Put those experiences in an article and submit them for consideration in an upcoming issue of the eQuill. Not only will you be helping your fellow members learn from your triumphs and mistakes, but you also will get a publishing credit.

A caution: this is NOT a chance to tout your book(s) and say, “Buy this!” We’re not offering billboard space here. Rather, this is an opportunity for you to help other writers avoid pitfalls and apply successful strategies that pertain to the craft and business of writing. Naturally, you will cite examples from your work. That’s a fine way to let people know you have books for sale; we’ll also include a brief bio with links, a headshot and book cover(s) at the end of your article. The point is to be respectful of your readers, who want knowledge—not product placement.

If you submit, expect to get a reply with edits and comments and be willing to rewrite accordingly. Abide by the word counts given below; one reason publishers and contests reject work is that the writer can’t/won’t follow the rules. While we want to publish articles by as many of our members as possible, we also need these pieces to be uniformly high-quality and beneficial so the 6,200+ recipients will look forward to reading them month after month.

Can you submit multiple articles over time? Absolutely! We’d love to have regular contributors.

If you want to submit an article for consideration, please email the following to AWC President George Weinstein at George@AtlantaWritersClub.org:

1. Your article, with a catchy/provocative/thought-provoking title, that addresses your personal lessons about aspects of the craft and/or business of writing, in 300 words or less (can be in a Word doc attachment or in the body of your email)

2. A profile of you and your book(s) in 50 words or less, as well as your website and social media links (can be in the same Word doc attachment or in the body of your email)

3. Your headshot and book cover image(s) in JPG or PNG format, the higher the resolution, the better

We look forward to learning from you!
I was slotted for the final pitch at 4:30pm on the last day of the writers’ conference.
I knew what that meant.
I was dead in the water.

I’ve attended enough conferences to know that when you have a late pitch session, the agent you’re Pitching to has already spent several hours listening to 20+ pitches from desperate writers; the creature behind the table is no longer human, but zombified, with a dead smile on its glassy-eyed face.

Besides, I might be a loudmouth, but I’m a shy loudmouth. I hate talking up my work to agents. I hate pitching. It’s excruciating.

I decided to bail on the pitch session and leave early so I could see my kid who was visiting from college, a prospect whose happiness quotient is equaled only by a great day of writing.

But then I groused about the late pitch session to an ex-theater friend. She replied that, from her experience as a director at auditions, it’s true that by the end of the day you’re exhausted and semi-comatose, but that’s because every actor who walks into the room wants something from you. But when an actor walks in who doesn’t want something from you, but wants to give you something by telling you a compelling story about something they love, you wake up. The zombie revives.

Yeah. Good point.

So I went to the pitch and said, “Let me tell you about Eleanor!” (my protagonist). I described Eleanor’s amazing journey. I was energetic and excited because I like Eleanor, and she does have an incredible adventure.

The agent’s glassy eyes turned human again. The agent smiled. She leaned forward. She asked questions. The pitch ended with her requesting the first 50 pages.

Which doesn’t mean she’ll represent me, but it’s a start.

Karla Jennings is a playwright, freelance journalist, and former newspaper reporter whose book about Eleanor (an adult fantasy titled DOG PEOPLE) isn’t published yet, but will be some day. Her historical novel ADA BYRON: THE DIVISIONS, about mathematician, adulteress and laudanum junkie Ada Byron, Lord Byron’s only legitimate offspring, is on Amazon: https://www.amazon.com/ADA-BYRON-DIVISIONS-Karla-Jennings/dp/1730755011/
This article was written exclusively for the Atlanta Writers Club and the Atlanta Writers Conference.

One: The Hook

Having a strong sales pitch for a book can go a long way. We sometimes call this the elevator pitch. I like to work with authors that know how to speak about their book in a concise and interesting way. This is everyone's first impression of a book, so the hook should go right upfront in a query letter in order to draw the reader’s attention in. I like to think of it as the thesis line for a query letter. In a snapshot we should get a sense of what the book is about in movie tagline fashion. Here are a couple of examples of good hooks:

A dark secret born out of World War II lies at the heart of a Sicilian American family in this emotional and sweeping saga of guilt, revenge, and, ultimately, redemption.

They say she’s a murderess. She claims she’s innocent. But Lucy has been known to tell lies...

Two: Comparative/Competitive Titles

Sometimes it is easier to say that a book is “this meets that” than it is to go into a longer description. That’s where the comp title process can be helpful. Dreaming up a good comparative or competitive title can help place a manuscript in the minds of literary agents and book editors trying to figure out where a book might go on their list, or where it might go in a bookstore. This is also helpful to a publisher when they are trying to figure out how much to offer for a book. Publishers will run what is called a profit and loss statement or a “P&L” and the magic numbers they will plug into that sheet are usually the numbers on books they feel are similar. We as author and agent would much rather be the ones to give books with stronger numbers to publishers as comparisons! Bookstores will also eventually ask the book publisher for comps they feel are similar, so a writer that has a few comp titles assembled will be miles ahead in the book publishing process.
Three: The Book

Of course we need to know more about the book and what makes it exciting! I speak more about the urgency of a book's story in this interview. A couple of paragraphs should be devoted to some of the exciting plot details of a manuscript and perhaps speak to some of the development of the characters. Demonstrating some of the plot will be more important to commercial fiction, whereas literary fiction tends to be more concerned with character development. Careful not to spoil too much here the description! This is more so about enticing readers into wanting to know more and taking this opportunity to showcase one's writing abilities. It is helpful to model these paragraphs off of the descriptive copy used on the back of book covers and book product pages. That will lend a comfortable feel for how this information is presented, especially since a lot of strong query letters go on to become jacket copy on published books! That is why writing a knockout query letter is so important.

Four: Author Bio

In the last paragraph of the query letter we should see the author bio, along with some more ancillary information such as relevant writing experience and writing credentials. Writing experience can mean many different things. Sometimes this is a matter of having been published in literary magazines or literary journals. Other times this can mean publications online or in papers. Writing credentials can include things such as an MFA, PhD or even attendance at a prestigious writing workshop such as the Yale Writers Workshop, Iowa Writers Workshop, or Breadloaf. A writer should tell us a bit more about themselves too. Info such as how they came or writing, what has influenced them and perhaps where they live and what they do in their day-to-day. After all of that info it might be good to include a link to an author website or author social media pages.

Five: Personalize the Address

If an author wants to get the attention of a literary agent, we cannot forget this important point. When opening a letter, it is nice to see that a writer took their time to do their research to know who the literary agent is and what they are about. For how awkward would it be to send a query for a children's picture book to a literary agent that specializes in romance/women’s fiction? This is a way to make the query letter attention-grabbing, since this is a writer's chance to make their letter unique to the receiver. For instance, a writer might consider visiting my Facebook, Twitter or LinkedIn pages to learn more about me and the types of books I have been working on and they can mention something they learned in the opening of the letter. It shows that the writer took some time, care and attention to detail.
Surprise: Bonus Content!

In addition to the five points above, this item is something of a special surprise. A very lucky writer might approach the query letter with some pre-publication blurbs or endorsements in-hand. Having a quote from a bestselling or award-winning author can go a long way. Literary agents love to receive queries with blurbs since that helps make the query more attractive to book publishers. Some authors are only willing to provide endorsements after a manuscript finds a publisher, but others might make an exception. Some authors might provide a blurb based on a sample of the manuscript too. Keep in mind that it is about quality over quantity when receiving such endorsements.

BIO:

Mark Gottlieb is a prominent literary agent working at book publishing’s leading literary agency Trident Media Group in New York City. He has ranked highly among literary agents across the industry for overall number of deals and other individual categories. While at Trident Media Group, Mark Gottlieb has represented New York Times bestselling authors as well as major award-winning authors. He has optioned and sold numerous books to production companies and studios for film and TV adaptation. Mark Gottlieb greatly enjoys working with authors to help manage and grow their careers with the resources available at Trident Media Group. In addition to having worked at the company’s Foreign Rights Department, he also ran the company’s Audiobook Department. Utilizing his drive and intuition for discovering talented writers, he is currently expanding his client list of authors. As a literary agent he looks forward to bringing authors to the largest possible audience. [https://www.tridentmediagroup.com/agents/mark-gottlieb/](https://www.tridentmediagroup.com/agents/mark-gottlieb/)

**AWC VP of Market** Patrick Scullin’s novel *Sawdust: Love is wilder than a circus*, was released on November 26.

Step right up and witness an entertaining world of action, intrigue, and exploration. It’s 1982, and Paul Driscoll is fate’s punching bag. His father recently died, he gets fired from his job, and his girlfriend dumps him. Desperate for money, the 23-year-old copywriter becomes a promoter with a traveling circus—and in his first town, falls in love. Katherine Flynn-Ryan is a divorced mother harboring a dark family secret. Although she knows the circus man will leave her, he promises to return after the season. Paul travels America with angry clowns, wild, eccentric characters, and egomaniacal performers. He struggles remaining faithful while resisting the aggressive pursuit of his boss and taming his libido. When he finishes his circus tour and returns to Katherine, Paul learns their relationship could cost him his life. *Sawdust: Love is wilder than a circus* crackles with unforgettable characters and humor, plus revealing insights into circus life, the male psyche, and explorations of faith and self-discovery.

PD (aka Patrick) Scullin created some famous ad campaigns, started a successful advertising agency and sold it to write words that entertain. Early in his career, he worked as an advance man for a circus. It was inspirational.

[http://www.pdscullin.com](http://www.pdscullin.com)
If you are a current Atlanta Writers Club (AWC) member who has a book launch or signing event scheduled in the next month or two, let us help you promote it!

This is yet another benefit of AWC membership. Social media has made it easy to get the word out about your book events, but having your posts seen and shared is another matter entirely. Our newsletter reaches more than 6,400 inboxes, with an average open rate of about 25%, so put this network to work.

Contact AWC President George Weinstein at George@AtlantaWritersClub.org with these details:

Category of event (e.g., book launch, signing, talk, reading)
Date, time, and location of the event
Any other event details (agenda, RSVP requirement, public/private, etc.)
Say something about your book(s) and yourself in a paragraph or two
Your publicity photo/headshot/selfie
Book cover image (JPG or PNG file)

**Deadline:** 20th of the month for inclusion in the following month’s eQuill, which will be sent to subscribers on the 1st or 2nd.

Here’s an example of how your information will look (along with some shameless self-promotion):

**Book Signing for AWC President George Weinstein**

![George Weinstein](image)

December 14, 10 a.m. to 4 p.m.
Open to the Public

Posman Books – Ponce City Market
675 Ponce De Leon Ave NE, C197
Atlanta, GA 30308

George Weinstein is the current President of the Atlanta Writers Club and has managed its Atlanta Writers Conference for a decade. He is also the author of six novels, including historical fiction, a mystery, and women’s fiction. In November 2019, his suspense thriller *Watch What You Say* was published.
Posman Books at Ponce City Market Is Seeking a Few Good Authors for Book Signings

Some AWC members have done quite well selling their books at Posman Books at Ponce City Market, and we’re helping them find more authors who are able to pitch their wares.

The manager prefers authors with outgoing personalities who can stay off their phones during the entire length of their signing—no easy feat for some—and greet, greet, greet everybody who enters the store.

Also, he will need to see a copy of your book(s) before he commits, as he’s been burned in the past by authors trying to sell books with bad printing, poor cover art, layout errors, typos, etc.

With his approval, you’ll work with him to select a book signing date and times. Typical signings are two hours in lengths. Your books will be consigned to the store for the duration of your signing, with sales split 60/40 in your favor. At the end of the signing, the manager might choose to purchase one or more titles for the store. You will then invoice him for the books you sold at 60% of the selling price, and he will pay promptly.

If you are interested in this opportunity, please write to AWC President George Weinstein at George@AtlantaWritersClub.org, and he will introduce you to the Posman Books manager.
The Atlanta Writers Club has revamped its website! We're now featuring a page where AWC members can promote their latest publication:
https://atlantawritersclub.org/our-members-success/

Current Atlanta Writers Club members are invited to add/update their listing: please email your headshot, book (or other publication) cover, and website URL to AWC President George Weinstein at george@atlantawritersclub.org
# AWC CRITIQUE GROUPS

**Changes in RED**

<table>
<thead>
<tr>
<th>Group Name</th>
<th>Type</th>
<th>Frequency</th>
<th>Contact Person</th>
<th>Email Address</th>
<th>Wait List</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online #1</td>
<td>Fiction</td>
<td>Ongoing</td>
<td>Mike Brown</td>
<td><a href="mailto:michaelkbrown22@yahoo.com">michaelkbrown22@yahoo.com</a></td>
<td></td>
</tr>
<tr>
<td>Online #2</td>
<td>Fiction &amp; non-Fiction</td>
<td>Ongoing</td>
<td>D. Nicole Steele</td>
<td><a href="mailto:dnicolesteele@gmail.com">dnicolesteele@gmail.com</a></td>
<td>Wait List</td>
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<tr>
<td>Online #3</td>
<td>Young Adult/Middle Grade Fiction</td>
<td>Ongoing</td>
<td>Ivelisse Rodriguez</td>
<td><a href="mailto:rodrigivelisse@gmail.com">rodrigivelisse@gmail.com</a></td>
<td>Open</td>
</tr>
<tr>
<td>Alpharetta</td>
<td>Fiction/Non-Fiction</td>
<td>Every Monday 7:00-8:30 pm, Barnes and Noble on Northpoint Parkway</td>
<td>April Love-Fordham</td>
<td><a href="mailto:loveford@gmail.com">loveford@gmail.com</a></td>
<td>Open</td>
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<tr>
<td>Candler Park/Decatur</td>
<td>Non-Fiction: Creative, Narrative, &amp; Memoir</td>
<td>Tuesdays, 3:30 pm - 5:30 pm, ChocoLaté Coffee Decatur</td>
<td>Tara Coyt</td>
<td><a href="mailto:contact@taracoyt.com">contact@taracoyt.com</a></td>
<td>Open</td>
</tr>
<tr>
<td>Conyers</td>
<td>All Genres</td>
<td>Every other Tuesday, 6:00PM at Mandarin Garden restaurant</td>
<td>Nancy Fletcher</td>
<td><a href="mailto:ncfletcher50@gmail.com">ncfletcher50@gmail.com</a></td>
<td>Open</td>
</tr>
<tr>
<td>Decatur</td>
<td>Adult/YA Novels and Novellas</td>
<td>Every other Thursday at Choco Late, 2094 North Decatur Rd.</td>
<td>Jonathan Grant</td>
<td>404-909-0189</td>
<td>Open</td>
</tr>
<tr>
<td>Dunwoody</td>
<td>All genres</td>
<td>1st and 3rd Fri, 1-3 p.m. @ Georgia Perimeter College Library Building, Rm 3100</td>
<td>Gelia Dolcimascolo</td>
<td>770-274-5240</td>
<td>Open</td>
</tr>
<tr>
<td>Lawrenceville/Snellville</td>
<td>Novel, Short Story &amp; Memoir</td>
<td>1st Saturday 9:30AM - noon @ Member’s Home</td>
<td>Kerry Denney</td>
<td><a href="mailto:kerryssii@bellsouth.net">kerryssii@bellsouth.net</a></td>
<td>Wait List</td>
</tr>
<tr>
<td>Liburn</td>
<td>&quot;Write Here, Right Now&quot; shares writing techniques and offers constructive feedback</td>
<td>Meets monthly from 6 p.m. to 7 p.m. on the 1st or 2nd Thursday at the Gwinnett Mountain Park Library Branch</td>
<td>Ashley Melonson</td>
<td><a href="mailto:amelonson@gwinnettpl.org">amelonson@gwinnettpl.org</a></td>
<td>Open</td>
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<tr>
<td>Location</td>
<td>Genre</td>
<td>Meeting Details</td>
<td>Contact Name</td>
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<td>Status</td>
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<tr>
<td>Loganville</td>
<td>Fiction</td>
<td>1st Saturday of each month at 9:30AM</td>
<td>Mike Brown</td>
<td><a href="mailto:michaelkbrown22@yahoo.com">michaelkbrown22@yahoo.com</a></td>
<td>Full</td>
</tr>
<tr>
<td>Marietta</td>
<td>All genres</td>
<td>1st &amp; 3rd Tues. 6:30-8:00PM</td>
<td>Linda Sullivan</td>
<td><a href="mailto:lindasullivan3@gmail.com">lindasullivan3@gmail.com</a></td>
<td>Wait List</td>
</tr>
<tr>
<td>Roswell</td>
<td>Poetry</td>
<td>Wednesdays, every 2 weeks, 6:00-8:00PM @ Scooter's Coffee</td>
<td>Kim Wright</td>
<td><a href="mailto:wrightkimberlylou@gmail.com">wrightkimberlylou@gmail.com</a></td>
<td>Open</td>
</tr>
<tr>
<td>Roswell</td>
<td>All genres</td>
<td>1st &amp; 3rd Thursdays @ The Heron House</td>
<td>Jane Shirley</td>
<td><a href="mailto:basketcasecafe@gmail.com">basketcasecafe@gmail.com</a></td>
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<tr>
<td>Roswell</td>
<td>All genres</td>
<td>Every Tues 6:15 - 9:00PM @ Scooter's Coffee</td>
<td>George Weinstein</td>
<td><a href="mailto:gjweinstein@yahoo.com">gjweinstein@yahoo.com</a></td>
<td>Wait List</td>
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<tr>
<td>Roswell</td>
<td>All genres</td>
<td>Twice monthly, Mon,10:30AM - 12:30PM @ Roswell Library</td>
<td>Jeremy Logan</td>
<td><a href="mailto:jeremylogan.author@gmail.com">jeremylogan.author@gmail.com</a></td>
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<tr>
<td>Sandy Springs</td>
<td>Speculative fiction</td>
<td>First and third Saturday of each month at 5:00 p.m on the porch of Slope's BBQ</td>
<td>Sarah Minnear</td>
<td><a href="mailto:sarah.dwyer.minnear@gmail.com">sarah.dwyer.minnear@gmail.com</a></td>
<td>Open</td>
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<tr>
<td>Sandy Springs</td>
<td>Fiction &amp; Non-fiction</td>
<td>2nd Saturday of each month, 2:30-4:30PM in member’s home</td>
<td>Bill Ottinger</td>
<td><a href="mailto:osrtrain@att.net">osrtrain@att.net</a></td>
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<tr>
<td>Smyrna/Marietta</td>
<td>Poetry</td>
<td>2nd &amp; 4th Tuesdays from 6-8PM @coffee shop</td>
<td>Liz Helenek</td>
<td><a href="mailto:lizbizz7@bellsouth.net">lizbizz7@bellsouth.net</a></td>
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<tr>
<td>Snellville</td>
<td>All genres</td>
<td>Meet at the Snellville Branch of the Gwinnett County Public Library on 1st Thursday of each month at 6 p.m.</td>
<td>Joyce Sewell</td>
<td><a href="mailto:jbs.atpeace@gmail.com">jbs.atpeace@gmail.com</a></td>
<td>Open</td>
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<tr>
<td>Snellville</td>
<td>All genres</td>
<td>Meet at member’s house 1st Saturday of month 9:30 - noon</td>
<td>Lynda Fitzgerald</td>
<td><a href="mailto:lyndafitz@yahoo.com">lyndafitz@yahoo.com</a></td>
<td>Open</td>
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<tr>
<td>Suwanee</td>
<td>All genres</td>
<td>Wednesdays, 6-8pm @ George Pierce Park Community Center</td>
<td>Lexy Petrick</td>
<td><a href="mailto:lpetrick2002@yahoo.com">lpetrick2002@yahoo.com</a></td>
<td>Open</td>
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<tr>
<td>Virginia Highlands</td>
<td>Fiction</td>
<td>Every other Tuesday, 7:00 p.m. @ member's house</td>
<td>Cindy Tolbert</td>
<td><a href="mailto:cindy@cltolbert.com">cindy@cltolbert.com</a></td>
<td>Open</td>
</tr>
</tbody>
</table>
How Membership Renewal Works

The AWC has an automated system for tracking memberships and alerting members when it's time to renew.

You will receive an e-mail from the system (showing President George Weinstein’s e-mail address george@atlantawritersclub.org) one month before your membership expiration date. If you haven’t renewed within a week, you will receive another e-mail every seven days, with a final e-mail one week from expiration. If the expiration date for your membership passes without renewal, the system will mark your membership as expired. It is a good e-mail practice to check your spam/junk folder to see if any legitimate e-mail has been misfiled there, possibly including the email you’ll receive from george@atlantawritersclub.org prior to the expiration of your membership.

We appreciate your continued support of the Atlanta Writers Club. Your membership dues make it possible to bring fabulous speakers to our meetings, provide generous cash awards for our annual writing contest, and sponsor scholarships, literary prizes, and local writing festivals.
Regular membership dues are $50 per year per person. Students can join for $40 per year. Family members of active AWC members can join for $25 per year. Our Membership Form is on the last page of this newsletter.

We are one of the best literary bargains in town. The Atlanta Writers Club is simply a group of writers that work together to help each other improve their skills and attain their writing goals. Anyone can join, with no prior publication requirements. Here are a just a few membership benefits:

**Monthly meetings.** On the third Saturday of each month (August-May), our members gather to listen and learn from two guest speakers who cover a broad range of topics and genres, and come to us from many facets of the literary world. Our speakers include published authors, literary agents, editors, playwrights and poets, just to name a few. Please refer to our list of upcoming guest speakers in this newsletter.

**Periodic Workshops.** Your membership provides access to numerous outstanding writing workshops throughout the year, all of them free to members. We feature a 3-hour, members-only workshop each July and others in the spring and fall. Please see the AWCC Calendar page in this newsletter for upcoming workshops.

**Twice-Yearly Atlanta Writers Conference.** This is your opportunity to pitch and receive manuscript and query letter guidance from literary agents and publisher acquisitions editor. Each Atlanta Writers Conference also includes agent and editor Q & A panels, workshops on the craft and business of writing, and a reception mixer where you’ll get to meet and talk with the agents, editors, and your fellow participants in a more informal setting. Details are at [https://atlantawritersconference.com/](https://atlantawritersconference.com/)

**Critique Groups.** Please see the two-page listing in this issue of the eQuill for the different critique groups available to members, both online and spread around the metro Atlanta area. Critique group participants meet regularly to read each other’s writings and recommend improvements. Don’t see a group in your area or don’t see your genre represented? Start your own and let the AWC advertise it for you.

**Writing Contest with Cash Prizes and Publication.** Each winter/spring, we hold a writing contest for fiction, nonfiction, and poetry with cash prizes and publication in the *New Southern Fugitives* online zine.

**Opportunities to Sell Your Books.** We are constantly seeking more opportunities for you to speak to new audiences and sell your books. From creating AWC shelves at local bookstores to sponsoring an AWC Writers’ Track and providing an authors’ booth at the Decatur Book Festival, we provide year-round occasions for our members.

**Free Tickets to Author Events.** Because of our sponsorship of the Book Festival of the Marcus Jewish Community Center of Atlanta, we receive periodic offers to attend their paid events at no charge, and we share these tickets with our members via email announcements.

Potential members are invited to attend a first meeting as our guest. After that, we’re sure you will want to become a member and take advantage of all the benefits that come with it. You may join The Atlanta Writers Club at any of our events or meetings, or pay online at our website using PayPal at [http://www.atlantawritersclub.org/membership.html](http://www.atlantawritersclub.org/membership.html).

If you have additional questions, contact AWC President George Weinstein: george@atlantawritersclub.org
First Name: _________________________ Last Name: _________________________

Cell Phone: _________________________ Other Phone: _________________________

Email: _______________________________ Alternate Email: _________________________

I/we would like to become involved with the AWC as a: □ Meeting Volunteer □ Conference Volunteer
□ Decatur Book Festival Volunteer □ Other (please specify):

AWC MEMBERSHIP DUES

Membership is for ONE YEAR

Individual [ $50.00 ] $ __________

Family [ add family members for $25.00 each ] $ __________

Student [ $40.00 ] $ __________

Make checks payable to: Atlanta Writers Club

Tax Deductible Donation $ __________

Total $ __________

Mail check and form to: Atlanta Writers Club
C/O Jerry Weiner, Treasurer
8080 Jett Ferry Rd.
Atlanta, GA 30350

The Atlanta Writers Club is a 501(c)(3) non-profit organization. All donations are tax deductible.

Name: _______________________________ donated $ __________ to the Atlanta Writers Club.

Date: __________ / __________ / __________

No goods or services were provided in exchange for or in association with this donation. Please keep this portion of the form as your receipt.