



DeSilva's News

*...a tool writer's rely on to meet
their creative needs*

January 2009



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From the desk of Jozette Aaron:



Welcome to a new year and a new look to the newsletter. If this is your first experience, I hope it's a good one.

I hope your holidays were as exciting as mine. It was a thrill to wake up on Christmas morning to the sound of a six-year old discovering that Santa had come to Grandma's house. He thought, because he was sleeping at my house, that Santa wouldn't be able to find him. He was hard put to fall asleep on Christmas eve but eventually, watching the fish swim in his tank, his little eyes closed and the elves got to work wrapping myriad packages while helping themselves from the Christmas eve buffet.



On a somber note, it is with great sadness that I learned of the passing of one of my subscribers. Barbara Williamson-Wood has been a friend of mine since the newsletter's inception in 1999. Though we've never met in person, we shared many letters and cards both online and off. Babs...as she was affectionately known, was a published novelist as well as a poet. She died peacefully in her sleep after a long battle with cancer. I, along with many others, will miss her dearly.

There is a lot to cover in this first issue of the new year so grab a cup of your favorite something, kick back and enjoy! I will see you at the end with some Final Thoughts.

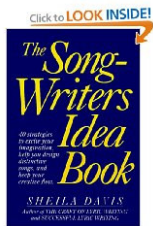
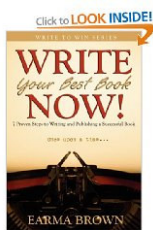
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Articles



The Book Nook



Free Courses



Joseph R. Hayes

Playwright/Freelance Writer

My first introduction to Mr. Hayes was as The Burryman . I was given the web address by a writer friend of mine who was so impressed by what the site offered that she just had to share it with me. [The Burryman Center](#) is like a candy store for creative people. I signed up immediately and still visit for information and anything else I need to help further my career as a novelist.

When invited to join [Inked-In](#), I didn't hesitate. Once again, Mr. Hayes has broadened my world by putting me in contact with others who share a common bond.

You can understand then, why it has been my pleasure to interview Mr. Hayes after many years of residence in the worlds he has created for writers and other artists working under that vast umbrella of creativity. He has developed other sites that stimulate the senses and you'll know where to find them when you read his interview.

[continue.](#)

All things Publishing by Carolyn Howard-Johnson



Editing IS Marketing: Boning Up on First Impressions

By Carolyn Howard-Johnson

First impressions are important. We all are aware of that as we brush our teeth and try to unknit the rat's nests from the back of our hair each morning. In fact, first impressions are part of our marketing efforts, whether we are marketing ourselves (say, an interview or a TV appearance) or marketing our books. And, yes, editing is an essential part of that first-impression effort, thus an integral part of marketing and promotion.

Here are a scattering of helps gleaned from my HowToDoItFrugally Series of books

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(www.howtodoitfrugally.com).

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Connections by Myrna Lou Goldbaum



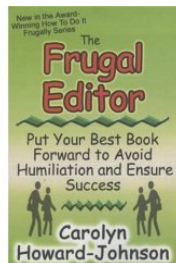
WHAT DOES 2009 HOLD IN STORE FOR ME?

by Myrna Lou Goldbaum

Every new year I am bombarded with questions about the coming year. To me every New Year is like a bright shiny penny. If it stays on the ground it will get tarnished and drab-looking but if it is picked up with enthusiasm it has a chance to gleam in the light.

[continue...](#)

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Carolyn Howard-Johnson is an instructor for UCLA Extension's Writers' Program. She is the author of award-winning books, **THIS IS THE PLACE** and **HARKENING**. **TRACINGS**, an award-winning chapbook of poetry, is available at www.finishinglinepress.com. Her how-to book for writers, **THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T**, is the winner of USA Book News' Best Professional Book of 2004 and the Irwin Award, and her new book **THE FRUGAL EDITOR: PUT YOUR BEST BOOK FORWARD TO AVOID HUMILIATION AND ENSURE SUCCESS** is also a USA Book News Best Book and a winner of Reader Views Literary Award.

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