

Monthly Meeting MInutes 9/13/18

Attendees: Frank Barrera, MaryLou Anderson, Jennifer Antonelli, Marcelo Antonelli, David Clement, Jennifer T. Grainger, Michelle Hamilton, Charlene Johnson, Kathy Marshall, Tom May, Norma Thornton, Christine Villa
Meeting started at 6:35pm

Discussion about Book Festival -- attendees talked about the Great Valley Book Festival that will be in Manteca on October 13th. The cost for authors to purchase a table is \$40. Attendees discussed whether NCPA, in conjunction with other writers' organizations might be able to host our own book festival.

The following topics were discussed:

- Location -- potentially Rocklin Bass Pro Shop -- Norma Thornton to ask them
- Date -- Norma suggested it should happen either during deer hunting season or trout season because there would be more people at the store
- Survey -- it was discussed whether we should ask the rest of the members if they are interested in participating in a book festival and if they want to include other writing organizations -- consensus at the meeting was that other organizations should be included

Introductions -- members talked about their new books and we welcomed three potentially new members

Discussion about Createspace -- Per Norma's information in the newsletter, the group discussed the transition from Createspace to KDP for printing paperbacks.

Discussion about Upcoming Workshops and Locations -- the group discussed Sharon's upcoming Publishing 101 workshop and Michelle's formatting workshop. More information will be coming soon.

Speaker -- Chrissi Villa discussed the following:

- How to host a book launch on Facebook
- ○ Chrissi set up the virtual book launch as an event on Facebook and invited her Facebook "friends"
- She explained that you can only invite 500 people per event.
- ○ She prepared all of her posts ahead of time -- quizzes, interviews, music preludes, behind the scenes looks, anecdotes, inspirational quotes, excerpts from the book.
- ○ She posted something every 30 minutes for the duration of her book launch.
- ○ She encouraged her guests to participate by asking them questions that required them to answer, asking them to post a poem or a photo or a song, asking them where they were from and how the weather was where they are.

- ○ Suggestion: Author Take-over -- attendees were concerned about the amount of time Chrissi had to be online without a break. Charlene Johnson suggested that you could have other authors sign-up for slots to promote their own books and monitor the launch party for a few hours
- How to create a book trailer
- ○ Chrissi explained what a book trailer was and showed us samples.
 - She then gave a number of resources that people can use to purchase their own book trailer made by a professional.
 - She also offered resources for authors to produce their own book trailers.
 - She demonstrated how she makes her trailers using Word Movie Maker.

Meeting was adjourned at 8:45pm

Michelle Hamilton, President
9/13/18