



Editor's Say



Over the next few weeks, we will be collecting member's stories of how they broke into the writing business so it is only fair that I begin by telling you how it happened for me.

First I didn't "break-in" in the usual way. I had been told by numerous teachers and older folks that I had NO talent for writing. In the far back 1970's I took a part-time job as a librarian for the then very small town I lived near. "By the way," the County Librarian told me. "Part of the job requires writing a column bimonthly for the local newspaper." I knew I was in trouble. The local paper wasn't the New York Times but it was the local newspaper. I knew I was really in trouble when I surveyed the library. The children's section consisted of perhaps twenty-five books and no children. The library was started by a group of elderly women who read—you guessed it—romance novels. So the library consisted of hun-

dreds of paperback romance novels. Writers like John Steinbeck and Ernest Hemingway were not represented on the shelves.

I managed to "wing it." The first few weeks, I wrote an introduction of myself—hey I'm a local girl—and a call for book donations. By the second month I was on a roll, I showcased the romance novels and talked about the non-fiction books. The children's section grew when a large collection of *Hardy Boys* and *Nancy Drew* books were donated. I kept that job for several years and by the end I was writing for two local newspapers and *The Denver Post* as a weekly contributor of local human interest stories. Every column added to my clips file and rein-

forced with proof that I was a credible writer.

Eventually, I talked the editor of the second local newspaper into a monthly column on the history of the area, which segued into a history book.

So for all you members who were told you couldn't write, ignore your detractors. If you were told not to bother writing anything, just keep on writing, knocking on doors, and believing in yourself. Sixteen books (one of them won the Colorado Authors League fiction award), five coloring books and thousands of articles published, I still can't write.

Published quarterly by the National Writers Association, 10940 S. Parker Rd., #508, Parker, CO 80134-7440 **

A not-for-profit corporation founded in 1937. Copyright © 2023. NWA general membership \$65.00 U.S. funds, open to all writers; qualified professional membership \$85.00 U.S.; student memberships (must be accompanied by photocopy of student ID) \$35.00 U.S.; sustaining membership for individuals or companies \$250. Please add \$25.00 outside of U.S. for additional postage. Subscriptions \$20.00 U.S. includes postage and handling in U.S. Outside U.S. please add \$5.00 for extra mailing fees. Articles are considered for publication and may be edited and/or condensed. Query first with SA-SE.

DEPARTMENTS

- BOOKS BY MEMBERS.....7
- BOOKSHELF.....3
- BOOKSTORE.....3
- CONTEST FLYERS..... 11, 12
- FOUNDATION NEWS.....5
- FYI.....7
- JUST FOR LAUGHS.....6
- MEET THE PRESS.....8
- SHOW WINDOW
- ADS.....9
- THOUGHT FOR
- TODAY.....7



INSIDE THIS ISSUE:

Breaking Through the Noise: Mastering Content Creation for Writers 2, 3

The Ultimate Guide to Earning as a Freelance Writer from Home 4,5



In today's content-saturated world, where information bombards us from every corner of the digital realm, the challenge for writers is not just to produce words but to ensure their voice rises above the cacophony. Breaking through this noise is a skill that demands a combination of creativity, strategy, and perseverance. As an expert in the field, I'm here to guide you through actionable tips that will empower you to overcome this barrier and make your words resonate.

1. Define Your Unique Voice - Personal Branding

To stand out, you must first know what sets you apart. Identify your unique writing style, perspective, and passions. By embracing your individuality, you create a distinct voice that's instantly recognizable amidst the crowd.

For example, take the case of Neil Gaiman, whose whimsical and darkly imaginative writing style sets him apart in the world of fantasy literature.

2. Understand Your Audience - Audience Understanding

Know your readers inside and out. Understand their needs, preferences, pain points, and aspirations. Tailor your content to address their specific concerns, ensuring your words strike a chord with their hearts and minds. Marie Forleo's content resonates deeply with her audience of aspiring entrepreneurs by addressing their challenges and providing actionable advice.

3. Craft Captivating Headlines - Compelling Headlines

Your headline is your first impression. Make it count. Craft headlines that arouse curiosity, promise value, or provoke thought. A compelling headline grabs attention and entices readers to delve into your content. Just look at BuzzFeed's headlines - they're masters at creating intrigue, like "17 Foods You've Been Peeling Wrong Your Entire Life."

4. Deliver Unparalleled Value - Value Delivery

In a sea of content, those who provide real value shine. Offer insights, solutions, or entertainment that your audience can't easily find elsewhere. This

builds trust and keeps readers coming back for more. HubSpot's blog, for instance, consistently offers actionable marketing tips that help businesses grow

5. Mastery of Storytelling - Storytelling Power

Storytelling is a potent tool for capturing attention. Weave narratives that resonate emotionally and intellectually. Stories engage readers on a

6. Navigating SEO Terrain - SEO Optimization

Even the most brilliant content can go unnoticed without proper visibility. Understand basic search engine optimization (SEO) principles and integrate relevant keywords naturally. This helps your content surface when readers search for related topics. Moz's beginner's guide to SEO is an excellent resource that simplifies the complexities of SEO for writers.

(continued on page 3)

(continued from page 2)

7. Visual Charisma - Visual Enhancement

Visual elements like images, infographics, and videos enhance engagement. Break up text with visuals that complement your message and make your content more digestible. National Geographic's Instagram account combines captivating visuals with informative captions, drawing in audiences with both aesthetics and content.

8. Uphold Consistency - Consistent Posting

Regularly publishing high-quality content builds anticipation among your audience. Consistency fosters trust and establishes you as a reliable source of valuable information. Seth Godin's daily blog posts are a testament to the power of consistency in building a dedicated readership.

9. Engage, Don't Just Write - Reader Engagement

Respond to comments and engage with your readers on social media platforms. This interaction not only builds a loyal community but also shows that you value their input. Ann Handley, a marketing and

writing expert, actively engages with her audience on Twitter, fostering meaningful connections.

10. Strategic Promotion - Effective Content Promotion

Don't let your content languish in obscurity. Promote it on relevant platforms, whether through social media, email newsletters, or partnerships. Smart promotion ensures your content reaches the right eyes. Buffer, a social media management platform, exemplifies effective content promotion by sharing valuable insights through their blog and social media channels.

By adopting these positive strategies while avoiding the common pitfalls, you can refine your writing approach, cultivate a distinct voice, and rise above the noise. Build a strong personal brand, understand your audience, craft compelling headlines, offer substantial value, incorporate storytelling, optimize for SEO, format your content well, maintain consistency, engage with readers, and actively promote your work. Embrace these strategies while learning from these mistakes to create a lasting impact in the bustling world of digital content.



NWA BOOKSTORE

NWA GUIDE TO WRITING FOR BEGINNERS

Basics for every writer by Sandy Whelchel

Rowman and Littlefield publishers
\$24.95 + \$2.20 p&h (retail \$25.95)

THE FREELANCE WRITER'S BIBLE

by Dave Trotter

Don't miss this book. \$18.15 + 2.50 p&h

ALL THE ABOVE BOOKS MAY BE ORDERED THROUGH NWA.

Foundation News

We are still accepting scholarship applications, so if you know an outstanding young writer please have them apply. Applications are available on the NWA website under the 'Contests' link.



- Crime reporting
- Public relations and marketing copy
- Web content creation
Identifying the niche that resonates with you is the first step toward building a successful freelance writing career.

In the digital age, the allure of making money from the comfort of your home is stronger than ever, and freelance writing stands out as a viable and flexible career option. With the right approach, dedication, and skill set, anyone with a knack for writing can turn their passion into a profitable venture. This comprehensive guide delves into the ins and outs of freelance writing, offering insights and strategies to help you navigate the industry and secure a steady income stream.

Understanding the Freelance Writing Landscape

Freelance writing is a diverse field with numerous opportunities across various genres and platforms. To succeed, it's crucial to explore and understand the different types of writing available, such as:

- Fiction and non-fiction writing
- Blogging
- Journalism (newspapers and magazines)
- Feature and hard news stories

Sharpening Your Writing Skills

Before diving into the freelance market, it's essential to refine your writing abilities. Consider enrolling in writing classes offered by colleges, community centers, or online platforms. Professional writers also provide private instruction, which can be invaluable. For instance, MasterClass and Udemy offer courses taught by renowned authors and industry professionals.

Gaining Experience and Building a Portfolio

Experience is key in the freelance writing world. Start by volunteering for local newspapers, submitting articles to magazines, or contributing to websites. Initially, you may need to write for little or no compensation to build a portfolio of published work, known as "clips." These clips are crucial for demonstrating your writing prowess to potential clients.

Mastering Web Writing and SEO

In today's digital-centric world, understanding how to write for the web is non-negotiable. Platforms like Suite101 and Constant Content offer opportunities for writers to publish their work, earn money, and gain valuable SEO knowledge. Learning to optimize content for search engines can significantly increase your visibility and attract more clients.

Finding Freelance Writing Jobs

Once you've amassed a collection of clips, it's time to seek out paid writing opportunities. The internet is a treasure trove of job listings for freelance writers. Websites like ProBlogger, Indeed, and LinkedIn regularly post freelance writing gigs. Tailor your resume and portfolio to showcase your best work when applying for these positions.

(continued on page 5)

Persistence Pays Off

Persistence is crucial in the early stages of your freelance writing career. Even if the financial rewards are modest at first, continued writing and exposure can lead to more lucrative opportunities. A single job on a site like Suite101 can open doors to multiple paid writing assignments.

Diversifying Your Writing Portfolio

As you gain experience, diversify your writing endeavors. If you've written for newspapers, try magazines, and then explore web content. Starting a blog can also be a strategic move, allowing you to showcase your expertise and attract a following. Successful freelance writers often juggle multiple projects across different mediums.

Niche Writing and Third-Person Proficiency

Specializing in a niche can set you apart and make it easier to find paid writing jobs. Once you're recognized as an authority in a specific area, clients are more likely to seek your services. Additionally, mastering the ability to write in the third person is vital, as most professional outlets require this perspective.

Building a Sustainable Freelance Writing Career

Transitioning to a full-time freelance writing career takes time and effort. It's not an overnight success story, and it requires a blend of talent, versatility, and business acumen. By continuously honing your craft and adapting to the demands of the market, you can establish a fulfilling and profitable freelance writing career.

For more detailed insights and strategies on making money as a freelance writer, consider exploring resources like "The Writer's Market" or "The Freelancer's Bible," which provide comprehensive guides to the industry.

In conclusion, freelance writing offers a path to financial independence and creative fulfillment. By understanding the market, refining your skills, and persistently pursuing opportunities, you can transform your writing talent into a thriving home-based business.



Now, through your National Writers Association membership, you can save up to 80% off the list price of office supplies.

Penny Wise Office Products offers huge selection, free overnight delivery, guaranteed lowest prices, and an additional 3% savings for ordering online at www.penny-wise.com. For further details, call 800-942-3311 and mention your NWA membership to receive your exclusive discounts.

Be sure to ask about Penny Wise's special Welcome Kit offer—\$75.00 worth of office supplies for \$24.99.

National Writers Press, Inc.

NWP is now accepting new manuscripts for a 2027 release date.

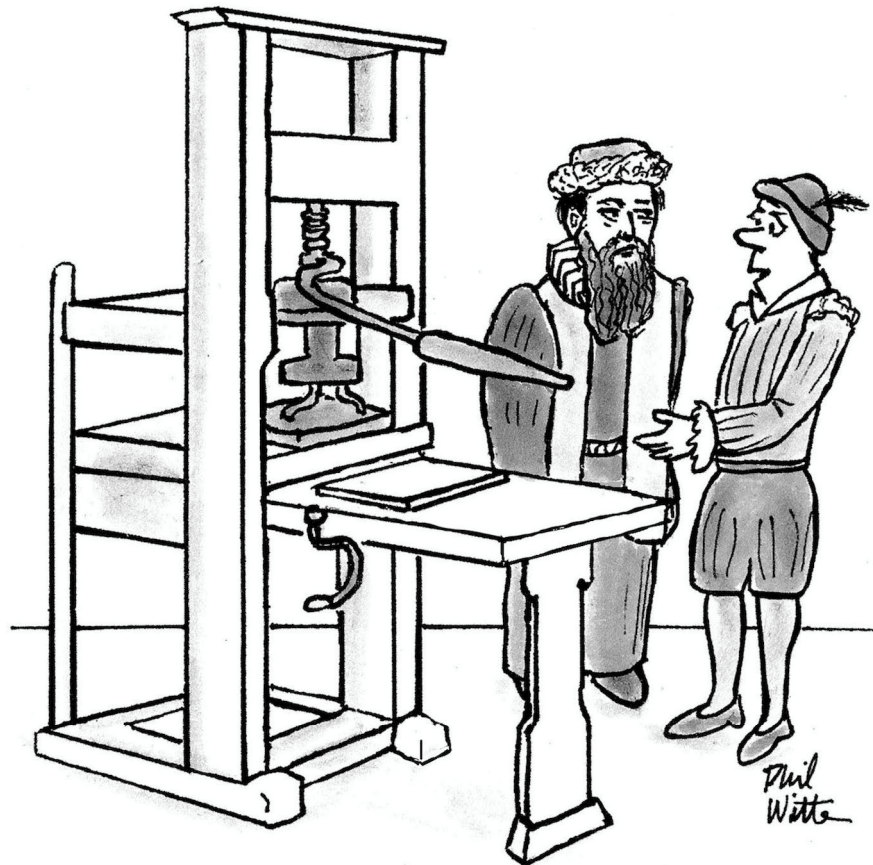
**PUBLISHING QUALITY,
ROYALTY FICTION AND
NONFICTION.**

No unsolicited manuscripts. Accepting e-mail and mail queries.

For more information about the National Writers Press, visit their website at: www.nationalwriterspress.com

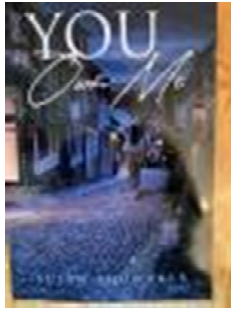
E-mail
[natlwriterspress
@hotmail.com](mailto:natlwriterspress@hotmail.com)

Just for Laughs



**“Your printing press will spread knowledge
throughout the world for 500 years.
After that--*pffft.*”**

Good News and Books by Members



BOOKS BY MEMBERS

You Own Me
By Susan Sue Shumaker

\$23.95

ISBN 979-8-88851-990-5
(paperback)

ISBN 979-8-88851-991-2 (digital)

Available online through Amazon
and Barnes & Noble

Katie--a lonely young woman without a past, seeks seclusion; timid yet explosive.

David--a family man without a family; insecure with something to prove.

Duncan--a man's man; happily married but in love with his best mate's girl.

Sydney Crane--a lost soul.

Running from a traumatic past, twenty-four-year-old Katie Nelson leaves America to start over in small-town England. She purchases a used bookshop and intends to disappear into the countryside. She is determined to make a new life in a new place with a new name. Who is the real Katie? What is she hiding?

Plagued by paranoia, fear, and memory issues, Katie is satisfied with her self-imposed isolation until her calm is broken when two very different men notice her. One is infatuated. One is obsessed.

THOUGHT FOR THE DAY

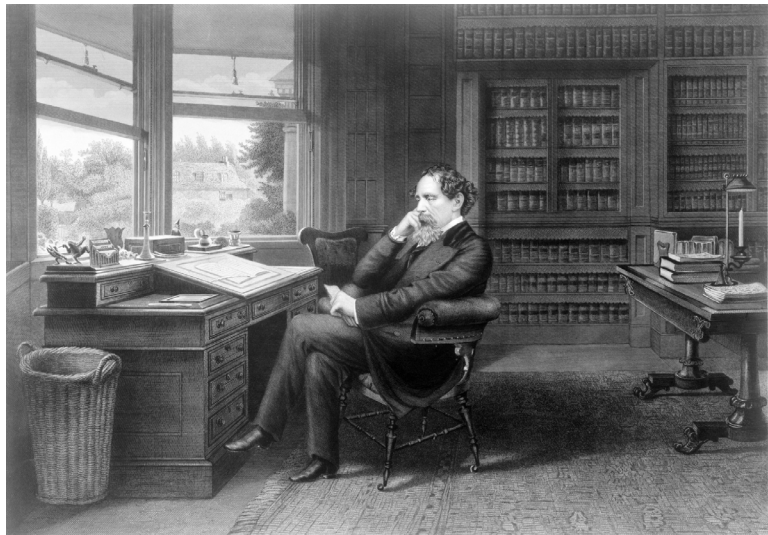
“YOU CAN MAKE ANYTHING BY WRITING.”

-C.S. LEWIS

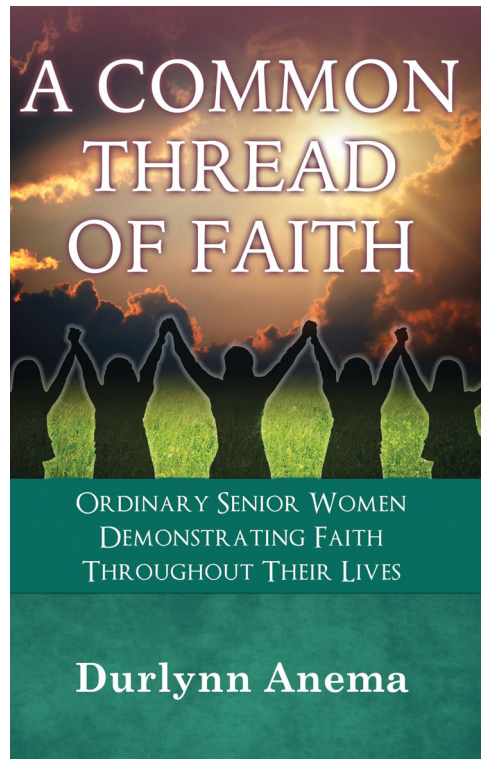
Do YOU have a new book that has been released? We would love to share your joy with other NWA Members! Simply e-mail us at: natlwritersassn@hotmail.com

FYI

If you're considering working with an agent or a publisher, please contact us for current information. Please con-tact us on our website at www.nationalwriters.com, or email us at Natlwritersassn@hotmail.com



Meet the Press



A Common Thread of Faith
By Durlynn Anema
\$14.95
ISBN: 978-0-88100-186-0

Meet twelve women who discovered aging has given them additional opportunities to be of use in the world through their lives of faith with a higher power guiding their path. These women find themselves in an interesting time. Faith moves them as it did for others over the centuries, and they refuse to have it replaced with fear and anxiety—words which have taken root and bloomed during the pandemic and afterward. Fear and anxiety are not in the vocabularies of these women.

These women differ widely in their early lives as well as in their varying attitudes and approaches to life. Some have often wondered if their lives were going in the right direction; some found their deep faith as a result of the life paths they took; some always believed they were guided by a higher power. Others were guided by parents; some by dreams; some by searching to find the truth; and others by circumstances beyond their control. All survived and became stronger women.

They have used their faith to help people in all walks of life, and have discovered that by caring for others their own lives change. Their talents range from music to crafts, from nurturing to organizing, plus using their physical difficulties to bring strength to others in the same circumstance. Two women describe a little-known disease called Meniere's in the hope that anyone suffering from it will be encouraged to find help.

All proclaim “victory” through the lives they have lived entirely through their faith.

Show Window Advertising

SERVICES

Experienced transcriptionist seeks clients. All genres. Experience with research/book proposals/interviews/ narrative. Transcribe from tapes, CD, video, digital file. Confidentiality maintained. Short turnaround time, accurate transcriptions. E-mail completed transcriptions/invoices directly to your computer. Payment by check. Contact: Paula Hancock at writersnetwork@roadrunner.com.

Have a story to tell but no outlet? Take charge of your craft. Published your memoirs, your scrapbooks, your journals, your travel photos, your works of watercolor art, your fairytales. Publish then into quality, four color books with sewn bindings. Go to www.storytellersrus.com and begin. The writer within deserves this chance to make a difference.

Transcriptionist seeks clients. All genres. Works with digital files sent via Internet Confidentiality maintained. Contact: Kimberly Mulwa at m.kimperly@gmail.com

\$10 OFF \$99
CODE: SAVETEN
DESIGNER LINENS OUTLET

MatchingDonors

Donate Your Car, Boat, or Plane ...
You don't have to donate a kidney to save a life.

- We will accept any donation - running or not.
- 100% tax deductible.
- MatchingDonors.com is a 501C3 nonprofit organization.
- 100% of the proceeds will go to help saving the lives of people needing organ transplants.



Call us at 1.800.385.0422
Or donate on line at:
MatchingDonors.com

GoodSearch

Have you Visited the NWA Website lately?

We have updated our Links page to include handy to links enabling you to advance your writing career.

Links include:

- *Copyright Office
 - *APSS
 - *Blurbeo
 - *Health Insurance
- AND MORE!**

Visit the Links page today!

Have we missed a link? Would you like a link for your writing based company? Let us know!

PUBLISHING

Get Published, not turned down. Reflections in Writing www.freewebs.com/jvt01
Email us for a free evaluation/
c o n s u l t a t i o n - q u o t e :
newauthors@mail.com

THOUGHT FOR THE DAY

“A PROFESSIONAL WRITER IS AN AMATEUR WHO DIDN'T QUIT.”

-RICHARD BACH

NWA SHORT STORY CONTEST

OPENS April 1 annually

PURPOSE OF THE CONTEST:

The purpose of the National Writers Assn. Short Story Contest is to encourage the development of creative skills, recognize and reward outstanding ability in the area of short story writing.

CONTEST RULES:

Any genre of short story manuscript may be entered. All entries must be postmarked by July 1. Only unpublished works may be submitted. All manuscripts must be typed, double-spaced, in the English language. Maximum length is 5,000. Those unsure of proper manuscript format should request Research Report #35.

The entry must be accompanied by entry form (photocopies are acceptable), entry fee of \$15 per submission, and return SASE if you wish the material and rating sheets returned. **OTHERWISE SUBMISSIONS WILL BE DESTROYED.** The U.S. Postal Service will not allow us to use your metered postage unless it is undated. Receipt of entry will not be acknowledged without a return postcard. Author's name and address must appear on the first page. Entries remain the property of the author and may be submitted during the contest as long as they are not published before the final notification of winners. Final prizes will be awarded at the NWA Workshop in June.

JUDGING AND PRIZES

Judging will be based on originality, marketability, research, and reader interest. Copies of the judges evaluation sheets will be sent to entrants furnishing an SASE with their entry. First through fifth place awards will be announced in January. 1st Prize -- \$250; 2nd Prize -- \$100; 3rd Prize -- \$50; 4th through 10th places will receive a book. First through third place winners may be asked to grant one-time rights for publication in *AUTHORSHIP* magazine. Honorable Mentions receive a certificate.

ENTRY FEE AND CRITIQUES

The entry fee per submission is \$15. If you wish to have your submission critiqued, please request this on the entry form. Entry fees are used to pay judges and prize money.

NWA SHORT STORY CONTEST FORM

To:NWA Short Story Contest

National Writers Assn.

10940 S. Parker Rd. #508

Parker, CO 80134

Entry # _____

Date _____

Amt _____

RP _____ Y _____ N

Please enter the enclosed entry (title) _____ in the NWA Short Story Contest.

_____ My entry fee \$15 is enclosed.

_____ Please charge my _____ Mastercard _____ Visa # _____ Exp. date _____

NAME (PLEASE PRINT) _____

ADDRESS _____

CITY, STATE, ZIP _____

TELEPHONE # _____

_____ You may retain my submission for a critique after judging. I am enclosing \$5 per thousand words for critique.

**NWA NOVEL
CONTEST**

OPENS December annually

PURPOSE OF THE CONTEST:

The purpose of the National Writers Assn. Novel Contest is to encourage the development of creative skills, recognize and reward outstanding ability in the area of novel writing.

CONTEST RULES:

Any genre or category of novel manuscript may be entered. All entries must be postmarked by April 1. Only unpublished works may be submitted. All manuscripts must be typed, double-spaced, in the English language. Maximum length is 100,000 words. Those unsure of proper manuscript format should request Research Report #35.

The entry must be accompanied by entry form (photocopies are acceptable), entry fee of \$35 per submission, and return SASE if you wish the material and rating sheets returned. **SUBMISSIONS WILL NOT BE RETURNED WITHOUT SASE.** The U.S. Postal Service will not allow us to use your metered postage unless it is undated. Receipt of entry will not be acknowledged without a return postcard. Author's name and address must appear on the first page. Entries remain the property of the author and may be submitted during the contest as long as they are not published before the final announcement of winners.

JUDGING AND PRIZES

Judging will be based on originality, marketability, research, and reader interest. Copies of the judges evaluation sheets will be sent to entrants furnishing an SASE with their entry. First through fifth place awards will be announced in August. 1st Prize -- \$500 and possible representation; 2nd Prize -- \$250; 3rd Prize -- \$150; 4th through 10th places will receive a book of the winner's choice. Honorable Mentions receive a certificate.

ENTRY FEE AND CRITIQUES

The entry fee per submission is \$35. If you wish to have your submission critiqued, please request this on the entry form. Entry fees are used to pay judges and prize money.

National Writers Assn.
10940 S. Parker Rd. #508
Parker, CO 80134

Entry # _____
Date _____
Amount _____
RP _____ Y _____ N _____

Please enter the enclosed entry (title) _____ in the NWA Novel Contest.

_____ My entry fee \$35 is enclosed.

_____ Please charge my _____ MasterCard _____ Visa # _____ Exp. date _____ CVV _____

NAME (PLEASE PRINT) _____
ADDRESS _____
CITY, STATE, ZIP _____
TELEPHONE # _____

_____ You may retain my submission for a critique after judging. I am enclosing an additional \$1 per page for a critique.

AUTHORSHIP GUIDELINES

PURPOSE: Authorship magazine is the “in-house” publication for the National Writers Assn. It is read by thousands of members on a quarterly basis. Currently the magazine is a 10 to 241 page publication with a four color cover.

SCOPE: Articles submitted for consideration to Authorship should have a writing slant. Material should deal with writing “how-to’s” or current market trends. We are overstocked on inspirational “How I became a successful writer...” type material and will not be interested in any of these articles. Articles slanted toward aspects of fiction—creating characters, setting scenes, etc. are of interest and will be our primary interest. Humor is a plus — writing is serious enough without a totally serious article.

We do not accept fiction. Poetry is published in our winter issue, if it has a writing theme.

SUBMISSIONS: All submissions should be in standard manuscript format, approximately 1,250 to 1,500 words, accompanied by an SASE if the material is to be returned. Authorship uses AP style with the exception of state abbreviations. If the author is not aware of proper manuscript format, they should request NWA RR#35 prior to submitting. Manuscripts accepted for publication will be requested via e-mail in Microsoft Word format in text files with line breaks. NO tabs, fancy fonts, bullets, charts, or tables. If charts or tables are necessary, submit them like art work. Electronic files will be given preferred treatment as this prevents typos in final copy.

Sharp clear photos of article authors will be requested if material is accepted.

PAYMENT: We are currently paying \$10 honorarium per article or a \$10 reduction on membership dues.

