IWOSC OC Satellite Meeting Notes September 2, 2015

Independent Writers of Southern California (IWOSC) [www.iwosc.org](http://www.iwosc.org)

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NEWS

1. The Nuts and Bolts of Self-Publishing – September 26 9:30-1:30 <http://www.publishersassociationoflosangeles.com/self-publishing-nuts-and-bolts/>
2. Chuck Sambuchino will instruct at a "How to Get Published" workshop in Culver City on Saturday, Oct. 10, 2015. <http://writingconferenceoflosangeles.com/>

BOOK COVER DESIGN (Sharon Goldinger of PeopleSpeak)

GOAL SETTING

You can react and let life happen, or you can choose to act and get what you want out of life. Make a plan and then work your plan.

1. Use an online calendar (Google, Outlook, iCalendar, Cozi).

 a. Enter all important dates, events, holidays.

 b. Enter personal appointments and meetings (writing group, doctor, dentist, etc.).

 c. Set up notifications to your cell phone.

 d. Update at least every Sunday evening.

 e. Enter all project due dates. Use a to-do list for daily tasks.

When you have finished entering all of your committed time, it will be easy to see the blank spaces of uncommitted time that remain. This is the time that you still have control over, that you can dispose of as you wish. This is where your additional reading time, relaxing time, and exercise time will come from.

Economists use a term called "disposable income," meaning that portion of a person's income that is left after they have made their mortgage payment, car payment, paid their taxes and other necessary living expenses. It is also called "discretionary income." It is that portion of income that people have to spend on things other than necessities. We can look at time in the same way. You have just prepared a schedule with blocks of committed time on it. What is left is that amount of "discretionary" or "disposable" time available to spend. Most people who are not reaching their goals generally are not spending their "discretionary" time well. Efficient use of this area is the major contributor to improved results.

2. Plan regular writing sessions and treat them like an appointment.

Figure out when you have the most energy and your mind is most alert. Enter your planned writing sessions on your calendar.

3. Set goals.

* Life Goals Worksheet
* One- and Two-Year Publishing Plan

GOAL: TO BE A PROFESSIONAL WRITER (to be paid for your work)

One idea — one novel, one article, one how-to — is not a career. It’s a great start, but you need to think long-term, big picture.

* What kind of career do I want? Examples:
	+ Best-selling novelist
	+ Speaker
	+ Authority/expert in my field
	+ Make a living wage
* Treat writing like a business
	+ Industry Knowledge
		- How does traditional publishing work?
		- How does independent publishing work?
	+ Craft Knowledge
		- Grammar, punctuation, spelling
		- Specifics for my field (F/NF, novels, shorts, screenwriting, genre considerations/tropes)
	+ Market Knowledge
		- Where will I sell my work? What do these markets require? How do I reach them?
		- Who are my readers? How do I reach them?
		- Successful works/authors in my field – why are they successful? How can I emulate them? What sets me apart?
	+ My Business
		- The entity, financials
		- Website, business cards
		- Social media presence
		- A PLAN
* Sell the work
	+ Finish the work
		- Stick to a writing schedule (treat sessions like appointments)
		- Set deadlines (with editors, beta readers if necessary)
	+ Sell the work
		- Concrete marketing plan

SMART Elements of a Useful Goal:

SPECIFIC: Describes what you want to accomplish with as much detail as possible.

MEASURABLE: Describes your goal in terms that can clearly be evaluated.

CHALLENGING: Takes energy and discipline to accomplish.

REALISTIC: A goal you know you are actually capable of realizing.

STATED COMPLETION DATE: Goals that break longer term goals into shorter pieces and clearly specify target completion dates.