



THE MANA SUNSET

The Newsletter for All Writers August 10, 2013

Welcome to the August 2013 issue of THE MANA SUNSET

Thanks to all who made the MANA Blog Continuing Short Story a Success!

In March, MANA began a short story on its blog which asked our visitors to post their creative comments, using the photo on the right as the prompt to begin the story.

MANA used the prompt as a fundraiser for the ALS Association. ALS (Amyotrophic Lateral Sclerosis, better known as Lou Gehrig's disease), does not get much publicity. ALS is a progressive neurodegenerative disease that affects a person's nerve cells in the brain and spinal cord. The ALS Association supports global research and advocacy for those facing the challenges of the disease.



This year, MANA is committing 10% of most of its sales to the ALS Association. So, for every 20 posts on the MANA Blog Continuing Short Story, MANA donated \$10.

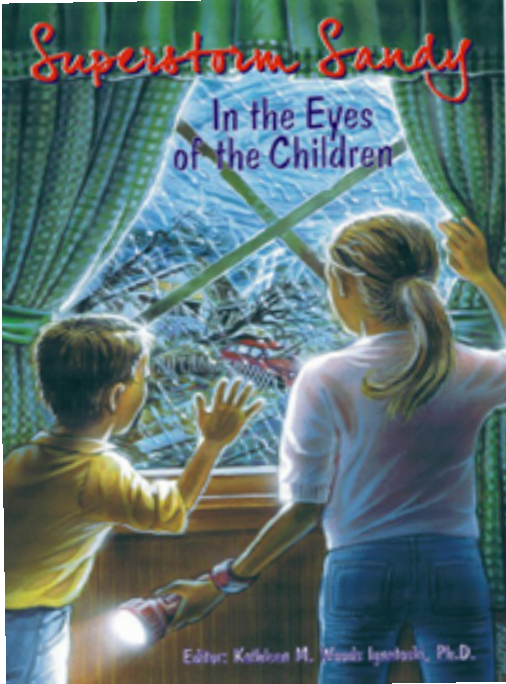
After 161 posts, MANA has made its contribution to ALS. We thank all of you who posted your comments on the blog. Read the short story on our blog at <http://manasunriser.blogspot.com/2013/03/welcome-to-mana-short-story.html>.

There are many sources that lead people to peace, add to the list the e-Book:

The Dalai Lama of the West: A Spiritual Treasury—Twenty-One Lessons of Light
edited by
Sir Peter Flanagan

Special Offer: Order a copy of this spiritual resource and at least one other book on the site and receive a rebate check for 20% of the price of purchases. Just email MANA to inform MANA of your purchases. Expiration: August 24, 2013.

Superstorm Sandy Literary Fundraiser a Success



When it comes to fundraisers, most people are familiar with selling candy, popcorn, pizza, wrapping paper, magazines, or other merchandise. Have you ever thought about having a literary fundraiser?

Dr. Kathleen M. Woods Ignatoski contacted MANA earlier this year asking about its book fundraising services. Dr. Ignatoski's daughter wrote an essay sharing her feelings about how Superstorm Sandy affected her with the loss of her grandfather's home last fall. From this, Dr. Ignatoski had an idea to have other children write about how they were affected by Sandy's wrath.

The support and advice of the MANA staff, the

hard work of Dr. Ignatoski, teachers, and the children resulted in the book, *Superstorm Sandy: Through the Eyes of the Children*. The book made its debut in March 2013 and, already, more than \$1,000 has been raised and donated to St. Theresa Church in Little Egg Harbor, NJ. The church has used the money earned to help those still trying to put their lives back together.

If you have an idea for a literary fundraiser, contact MANA and let us help you!

Calls for Submission to Poetry Contest

MANA is putting out a call for poets to submit their poetry for the 2014 Passion For Poetry Poet Contest. We plan to produce a perfect-bound book of poetry. Therefore, a minimum of 50 poems needs to be submitted to insure there are enough works to produce the book. **Deadline: Oct. 25**

Contact MANA for more information at info@marketingnewauthors.com.

MANA Contest Winners Are Now All Published

MANA sponsored its 2013 Sunrise Prose and Passion for Poetry contests. As part of the prize, MANA published the winners' manuscripts. The winners were:

- Sole Prize (Poetry): *Simply: A Collection of Poetry* by Jessyca Mathews. This variety of poetry appeals to the "children in an adult," reflecting on special childhood memories and circumstances that adults experience.

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- **First Prize (Prose):** *Did You Ever Try To Melt A Lemon Drop? And Other Tales Of Life Seen Through Rose-Colored Glasses* by Richard S. Rose. This work deals with themes of war (His own personal experiences in Vietnam) and other stories of every individual's efforts to find themselves.



BY RICHARD S. ROSE

- **Second Prize (Prose):** *All About Jane* by Carrie Mattern. This Young Adult book deals with the issue of bullying and teenage suicide. This is a raw and heart-wrenching story that must be told. This work will help teens know that they are not alone and will help adults begin the conversation about how to help young people who find themselves in various precarious situations.

All the books are now available on our website at MarketingNewAuthors.com.

MANA's Upcoming Publications

MANA is pleased to announce its soon-to-be-released publications:

Currently available: *The Dalai Lama of the East* (in e-book only format) edited by Sir Peter Flanagan. This work transcends all beliefs and focuses on achieving the ultimate life of calm, peace, and love. Flanagan records the teachings of Paul, whose purpose is to help individuals grow as good people who can help others enjoy the best life has to offer.



September

- *Propaganda – American Style: A Textbook For Critical Thinkers* by Dr. Gregory Shafer. Dr. Shafer's goal is to help students become good citizens of the world, not just of America. Good citizens are informed and concerned not only about their country, but of the world population. This book will debut in September.

- *Bare Essentials: An English Handbook For Beginning Writers*, 14th ed. by Fairy C. Hayes-Scott, Ph.D. This is one of the most comprehensive handbooks written. Past students of the author have provided valuable suggestions she has implemented. It is a handbook for any individual who wants solid information and guidance to write a wide range of papers, essays, research themes, and research papers. Also, it provides help with various grammatical and stylistic issues. There are visual and audio resources, too.

October

• *Revelation, Resignation, Restoration* by Cherisa Allen. This is one of the most powerful works chronicling the trauma of sexual abuse and triumph over the results of this abuse. The author holds a Master's degree and is herself a counselor of women who have had similar experiences. She tells a story that many women and their therapists can use to help them experience similar triumphs over trauma.

November

• *The Last Days of Paradise* by Darryl Turner. How many wonder what occurred before, during, and after Adam and Eve ate that fateful apple? Turner's work is a creative work and a fascinating piece that will keep readers riveted with every page.

December

• *The 2 of Me* by Sarah McChristian. McChristian takes readers on her journey from jazz singer to mentor to many young people. This is a special work that shows how every one of us has potential to give much to help mankind.

Take Advantage of MANA's New Print-on-Demand Services

MANA has added another self-publishing option called, "Print on Demand" (or P.O.D.). With this service, writers can choose a POD plan for as low as \$600 and self-publish a minimum of 25 books. Rather than ordering hundreds of books, authors can decide just how many books they would like to print. This option makes it more affordable for authors who want more control of the costs of self-publishing their books. Check out MANA's Self-Publishing Plans at: www.marketingnewauthors.com/selfpub.html.



Image from Google.com

DREAMS & VISIONS

Q&A With Bryant Messer, Owner of Dreams & Visions

Books' covers are an important part of the publishing process. Authors should consider cover designs just as important as their manuscripts.

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Not all authors know what type of cover they want to have produced, so this is where artists and graphic designers come in.

MANA works with Bryant Messer, owner of Dreams and Visions, a graphic arts company. Bryant discusses the importance of designing attractive book covers:

MANA: How important is it to have an attractive book cover?

Bryant Messer: Well, for me, it's what peaks my interest. If it catches my eye, I'll be more likely to pick the book up to see what it is about.

MANA: How important is it (for an author) to have other visuals?

B.M.: A lot of people like myself are very visual. If it's something I'm reading to learn how to do a particular task, visuals that give examples give a better understanding of what it is I'm trying to do. In most cases for me, I learn strictly from the visual aids.

MANA: How should a publisher or author work with an artist/designer?

B.M.: Be on the same page (pun intended). Seriously though, as long as there is an understanding of what the author wants, the artist should be able to bring that point to life however he can artistically.

MANA: Why should self-published authors strongly consider using a professional artist/designer rather than do one on their own or use the work by a friend?

B.M.: It's hard to say. But if I were the author, it would be for the quality. I feel like, if they are the professionals, there's a certain level of quality that I would expect they would have over someone I know personally who is just a good artist in my eyes.

MANA: What got you interested in beginning your own company, "Dreams and Visions"?

B.M.: Family first. So many in my family are business owners or just have a skill they use as another source of income. Then, I would say some of my favorite entertainers and how I see them use their talents to create multiple businesses and companies all based on the things they love. Making their job become more of a hobby and something they truly love to do. The idea of being my own boss and being able to do what I want when I choose to also inspires. To be able to live off of ideas I create in my head and bring them to life wherever I am is motivation.

To contact Mr. Messer, email him at: drmsandvsns@ymail.com; mention MANA.

5 Writing Tips from Blake Bailey

Blake Bailey is a biographer, editor and 2009 Pulitzer Prize finalist.

1. Write about things that really interest you. Pick a subject that bores you and you'll write a boring book.
2. Be quiet and listen. Let the person talk.
3. Action is character. Let us see and hear how your characters behave.
4. Be prepared. Do your research. Find your structure. Then write.
5. If possible, be funny.

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The Next Issue of THE MANA SUNSET: October 10!