

# *The MANA Sunset*

## *A Newsletter for Writers, June 2014*

### *MANA Month*

For the month of June, writers may submit their manuscripts with a father/male mentor theme, in keeping with the celebration of Father's Day in June. Any writer who submits a manuscript for the MANA Month will receive 20% off any publishing plan she/he chooses. Also, a \$250 down payment will reserve the writer's opportunity to take advantage of the 20% discount. This payment will go toward the cost of any plan chosen. Submit your manuscripts before June 30th! For more information or to submit your manuscript email [info@marketingnewauthors.com](mailto:info@marketingnewauthors.com).

### *MANA Moment*

Stop by the MANA blog and check out the authors featured on the MANA Moment. Podcasts of newly published poets are currently available to listen to on the blog. If you are currently a Robbie Dean Press or MANA author, this opportunity is available to you at no cost! If you are interested in having your work showcased via the MANA Moment, send an email to [info@marketingnewauthors.com](mailto:info@marketingnewauthors.com).



*Become a Twitter Follower:  
Receive Discounts*

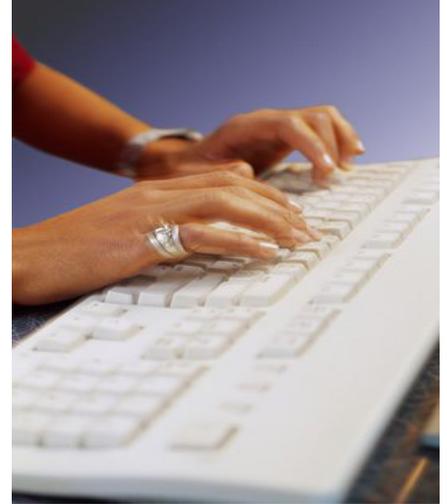
Special offers for writers will be available throughout the summer for Twitter followers. Follow us on Twitter at [#THEMANASTAFF](https://twitter.com/#!/THEMANASTAFF) and hear about the upcoming deals!



## *MANA Writers' Club*

Anyone who is interested in becoming a writer or is already a writer should join the MANA Writers' Club. More information about this new group will be posted soon on a new webpage. This webpage will feature different articles that are of interest to writers. Additionally, the MANA Writers' Club offers the following:

- 1) Any deals being offered by MANA
- 2) Discounts on all MANA publishing plans
- 3) The opportunity to share your work with a community of writers (anonymously, if so desired) and receive feedback.
- 4) Podcasts of writing workshops
- 5) A one-on-one consultation of up to an hour, once a month
- 6) A monthly newsletter for members of the Writers' Club
- 7) An e-book of a member's work that is published and marketed by MANA

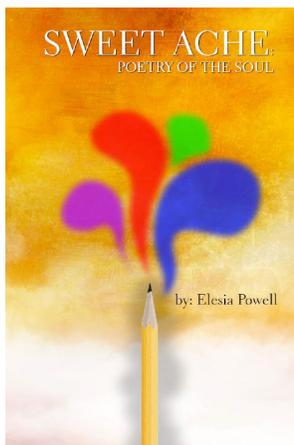


The cost of membership is \$49.95 every six months. Any member of the club who refers a friend to the MANA Writers' Club will receive a \$10 check!

## *Christmas in July*

Give the ultimate Christmas present! Have either your own or a loved one's poetry, short stories, or novel published in time for Christmas this year. If you wish to have the book ready by December 15, a 1/3 down payment of the publishing plan and the manuscript should be submitted no later than July 31.

## *2015 Passion for Poetry Poet Contest*



Submissions of poetry collections for the 2015 Passion for Poetry Contest are due no later than October 25th, 2014. Elesia Powell's collection, SWEET ACHE: POETRY OF THE SOUL, won the 2014 contest.

## *Experience the MANA Touch!*



From June 13th to June 20th a special offer is available to MANA Sunset readers! For writers who have a desire to become published, MANA will beat the customer's lowest written self-publishing estimate. If MANA does not offer the lower price, MANA will give the customer a check for \$100! Either way, EXPERIENCE THE MANA TOUCH!

## *New Payment Feature*

Through PayPal, MANA now offers a "Pay Me Later" feature. When purchasing a self-publishing plan or a social media service, customers may make payments via PayPal. Upon making a first payment, the customer will then have six months to complete the full payment.

## *New Website Coming Soon!*

MANA is currently in the process of developing a new website. For a sneak peek at the new site visit [marketingnewauthors.biz](http://marketingnewauthors.biz).

## *Quote of the Month*



"Have enough courage to trust  
love one more time and always  
one more time."

*~Maya Angelou*

# Tips for Developing Character Names



This list was written by a mystery writer named Elizabeth Sims and comes from an article by Brian Klems in *Writer's Digest*. I hope you find this helpful in creating characters!

## 1. Check root meanings.

It's better to call a character Caleb, which means "faithful" or "faithful dog," than to overkill it by naming him Loyal or Goodman—unless you want that for comic/ironic purposes. Some readers will know the name's root meaning, but those who don't might sense it.

## 2. Get your era right.

If you need a name for an 18-year-old shopgirl in a corset store in 1930s Atlanta, you know enough not to choose Sierra or Courtney, unless such an unusual name is part of your story. Browse for names in the era you're writing. A Depression-era shopgirl who needs a quick name could go by Myrtle or Jane; it will feel right to the reader. Small public libraries will often have decades' worth of local high school year-books on the shelves. Those things are gold for finding name combinations from the proper era.

## 3. Speak them out loud.

Your novel might become an audiobook or an e-book with text-to-speech enabled. A perfectly good name on paper, such as Adam Messina, may sound unclear aloud: Adam Essina? Adah Messina?

## 4. Manage your crew appropriately.

Distinguish your large cast of characters by using different first initials, of course, and vary your number of syllables and places of emphasis. Grace Metalious (a great name right there) demonstrates this in her blockbuster *Peyton Place*, as do any of the successful epic writers like James Michener and Larry McMurtry.

## 5. Use alliterative initials.

Employ this strategy to call special attention to a character: Daniel Deronda, Bilbo Baggins, Rizzo Rizzo, Severus Snape.

## 6. Think it through.

You might notice that in most crime fiction the murderer rarely has a middle name or initial. Why? Because the more you explicate the name, the more likely there's a real person out there with it. And reading your story they [sic] might become upset and try to sue you or come after you some night.

## 7. Check 'em again.

When writing my novel *THE ACTRESS*, I needed a name for a Japanese-American criminal defense attorney, and the name Gary Kwan burst upon me. I loved the name and used it in the book. Only thing was, as soon as the thousands of copies of hardcovers were printed and shipped to stores, I heard from a reader who pointed out the simple fact that Kwan is a Chinese surname. I cursed loudly and decided: a) that I would ALWAYS check name origins, and b) that Gary Kwan had a Chinese grandfather who adopted a Japanese orphan who became Gary's father. Or something like that.

Naming characters just right is a challenge, but give it some time and thought, and you'll start to find the fun in it. Study the names great authors have come up with, let your mind loose to play, do your research, and above all, trust your ear.

*~Happy Writing!*