



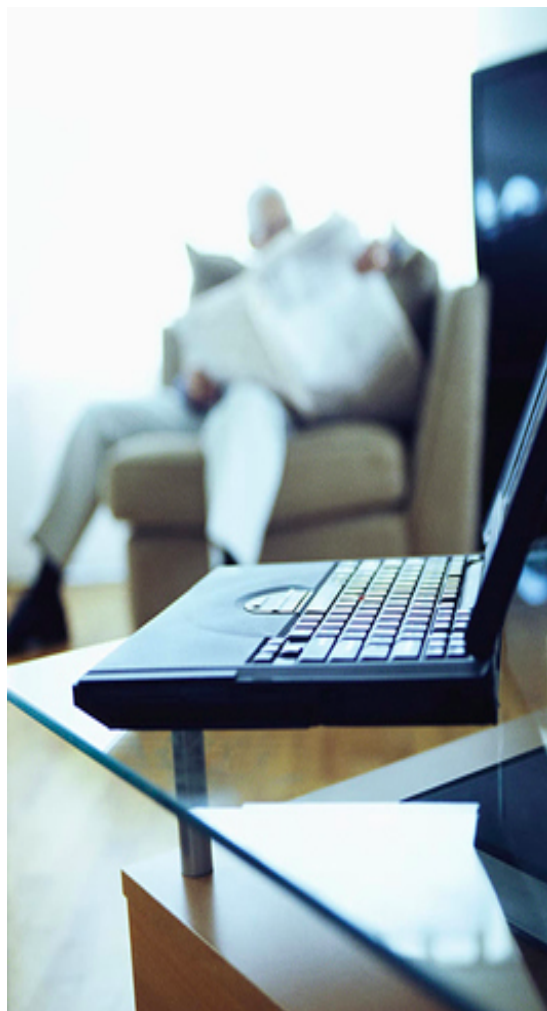
THE MANA SUNSET

The Newsletter for All Writers December 10, 2012

Welcome to the Second Issue of **THE MANA SUNSET**

MANA is Now on Twitter!

If you hear new tweeting sounds, it's because MANA has joined Twitter. Find out about MANA's latest promotions, news, and books through our social media platforms. Follow us on Twitter, Like us on Facebook, and read our timely posts on our MANA SUNRISER blog. Let us hear from you.



**MOVE FROM THE BACKGROUND
TO THE
FOREGROUND**

BECOME THE WRITER!

MANA OFFERS ONLINE CREATIVE WRITING SEMINAR

WHAT TIME IS THE SEMINAR?

Whether you're writing your first novel or have written several books or plan to write one in the future, knowing how to get started and stay motivated until your work is completed is a key to your success.

If you need tips or advice, why not sign up for MANA's Online Creative Writing Seminar scheduled for February 8, 2013.

This three-hour seminar will cover:

- How to start writing
- How to develop characters
- How to develop a plot
- How to become published

Seminar participants will be able to submit their works and receive constructive critiques of their work. The authors will remain anonymous.

Can't participate on that day? Don't worry. The seminar will be available for playback on demand. So, you can listen to it at your leisure. Cost for registration is \$25. Registration deadline is December 20, 2012.

Register on MANA's web site at: <http://www.marketingnewauthors.com/seminars.html>

Need more information? Contact MANA at info@marketingnewauthors.com or call 734-975-0028.



American Red Cross

MAKE MANA PAY!

The month of November marked MarketingNewAuthors.com's 10th anniversary. MANA wanted to find a way to celebrate. So, rather than blow up balloons and throw confetti, MANA struck a more serious tone. The sights and sounds of Hurricane Sandy and the devastation it left will not be forgotten any time soon. As individuals and businesses organized fund-raising events to help survivors, MANA created a literary campaign to raise money to donate to the American Red Cross. After developing the campaign, MANA came up with a slogan, "MAKE MANA PAY"!

This slogan means that customers can MAKE MANA PAY by:

- Participating in the MANA Short Story. The short story, featured on MANA's blog, uses a photo as a prompt. The first person to post based his writing on the photo. The second person to post added onto the first person and so on. For every 25 posts, MANA donates \$10 to the American Red Cross. MANA has already made its first donation and is looking forward to making another contribution.

- MANA's Lucky 7. For every purchase made on the MarketingNewAuthors.com web site, MANA will donate \$7, originally a \$7 rebate for customers, to the American Red Cross.

- Through self-publishing plans. For any self-publishing plans purchased through December 31, MANA will donate to the American Red Cross 10 percent of the costs paid for the plan.

- Making a purchase on MANA MONDAY. Starting Monday, November 26 through Monday, December 17, anyone making a purchase of a marketing or self-publishing plan receives several incentives, including 25% off any self-publishing or marketing plan and a free pass for the purchaser or another friend to the MANA Creative Writing Online Seminar on February 13, 2013.

On MANA MONDAY, customers can also put 3 or 5 books together from MANA's web site and propose a cost of how much they want to pay for them, regardless of the list price of the books. In addition, customers can buy one book, choose a second book of equal price or less, then pay whatever they want for the second book.

MANA wants to thank you, our customers, for helping those in need through their support of MarketingNewAuthors.com.

ARE YOU READY TO KNOCK ON MANA'S DOOR?



Do you have a manuscript that you would like to have published? Or do you need an editor to help you develop your manuscript? If you answer, "yes," to either one of these questions, then MANA is looking for you. Knock on the door of MANA.

MANA offers several plans to choose from and provides proofreading and editorial services. Whether you want an e-Book or a printed book, MANA can accommodate your preferences. Submit your manuscript for review and you'll be on your way to becoming published.



MANA AUTHOR SPOTLIGHT: A Q&A WITH RUSS GRIMES

Russ Grimes, author of *Adventures of a Middle-Aged Man*, is a fan of fantasy books and action adventure movies. These are what inspired many of the conceptual ideas for his fictional account of a middle-aged man who gains super-powers and takes on new adventures, all after opening a very special box. Russ Grimes uses writing to express his creativity and shares it with others.

Q: What made you write *Adventures of a Middle-Aged Man*?
 A: I enjoy writing short stories. Publishing a larger story as a book seemed like a nice challenge.

Q: What was the most challenging aspect of getting this work completed and ready for the publisher?

A: The initial comments from the reviewer. Even though there are many similarities to my family in this book, it is ultimately fictional. I had to remember not to take the comments and suggestions personally as the reviewer was trying to understand my writing and the concepts I was trying to convey to the reader.

Q: What help, if any, did you receive from the publisher?

A: The publisher helped with the QA/QC (quality assurance/quality control) on the formatting, grammar, and content in the book, as well as assisting with the illustrations that are found throughout.

Q: Now, Russ, didn't you want to write another children's work?

A. I am currently working on the follow up book to the first. I am currently finishing up the final 2 chapters in this sequel.

If you want to know more about becoming a MANA author or want more information about MANA's self-publishing plans, contact MANA at info@marketingnewauthors.com.





TIPS ON WRITING:

“HELP! I’M STUCK IN THE MIDDLE OF MY STORY! NOW WHAT?!”

Developing the middle of a story when you don’t know what to write is like getting stuck in quicksand; you’re sinking fast and don’t know what to do. If this describes where you are now, then you are in good company. Anyone who has ever written an article, an essay, a short story, or a novel knows first-hand about what you are going through now.

The middle part of a novel is where writers give up their hope of completing their manuscript because they are not sure how to move the story along and further develop the characters.

This article attempts to give you, the writer, just a couple of ideas. However, there are multiple ways of accomplishing this feat. Remember to do what works the best for you. And, if you are writing a novel for National Novel Writing Month, these ideas may help you to move forward so that you can meet your November 30, 2012, deadline or improve on what you have written, thus far.

Reveal secrets—Increase the tension

The middle part of a story is a good place to flesh out the characters of your story by exposing their secrets. Revealing secrets gives your characters a backstory, which allows the reader to see them from a different perspective.

Let's say for example that you're writing a legal thriller and one of your characters is a successful criminal attorney with a sterling character. One day, this character gets involved in a complicated case and the opposing side reveals that the attorney actually earned his law degree in prison while serving time for an assault and wants to use this information to threaten the attorney and derail a particular case. As a writer, this gives you the opportunity to tell the attorney's life story and how the revelation of his past will affect his life and the lives of those who are connected with him.

Besides criminal backgrounds, your characters can have other secrets such as extramarital affairs, terminal illnesses, or, if you're writing science fiction or a horror story, you can reveal that one or more of your characters are zombies or werewolves.

Exposing deep, dark secrets from the past helps to make one-dimensional characters come to life. It also helps to build tension in the relationships between the characters and their friends, family, or co-workers.

Create Fallout

What happens after your characters' secrets are revealed? Do they lose their jobs, their marriages, their lives? Or become a zombie themselves? This is where you as the writer can really delve into your characters' emotions. Are they angry, embarrassed, or hurt that their secret has been revealed? Do they fear for their lives? What about people in their inner circle? How do they react? Are their suspicions confirmed?

Exploring this angle of emotions should create lively dialogue and possibility even breakups of relationships or, in some cases, reunions. Of course, you can resolve the fallout (or not) at the end of your story.

Don't Forget The Details

As you're revealing secrets and creating fallout, maximize the events with details and action. Does your character run away? If so, where and how? Is your character hospitalized? If so, describe the emergency room scene? Remember, details, details, details.

Was this helpful? There are many more ways to get "unstuck" if you're in the middle of your story. For writers who want to learn more about the creative writing process, MarketingNewAuthors.com (MANA) is offering a Creative Writing Seminar on February 8, 2013. Go to <http://www.marketingnewauthors.com/seminars.html> for details.

GRAMMAR TIP: FEWER VS. LESS

Writers are often confused over when to use the words, "fewer" and "less." Here's how to know the difference:

Use **less** when you are referring to individual numbers, measurements, quantities that cannot be individually counted, or a period of time. For instance:

I have **less** than \$10 left after going on my holiday shopping spree.
 The closest bookstore is **less** than two miles from my house.
 I make **less** money than my friend.
 It takes **less** time for me to get to work now that I take the highway.

Use **fewer** when you are referring to people or things that can be individually counted.

There were **fewer** sales at the grocery store this week.
 Our school district used **fewer** snow emergency days than last year.
 My city has **fewer** than 100,000 people.

MANA BOOK SPOTLIGHT—*MARVIN'S LUMP* by JENNIER WEIL

Marvin's Lump is for 5 to 9 year olds addresses their fears and helps them see how to overcome them. The main character, Marvin, has a lump on his head and wears a hat all the time to cover it up. Marvin is afraid that the other children will not accept him.

*Marvin's new hat sat quite tight on his head;
 He wore it all day. He wore it to bed.*

*It hid something ghastly, fat and well-fed,
 an uglible thing that filled him with dread.*

*Horribideously nasty, monsterrifically bad
 was a heavy gray lump Marvin hated but had.
 He was glad he could cover it up with his cap,
 but he hoped every night for a magical zap.*

The book also grabs children's attention through the use of rhyme and the illustrations. In her review of the book, one teacher says, "The rhythm and rhyme give it a familiar 'Dr. Seuss' feeling. It treats an important issue for children in a way that is appropriate for children and easy for them to understand. Outstanding!"

To preview the book, go to
http://www.marketingnewauthors.com/marvins_lump_preview3.html





**GIVE A HOLIDAY GIFT
THAT WILL NEVER BE FORGOTTEN;
GIVE A MANA SELF-PUBLISHING PLAN!**

For 4 payments as low as \$65 for an e-book or as low as \$150, you can give one of the most special gifts of the holiday for that special writer in your life! If your loved one's dream is to publish a book, you can make it possible. You can also choose to have that person receive 100% royalty for every book sold. If you're a writer and have a manuscript that you want published, you can take advantage of this special offer, too. Not only will you be giving to yourself or that special loved one, you will make it possible for MANA to donate 10% of your payments to the American Red Cross for those challenged by Hurricane Sandy.

Want more information, contact MANA at info@marketingnewauthors.com.

HAPPY HOLIDAYS FROM MANA!