



## THE MANA SUNSET

The Newsletter for All Writers December 10, 2013

Welcome to the MANA Sunset Newsletter. We have had quite a year at MarketingNewAuthors.com, and we want to take time to thank you for making this possible!

### THE YEAR IN REVIEW

MANA would like to thank our authors, customers, contest participants, and social media followers for making 2013 a success. We would like to provide some highlights of this year. In addition to serving new authors by publishing their works, MANA also:

- Published works of the winners of the MANA Sunrise Writers Contest. First Prize Winner: *Did You Ever Try to Melt A Lemon Drop? And Other Tales of Life Seen Through Rose-Colored Glasses* by Richard S. Rose. Second Prize Winner: *All About Jane* by Carrie Mattern
- Published *Simply: A Collection of Poetry* by Jessyca Matthews, winner of MANA's Passion for Poetry Poet's Contest
- Had numerous writers to contribute more than 200 comments to the MANA Blog Continuing Short Story. For every 20 posts, MANA donated \$10 to the ALS Association, MANA's designated charity for 2013.
- Introduced a Print on Demand plans to its existing print services, offering affordable printing alternatives to customers.

Visit our web site at [MarketingNewAuthors.com](http://MarketingNewAuthors.com) to view the new works published by MANA in 2013.



NEW BOOK RELEASE:

## REFLECTIONS DURING 2013

MANA is pleased to announce its latest publication *Reflections During 2013* which features the winners of MANA 2013 Winter Writer's Contest. Included in the publication is the poem, "Exotic Chocolate Flower," written by Tiffany Purnell who was selected Best Poet. Jeff Ferris won the Best Short Story Category for "Two Men Named Jack."

The remaining prose and poetry are from those who submitted works to the contest and other writers who have allowed their work to be published.

The publication is available as an eBook for \$4.95 and in print for \$12.95. A portion of the sales will be donated to the ALS Association, MANA's designated charity for 2013.

## MANA's Black Friday Sale **Extends to Christmas Eve!**

Order any book from Black Friday, Nov. 29, to Dec. 24, 2013, and receive 20% off your order. What's more, MANA will reimburse every customer for any shipping and handling charges. MANA will include a rebate check with every order shipment.

In addition to ordering books from MarketingNewAuthors.com website, MANA will take 20% off the cost of any self-publishing plan. Visit our self-publishing plan page and place your order with MANA starting from Black Friday, Nov. 29, to Dec. 24.

Do you want to take advantage of MANA's sale but have limited funds? Not to worry. Use MANA's Holiday Layaway Plan until Dec. 24. With MANA's Layaway Plan, all you need to get started is a non-refundable down payment of \$250. Take up to one year to pay for the plan. Once the plan is paid in full, you will receive a free Kindle Fire as MANA's gift to you for publishing your manuscript with us. Make this a memorable holiday season by becoming a self-published author with MANA. Contact us at [info@marketingnewauthors.com](mailto:info@marketingnewauthors.com).

## Welcome, Holly Taylor!

The MANA Team and Robbie Dean Press, the parent company of MarketingNewAuthors.com, would like to welcome Holly Taylor, a senior at the University of Michigan-Ann Arbor, as MANA's first intern. Ms. Taylor expressed a desire to learn about publishing and marketing. She has worked at *The Michigan Daily*, U-M's student newspaper, editing a local author's children's book, and advertising for a small business she ran with her brother. Ms. Taylor will begin her duties in January 2014. She will be responsible for 2014 issues of *The MANA Sunset*, The Newsletter for Writers, which appears on the MANA web site every two months.

\*\*\*"There are perhaps no days of our childhood we lived so fully as those we spent with a favorite book." - Marcel Proust, French novelist\*\*\*

## Writing Tip

The first function of opening a story is to excite interest so that you can intrigue the reader into reading your entire story. Immediately following the opening, you should introduce the characters, reveal tone, setting, and the plot.

If you are writing a fiction story with a singular theme and idea, then stress the idea early so that your readers will realize what your story is trying creatively to focus on. A story's theme often surfaces in the opening, usually in the first paragraph.

Excerpt from: Using Dialogue to Start a Short Story, A Creative Writing Technique by Merideth Storms. Read more on our MANA Sunriser blog at <http://manasunriser.blogspot.com/2012/12/using-dialogue-to-start-short-story.html>

## MANA CREATES PODCASTS FOR AUTHORS



As another way of helping writers, MANA has developed podcasts focusing on issues new authors face on writing, publishing and marketing. Two, in a series of three, podcasts are posted on the MANA Sunriser blog.

MANA has posted two of its podcasts in a series of two for new authors. These informative podcasts are on MANA's blog. And by the end of this month, the last installment of this series, "Basics About Marketing One's Publication," will run on the MANA Blog air. Listen to the podcast on book publishing contracts, posted Sept. 14, 2013, at

<http://manasunriser.blogspot.com/2013/09/listen-to-manas-latest-podcast-on-book.html>.

Listen to tips for finding a book illustrator, posted Oct. 4, 2013, at <http://manasunriser.blogspot.com/2013/10/podcast-tips-for-finding-book.html>.

## MANA Seeks Your Recommendation for 2014 Designated Charity

Each year, MANA donates a percentage of its sales to a charitable organization. This year, the ALS Association was MANA's designated charity. ALS (Amyotrophic Lateral Sclerosis), also known as Lou Gehrig's Disease, is a progressive neurodegenerative disease that affects nerve cells in the brain and spinal cord.



Create a world  
without ALS

We are asking you, our readers and customers, to recommend a designated charity to MANA for 2014. Please submit the name and the mission of the charitable organization, and your reason for recommending this organization to MANA. Send an e-mail to: [info@marketingnewauthors.com](mailto:info@marketingnewauthors.com).

\*\*\*Follow us on Pinterest, Facebook, and Twitter\*\*\*

## COMING IN 2014

### MANA MINUTE

MANA will be posting podcast ads for small businesses that have products they want to sell to different markets but do not want to pay hefty fees for the ad. The MANA Minute will provide one minute for the ad for a nominal fee of \$60. The ad will run for a month, a minimum of two months

MANA will not take any royalty from the business's sales. MANA will work to drive traffic to these podcast advertisements. MANA will provide a link to the web site or web page of a business or an author who is not represented by MANA. So, for a dollar a minute, MANA will provide advertisement.

### Making A MANA Moment Podcast

Another way to market the works of MANA's authors, we will offer "Making A MANA Moment" podcasts. We will read selections from the prose and poetry from works posted on the MANA web site. More information will be provided in the next issue of the newsletter.

\*\*\*You're braver than you believe, and stronger than you seem, and smarter than you think." - A.A. Milne, Winnie the Pooh\*\*\*

**MANA would like to thank you for your support in 2013. As Staff Members, we wish you a very Happy Holiday and a Prosperous 2014!**

