

# KEYNOTES



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The newsletter of the Romance Writers of America / New York City Chapter #6 JANUARY 2018

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## HAPPY NEW YEAR!

**Welcome Back! And welcome to our new Board of Directors:**

President: LaQuette  
Vice President/Programs: Alexis Daria  
Vice President/Communications: Harper Miller  
Secretary: Jennifer Welsh  
Treasurer: Maria Cox  
Past President: Kate McMurray



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**NEXT MEETING: SATURDAY, JANUARY 6**

**LOCATION: TRS, 40 EXCHANGE PLACE, 3<sup>RD</sup> FLOOR, 12-4PM**

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**TOPIC: 2018 GOAL SETTING**

**Speaker: Alexis Daria**

The arrival of a new year always kicks off discussions about change and goals. 2017 was full of distractions (understatement), so in this meeting, we're not going to talk about goals *plural*. We're just going to talk about one. Let's focus on One Thing you want to accomplish in your writing career in 2018, and develop doable action steps to help make it happen.

Bio: Alexis Daria is a romance writer, artist, and native New Yorker. Her debut, *TAKE THE LEAD*, was a 2017 Golden Heart® finalist and was named one of the Best Romance Novels of 2017 by *The Washington Post* and *Entertainment Weekly*. *DANCE WITH ME*, book 2 in the Dance Off series, is out now. She has a BFA in Computer Arts, but her most fulfilling job was as a group facilitator for a women's empowerment community, where she coached other women in following their creative dreams. On Sunday evenings, Alexis co-hosts #RWchat, a weekly Twitter chat for romance writers. She also serves as VP of Programs for the New York City chapter of RWA. Alexis is represented by Sarah E. Younger from Nancy Yost Literary Agency. She loves social media, and you can find her live-tweeting her favorite TV shows at @alexisdaria, or talking about writing and books on her blog at alexisdaria.com.♥

## Happy Writing, Happy Everything!




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### TABLE OF CONTENTS

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Page
3—President’s Message
4—Kathryn Hayes contest winners
5—Holiday Album
6—A Look Back
7—Members on the Shelf
8—Unwrapping Social Media 2018
13—Self-pubbing Tips and Tricks
15—The Demise of Publishing is Greatly Exaggerated
17—PAN/ PRO/ Free Publicity
18—Renewal Membership Form

### THANK YOU!

To Our Contributing Writers  
 LaQuette, Alexis Daria, Maria Ferrer,  
 Jean Joachim, Robin Lovett, Kate McMurray,  
 Harper Miller, Ursula Renée

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### MEETING INFORMATION

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RWA/NYC meets the first Saturday of each month. Meetings are held at TRS, 40 Exchange Place, NYC. 12 noon. Membership is at the discretion of the Board. Annual dues are \$40. Make all checks payable to RWA/NYC. There will be a \$20 fee on returned checks.

**ATTENTION:** The Board welcomes all comments/suggestions/etc. Please send emails to [info@rwanyc.com](mailto:info@rwanyc.com).

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### FEBRUARY THEME

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**YOUR ROMANCE WITH ROMANCE**  
 Get personal. Tell us about how you put romance into your writing.

PLUS! We welcome articles on all topics, book reviews, conference notes, etc., etc.

DEADLINE: 15<sup>th</sup> of the month

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### 2018 CHAPTER CALENDAR

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Jan 6	Feb 3	Mar 3	Apr 7	May 5	Jun 2
Jul 7	Aug 4	Sep 8	Oct 6	Nov 3	Dec 1

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### RWA/NYC BOARD OF DIRECTORS

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President: LaQuette  
 Vice President/Programs: Alexis Daria  
 Vice President/Communications: Harper Miller  
 Secretary: Jennifer Welsh  
 Treasurer: Maria Cox  
 Past President: Kate McMurray

### LIAISONS & COMMITTEES

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 Blog/Social Media: Maria Ferrer  
 Critique Group: Ursula Renée  
 Publicity: Maria Cox, Jean Joachim,  
 Michael Molloy  
 Website: Ursula Renée  
 PRO Liaison: TBD  
 PAN Liaison: TBD

**RWA/NYC**, PO Box 3722,  
 Grand Central Station, New York, NY 10163  
[www.rwanyc.com](http://www.rwanyc.com)  
[info@rwanyc.com](mailto:info@rwanyc.com)  
[rwanycblogginginthebigapple.blogspot.com](http://rwanycblogginginthebigapple.blogspot.com)

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### KEYNOTES DEADLINE

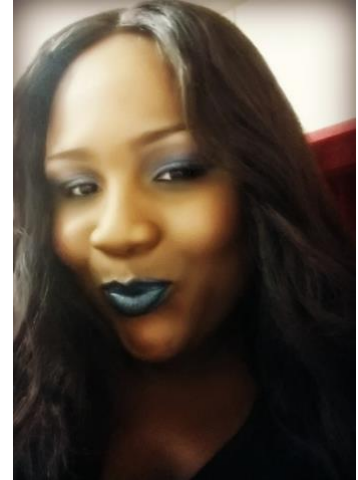
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Send articles to [keynoteseditor@gmail.com](mailto:keynoteseditor@gmail.com) by the **15<sup>th</sup> of the month**. All articles must be typed and up to 500 words. Send pictures as attachments; not in article.

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**PRESIDENT'S MESSAGE: HEAVY IS THE HEAD  
(AND HEART) THAT WEARS THE CROWN  
BY LAQUETTE**

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Hello, I'm LaQuette, and I am your new RWA/NYC president. Outside of the title of mother, no word has ever struck equal measures of satisfaction and fear simultaneously in me. Unlike being a mother, the idea of being the president of this chapter never crossed my mind. I never dreamt of running, being elected, or stepping into this office. Why? The answer is simple. Watching my predecessors, I understood what a massive undertaking of responsibility it would be.

Leadership is not for the faint of heart. For that reason, the idea of being a leader can spark vastly different responses in those considering taking on the task. Some people run toward leadership with excitement and vigor. Others slink back in trepidation, while the rest of us watch, weigh, and consider the responsibilities of office carefully. Wherever one falls within those categories is perfectly understandable, because to lead is often a heavy burden to bear.

When the debate about whether I would run for president began, my initial response was no. Having a front-seat view of the dedication our previous president, Kate McMurry, displayed, I knew being president was a serious, and accountable position and I didn't want to falter under the responsibility. I love this chapter; I've accomplished notable professional goals as a romance author because of my affiliation with RWA and specifically, RWA/NYC. Failing an organization that has impacted my career the way this chapter has, was a legitimate concern for me to consider, one I couldn't take lightly.

Ultimately, the decision to run for this office came down to one thing. I recognized that fear had always been a positive motivator in my life. Where some might use fear as a reason to back away from ideas untried, for me, fear has always been a measure of consideration for all things that could go wrong, while simultaneously being the impetus for me to take that fateful step into the uncharted. Fear can't be the thing that stops me. It must be considered, weighed, and then used as a springboard for trying new things.

I've done some incredible things in my life while being afraid. Becoming a mother twice over brought unimaginable fear. But, because I moved beyond my doubt regarding impending motherhood, I have two beautiful little boys that have changed my world for the better. Publishing my first book frightened me. However, working beyond that fear started me on a path that would lead me to become a multi-published, award-winning author. Despite my fear of not finding a place for myself or my work, I joined RWA/NYC. With that decision, I found not only a home but a family of authors who made space for me at the table and offered me friendship and support.

Fear should be considered, but it should never stop us from doing the work in front of us or taking up the challenge of greatness. When I accepted that revelation, my answer changed from an emphatic "no" to an enthusiastic "yes." My proposition to you, my fellow chapter mates, is this. Let's be great together. Let's work beyond our fears to achieve our individual and organizational goals in 2018. Let's show this industry why RWA/NYC is the jewel of the chapters in New York.

I promise, I'm here to do all I can to make this a possibility. The fantastic board of directors I've been gifted with, and I will work tirelessly to continue the forward progression of this chapter started by the previous board. Just remember, it's always better when we do it together. I may now be the elected representative or face of this chapter, but every member is the collective heart of it. And as we know, the heart is what matters most.



I'm LaQuette, your friendly erotic romance author, and now president, embracing my crazy, one character at a time. ♥

*LaQuette-President of RWA/NYC, is the 2016 Golden Apple Award Author of the year winner. She writes bold & sexy tales for diverse characters who are confident in their right to appear on the page. Represented by Latoya C. Smith of the L. Perkins Agency. Visit her at [NovelsbyLaQuette.com](http://NovelsbyLaQuette.com) and [LaQuette@NovelsbyLaQuette.com](mailto:LaQuette@NovelsbyLaQuette.com)*

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### KATHRYN HAYES “WHEN SPARKS FLY” CONTEST WINNERS BY PAST CONTEST CHAIR LAQUETTE

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Contest Chair LaQuette was pleased to announce the 2017 Winners:

Contemporary: INTERIOR DESIGN & OTHER EMOTIONS 2 by Kate Forest

Erotic: ONLY FOR THE NIGHT by Ella Sheridan

Romantic Suspense: DANGEROUS MEDICINE by Stephanie Ryan

Paranormal/ Sci Fi/ Fantasy: HUNT THE DAWN by Abbie Roads

Historical: ONE BREATH AWAY by Michal Scott ♥




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### MEMBERSHIP RENEWAL

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**Remember to renew your Chapter Membership today** at [www.rwanyc.com](http://www.rwanyc.com) OR use the renewal form at the end of this newsletter and renew at the January meeting.

To renew online, go to "Members Only" section. Password is membersonly.♥

HOLIDAY ALBUM

We ended the year with great cheer. Now we look forward to a rewarding New Year!



## A LOOK BACK BY URSULA RENÉE



In 2017, the members of RWA/NYC continued to achieve goals and find success.

Alexis Daria became a Golden Heart Finalist and celebrated her debut novel, TAKE THE LEAD, while K.M. Jackson earned a milestone pin for publishing her 10<sup>th</sup> work. Several members placed in contests, including Anna DePalò, whose SECOND CHANCE WITH THE CEO won First Place in the Short Contemporary category of the NECRWA Readers' Choice Awards



As always, members continued to inspire and teach. In May, K.M. Jackson appeared on a panel at BookCon called, Diversifying Love, while Falguni Kothari conducted a workshop and Ruth A. Casie sat on a panel at 2017 RWA National Conference. In September, Ursula Renée conducted the workshop, Writing Outside the Box: Creating the Diverse Character Not the Stereotype, at Fiction Fest.



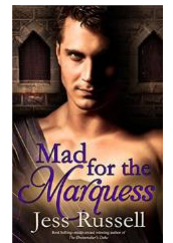
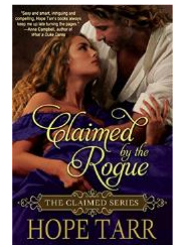
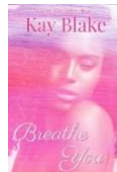
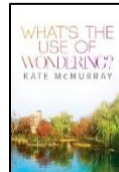
Finally, throughout the year, we have enjoyed readings from LaQuette, J.N. Welsh, Rebecca Brooks, Kay Blake, Erica O'bey, Michael Molloy, Harper Miller, and many others at Lady's Jane's Salon. Lady Jane's, which is New York's first and only romance reading series that was found by Hope Tarr, Leanne Renee Hieber and Maya Rodale and all proceeds go to WIN (formerly Women in Need).



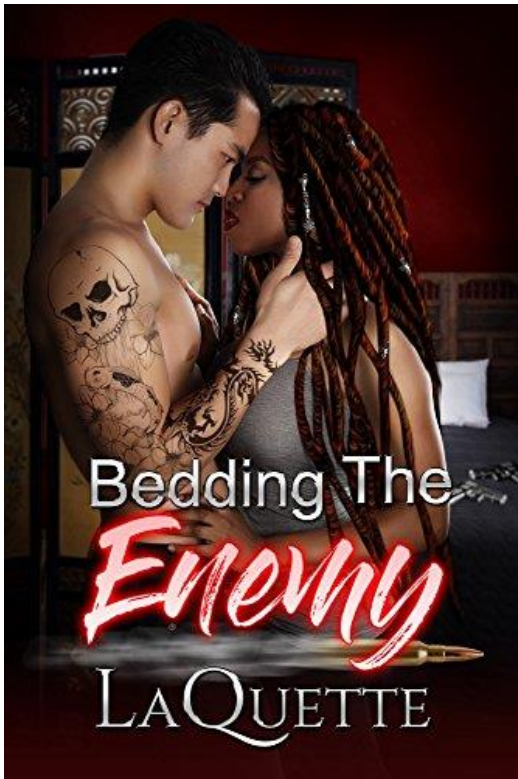
In 2018, we hope everyone continues to achieve their goals and enjoy the success they have always dreamed of.♥



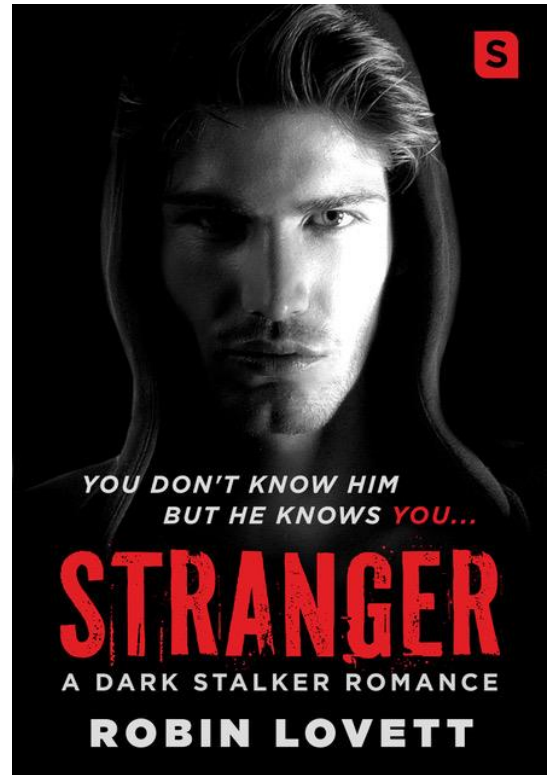
*Ursula Renée is past president of RWA/NYC. She writes stories set in the early and mid-twentieth century with a diverse cast. When she is not writing, Ursula enjoys photography, drawing and stone carving. She is the mother to one son and two cats.*



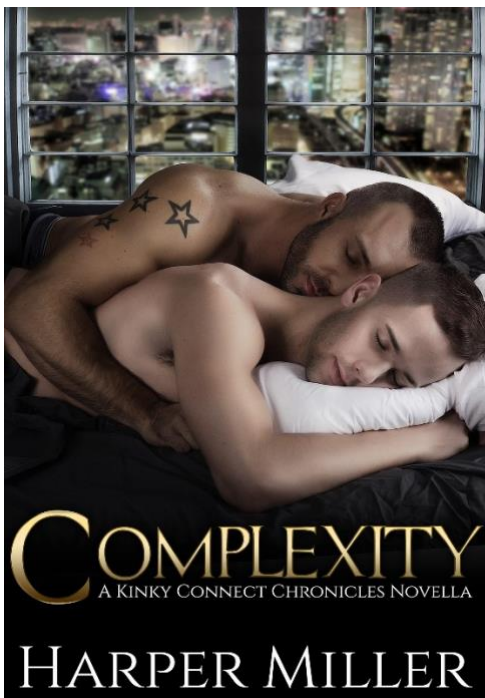
MEMBERS ON THE SHELF



**BEDDING THE ENEMY**  
by LaQuette



**STRANGER**  
by Robin Lovett



**COMPLEXITY**  
by Harper Miller



**MONTHLY THEME: UNWRAPPING SOCIAL MEDIA IN 2018**

*This month our members talk about social media.*

**TIPS FOR NAVIGATING SOCIAL MEDIA  
BY HARPER MILLER**

I have a confession to make. I have a love-hate relationship with social media. There are days I love it, and days I absolutely abhor it.

When I was younger and had just finished reading a book, I'd flip to the very last page and find an address where I could write to my favorite author. I sent out a letter maybe three or four times, and the response time was so long that when the reply postcard or fan club welcome packet arrived I'd forgotten even sending a letter. That's just how things were. And receiving a response from the author directly? That was about as rare as spotting a unicorn in the wild.

With technological advances came the advent of social media. Now, communication is more immediate. Social media has created a global culture where we must know minute details about the lives of every person in the spotlight, no matter how small that spotlight may be. Back in the day, unless there was a picture of an author on a book jacket, we had no idea what our favorite author looked like. We had no idea if they went to the gym every morning, if they had a cat or a dog, if they recently vacationed with family in Maui, but thanks to social media it's easier to follow the lives of the writers we adore.





Navigating social media requires a bit of pizzazz. For many indie authors (including myself) social media is a godsend. Without a traditional publisher, finding a sect of people to connect with you and your work is an uphill battle, but social media has made it easier to tap into an audience and market specifically to that audience.

I think a major mistake authors make is not finding a platform that's best suited for them. Some of us shine in a particular area. It's like writing romance, while I love a good paranormal/fantasy, I know I'm not a paranormal/fantasy writer. I can't create wonderful backstories where glorious worlds are built based on things I've conjured up in my imagination. You know, stuff like meta humans teaming up with an alien race to prevent Earth from blowing up. I'M JUST NOT THAT COOL YET! I can't keep a story like that going for 200+ pages. But smut? Good lord, I know smut.

Here are some tips I suggest to up your social media game in 2018 and not lose your mind in the process:

### **Tip #1: Choose your platform wisely**

We have to choose social media platforms the same way we choose subgenres of romance to write. We have to play to our strengths. If you know that personal engagement is too overwhelming, then maybe Facebook isn't the place for you. We all need the dreaded Facebook, but if you find yourself becoming anxious trying to conjure up personal anecdotes, you may want to watch from the sidelines instead. You shouldn't feel pressured to connect. Relationships with readers should grow organically. Maybe the fast-paced world of Twitter is more your speed. Or maybe you just like looking at pretty pictures, so Instagram is more calming for you. There is no wrong platform. Just choose the one that's right for you. It should be the one you enjoy spending the most time on.

### **Tip #2: Make time management a priority**

It's great to want to be everywhere all the time, but between writing, marketing, working full-time jobs, and taking care of our families, many of us spread ourselves thin. You can have an online presence on multiple platforms, but don't feel obligated to check-in on each platform daily. If you do, only spend an hour online. Promise yourself you'll only spend fifteen minutes on each platform. Scrolling can turn into a huge time suck if we let it. Do not let it, you have duties to fulfill, slayer of words!

### **Tip #3: Have fun**

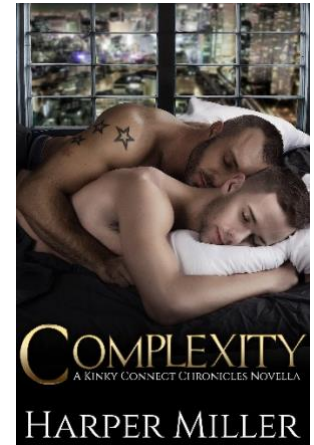
Social media is a necessary evil. We need it to connect with readers. We need it to network and connect with other authors. We need it to connect with agents. We need it to connect with publishers. We need it to keep up with the goings-on in the world because some of us prefer to avoid the news and can only tolerate updates in small doses. *\*Raises hand\** My point is, social media is here to stay, and we have to figure out ways to make it work for us. There is no one-size-fits-all model. What works for another author may not work for you. The trick is to try a variety of tactics and see what



sticks. Your audience will guide you. Reach out and ask them questions, make marketing interactive. Find a balance between promoting your work and getting to know your readers. If you're authentic in your efforts, the perfect readers will find you, I promise.

Now, go forth, modern writer, and find your social media niche.♥

*Harper Miller is a thirty-something native New Yorker. She's traveled the world and lived in a variety of places but always finds her way back to the Big Apple. A lackluster love life leaves time to explore new interests; for Harper, it is writing. THE SWEETEST TABOO: AN UNCONVENTIONAL ROMANCE is her debut novel. In her mind, the perfect Alpha male possesses intellect, humor, and a kinky streak that rivals the size of California. When she isn't writing, Harper utilizes her graduate degree in the field of medical research. She enjoys fitness-related activities, drinking copious amounts of wine, and going on bad dates. Harper may have sworn off online dating, but she loves writing about couples who connect via this medium. If you're interested in erotic short stories, give the Kinky Connect Chronicles a whirl. All stories in the series are standalones. Stay up to date with Harper by visiting her website: [www.authorharpermiller.com](http://www.authorharpermiller.com)*



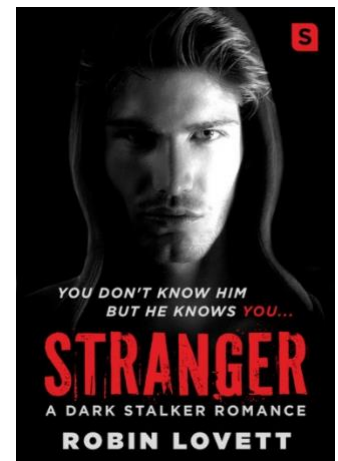
## HELP FOR THE INTROVERT ON SOCIAL MEDIA BY ROBIN LOVETT

For some writers, social media is something they enjoy. It jives with their personality, a desire to be social, to share their ideas with the world and talk about their books on a public forum. For others, it's a struggle with the introverted desire to remain private, to observe but not interact, and to stick to writing rather than talking about our books to total strangers.

Many of us fall into both categories, depending on the day of the week and what's going on in our lives. But the fact of our professional publishing world, from every corner we hear: we have to do social media if we want to sell books.

So for those days when the introverted side of you is screaming, DON'T MAKE ME DO IT, here are some suggestions.

1) **Think Small** – One of the overwhelming things about social media can be the sheer number of people who could potentially see you posts. A writer friend, C. L. Polk reminded me that her strategy is remembering that there is so much chatter on social media, the reality for most of us is that relatively few people will see what we post. Think about posting to those select few and it can be less overwhelming.





2) **It doesn't have to be PERFECT** – Adding to number one, there is so much noise on social media, one post will not make or break you. Not everything you put out has to be witty and earth moving. Talk regular speak. Be real and don't over think it. People just want to hear what's going on in your life, even if it's just how badly you needed your last cup of coffee. Be relatable.

3) **Talk to Your Friends** – The best way to feel comfortable online is to have a tribe of friends you regularly interact with. On the days when posting anything feels like torture, think of something you'd want your friends to know you're up to. Or, don't talk about yourself at all that day. Comment on other people's posts and post about one of their books.

4) **Look Through Your Photos** – Many of us take a lot of photos we never get around to posting. I got this tip from Alexis Daria. Scroll through what pics you've taken and pull out something amusing, cute, normal, or a previous memory. Photos in posts generally get the most interaction and very likely someone will enjoy it.

5) **People Expect You to Talk About Your Books** – This is courtesy of Kimberly Bell. You've been upfront with your account in your bio. People who follow you know you're a writer, it's ok to pimp your book every week. (This is the hardest one for me.) Reminding people about your latest series, or your past work, or upcoming releases is expected of you. There's nothing wrong with talking about your books.

6) **Try the Twitter chat for romance writers #RWChat** – This is a shameless plug for the chat I help out with that's run by Kimberly Bell, C. L. Polk and Alexis Daria. Every [Sunday evening](#) we get together on Twitter and talk romance with dozens of other romance writers. Answering the questions creates content for your Twitter account, helps with exposure and making friends. It gains you followers and impressions. Best of all, you learn by observing how to do social media from some very awesome romance writers with experience.

Even when the introverted urge has got you wrapped up and is keeping you blocked on what to post on social media, there are things you can do. Be nice to yourself. Posting everyday is hard. Pressure to do it can often make the avoidance desire worse. Do it gently and don't be afraid to ask for help when you need it.♥

*Robin Lovett writes romance to avoid the more unsavory things in life, like day jobs and housework. She's written a series of dark suspense romances for SMP Swerve and has an upcoming sci-fi erotic series with Entangled Publishing. She's represented by Rachel Brooks at BookEnds Literary Agency and can be reached on Twitter @LovettRomance or at RobinLovett.com.*



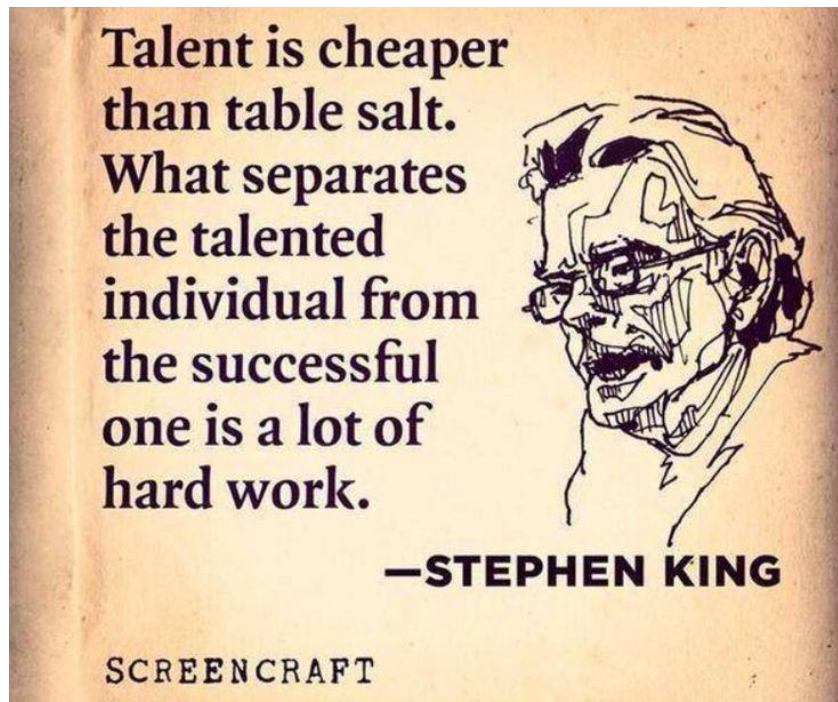


## BUILDING YOUR BRAND ON SOCIAL MEDIA BY MARIA FERRER

Your writing is your brand, and social media is the best and quickest way to build your brand and grow your audience. Here are some quick tips to start the New Year:

- 1) **Less can be more.** You don't have to be on every platform. Pick the social media that you enjoy and where your audience is. It's alright if you are only on one.
- 2) **Be consistent.** Whether it's daily or weekly or monthly, establish your presence and be active.
- 3) **Let your personality shine.** Be yourself. Talk about yourself, your passions, your writing technique, your pets, etc.; share your favorite photos, recipes, et al.
- 4) **Don't just sell, sell, sell.** Social media is about being *social*. Don't sell your novels 24/7. Yes, announce your new release, but that should not be all you talk about. See number 3.
- 5) **Like and share with others.** Remember to like and share posts from others. It will gain you more friends and followers.

*Maria Ferrer and her alter ego Del Carmen are on Twitter and Facebook, and that's about all they can handle right now. Visit them on [www.delcarmenbooks.com](http://www.delcarmenbooks.com).*



## SELF-PUBBING TIPS AND TRICKS: PASSIVE MARKETING PART 2 BY JEAN JOACHIM

One way to creative passive marketing that has legs is to swag. I have two forms of swag that serve as passive marketing because they hang around for a long time. The first one is a recipe card.

Some of my books discuss food. Favorite recipes or dishes are mentioned. I have created recipes for those foods and put them on postcards with the cover of the book that mentions the dish on the other side. This serves two purposes – 1) it has a reason for being, is useful, and not as likely to be tossed out as a promotional postcard; 2) it also opens up the possibility of being passed along to someone else. The cover on the other side is bound to raise some interest.

I give out recipe cards at book signing and romance reader cons. Having them gives a good opening line to people walking by. “Do you like to cook?” Some shake their heads, but most do. The first cards were so successful, I used my own recipes and put them on the back of postcards with a cover of each book in the series. Now I have a packet of nine recipe cards, each with a different cover on the other side. Makes a great hand-out, prize in a Facebook take-over or party or are easily mailed out to a snail mail list of fans.

Cost? Very inexpensive on Vistaprint, especially during a sale period. Vistaprint has sales all the time, so you can load up when the prices are low. You don’t have twelve books out? Get together with another author or two or three. This is great because you split the cost, making it dirt cheap for you to give away calendars. They are easy to mail, too.

The next passive marketing idea is brand new. I had it last year, but no time to execute it. It’s a calendar. Vista print has a small wall calendar size (6.5” x 8.5”) that is easily mailed. I created a different piece of art for every month. Each picture has one or more of my covers on it. Thus, whenever the reader turns the calendar for a new month, she will have my covers staring at her for the entire time.

Using bright, colorful pictures as the background for my covers makes the calendar pretty while it is also useful. It does cost more than the recipe cards, which are cheap during sales. The calendar, during a sale period can range from about \$8.00 to as low at \$4.00, depending on the quantity you buy.

### Lauren’s Lamb Stew Slow Cooker Recipe

#### Ingredients

3 lbs. lamb cut into chunks  
2 medium onions quartered  
1 bag of carrots cut into chunks  
5 large red bliss potatoes, quartered  
½ cup water  
¼ cup red wine, dry not sweet  
Flour for dredging (about 1/4 cup)  
1 plastic food storage bag  
Salt and a pinch of black pepper

#### Directions

Put flour into the food storage bag. Dump half the stew chunks in the bag, seal and shake until the pieces are lightly coated with flour. Place them in the slow cooker, then repeat with the rest of the lamb.

Place onion quarters in with the meat. Add potatoes and carrots. Pour water over all ingredients, then the wine. Add salt to taste and a pinch of pepper.

Cook on high for one hour. Then switch to low and continue cooking for seven hours or until the meat is tender. Stir if you wish.



Calendars make great giveaways, instead of free books. You can also mail them to some of your best readers. I've even sold three of them for \$15.00, including shipping. I like this form of passive marketing the best because you will be in the home for a full year, and because the item you're giving away is very useful and will remain visible and not end up in the garbage.

Passive marketing through swag can make you stand out in a good way while offering readers things they can use and will want to keep.♥



*Jean Joachim is an award-winning, multi-published author of contemporary and military romances, of romantic suspense and sweet romances. Visit her at [www.jeanjoachimbooks.com](http://www.jeanjoachimbooks.com).*



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**THE DEMISE OF PUBLISHING IS GREATLY EXAGGERATED****BY KATE MCMURRAY**

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It happened to me: one of my publishers is closing its doors for good next year.

Yes, Loose Id, which published my first novel in 2010, and then four more novels and a novella, is winding down production and will shut down completely in May 2018.

I'll tell you a secret: this was not a huge surprise to me.

What was a surprise was how doomsday and defeatist the reaction to the news was. I follow a good number of Loose Id authors on Facebook, and a lot of them had very similar reactions to each other: another publisher is closing, publishing as we know it is just about over.

Um, what?

Let's take a few steps back. Starting in the late 90s with the embryonic version of Ellora's Cave and throughout the first decade of this century, digital-first publishing created something of a revolution. The advent of both ebooks and print-on-demand made it easier for small presses to put out books with less overhead. Romance in particular thrived, especially as the kinds of stories the bigger publishers wouldn't even look at—erotic romance and LGBT romance in particular—started to hit virtual shelves.

A lot of those digital book pioneers—Ellora's Cave, Samhain, and now Loose Id, among others—are no longer with us. I see two big reasons for this: 1) Big 5 and other larger publishers have gotten a cut of the action by creating digital-first imprints of their own, backed by big corporate publicity departments with more resources and experience; and 2) Shortly after digital publishing really took hold, so did self-publishing, revolutionizing the market again, and many of these small digital presses didn't adapt to the radically changing market.

But small presses are not dead! Independent digital-first publishers like Dreamspinner, Riptide, and Entangled are still thriving, among others.

More to the point, traditional publishing is definitely not dead. Big 5 and the rest of New York publishing, while not evergreen, are certainly not in any danger of going extinct. At least not yet.

So why all the panic?

I have some theories, but I always have theories. I suspect that if the Loose Id closing came as a surprise, it might feel like another casualty of a snowball rolling down a mountain. And a lot of publishers *have* closed the last few years. I don't think Amazon is the villain here, more an inability

to adapt to a changing market. The independent publishers (by which I mean, traditional publishers not owned by one of the big conglomerates) can survive if they're savvy about how they do business.

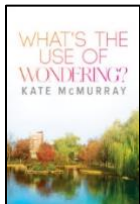
But, I'll be honest, I think 2018 is going to suck for a lot of authors. I hate to put it in such stark terms, or to be a pessimist about it, but with sales slowing down in the indie market, a lot of authors will see their bottom line change. Digital growth is slowing as the market matures and stabilizes, Amazon's share of the market may grow or diminish depending on how it responds to the challenges it's currently dealing with—everything from trying to stamp out fraudulent reviews (and likely overcorrecting) to scammers in its Kindle Unlimited program—and some digital imprints are shrinking their frontlists.

My prediction is that, in the immediate future, it's going to be tough. Traditional publishers will take fewer risks. They will keep debuting new authors, but might be less willing to invest in midlist authors who aren't earning out. It'll be really tough for new authors to break in and rise above the competition.

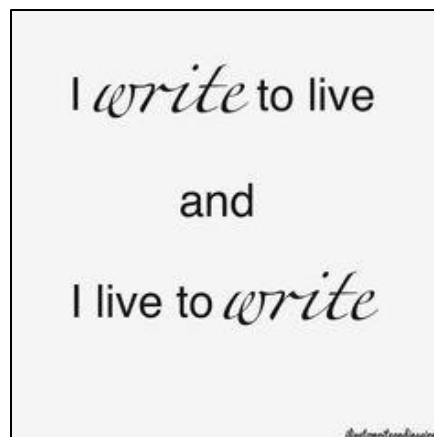
Before you throw your pen across the room and give up, here's what I also think will happen: 2018 will suck, but the market will stabilize. The authors who keep writing through all this turbulence will thrive again.

But it means you have to have persistence, and you have to bring your A game. Each book you publish or submit for publication will have your best work. But I think we all have it us to put out some really stellar books.

The bottom line is that I think the next year or two will be rough in the industry, but as long as there are readers, publishers (traditional or indie) will continue to put out books for them to read, and publishing will survive. There will be successes and failures and surprises in the years ahead, so hang in there and try not to get discouraged.♥



*Kate McMurray is an award-winning author of gay romance and an unabashed romance fan. When she's not writing, she works as a nonfiction editor, dabbles in various crafts, and is maybe a tiny bit obsessed with baseball. She is Past President of RWA/NYC. She lives in Brooklyn, NY. Visit her at [www.katemcmurray.com](http://www.katemcmurray.com).*





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**ABOUT PAN  
(PUBLISHED AUTHOR NETWORK)**

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The purpose of the Published Authors Network (PAN) is to establish within the RWA framework a network of communication and support to effectively promote and protect the interests of published romance authors; to open channels of communication between those romance authors and other publishing industry professionals; and to encourage professionalism on all levels and in all relationships within the publishing industry.

To be eligible for General PAN Membership: RWA General or Honorary members in good standing should have earned at least \$1,000 on a single novel or novella that meets the definition of Romance Fiction.

To be eligible for Provisional PAN Membership: RWA General or Honorary members in good standing should have: (1) contracted for the publication of a novel or novella for an advance of at least \$1,000, but said work is not yet commercially available ("Option One"); or (2) published a novel or novella, but not yet earned \$1,000 ("Option Two"). Works offered through Predatory Publishing companies shall not qualify.♥

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**About PRO**

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The purpose of the PRO Community of Practice is to establish within RWA a network of communication and support to effectively promote and protect the interests of romance writers in the areas between manuscript completion and PAN eligibility.

To help members reach the next level, PRO focuses on the business side of writing rather than craft. This program is available to any active General or Honorary member who: (1) is not PAN-eligible and (2) has one complete original work of romance fiction of at least 20,000 words, or multiple complete original works of romance fiction which combine for a total of at least 20,000 words.♥

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