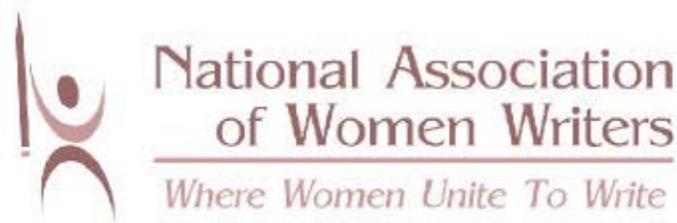


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## NAWW WEEKLY

ISSN 1534-3693 \* Circulation Over 11,000

April 13, 2005

### Write From The Heart

Dear Women Writers,  
Welcome to this week's issue of NAWW WEEKLY!  
We have received so many e-mails this week regarding the new [ONLINE ONLY](#) membership. We appreciate the feedback! Thank you!

You are going to LOVE this week's interview; Katherine Shirek Doughtie is funny, strong, and inspiring! I know you will think so too. And this week's article, **Lower the Bar** by Lorrie Morgan-Ferrero was just what I needed to read. I too get so caught up in the details that I get overwhelmed.

Did you read the latest entry in [our blog](#)? We did get a response back from the organizers of the Leading Minds conference saying (and I am paraphrasing) that the women they asked (including Oprah) turned them down and that women just don't like to participate in these types of conferences. I find this so disheartening. Here is a conference representing the "the world's most provocative minds" and Barbara Walters is the only woman scheduled to speak. What do you think?

And our BIG announcement of the week--of 2005 even! We promised you a *new program* to help you learn how to market in the Information Age and here it is: **The InfoMarket Network** Call or e-mail if you have any questions about this new division of the NAWW!

Until next week--take care and *write from the heart!*

Supporting You - One Word At A Time,  
Sheri' McConnell  
NAWW Founder & President

### In This Issue

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Sheri' McConnell, MAOM

### *Recent Announcements*

- We just added a new Audioseminar to the series-- **A Day in the Life of a Successful Full-Time Freelance Copywriter by Lorrie Morgan-Ferrero**-- check out the entire NAWW Audioseminar Series at:  
[www.naww.org/generic114.html](http://www.naww.org/generic114.html)
- We added even more **NAWW Member Benefits** for you! NAWW Members now have access to the entire NAWW eBook Library in addition to all the other services and products! Just use your "member only" hidden link that you received in your welcome e-mail and you will be able to download all three previous NAWW books! This is of course in addition to the annual printed book(s) you get in your membership packages! Enjoy!
  - Women On Writing-From Inspiration to Publication
  - Feminine Writes-Women, Wisdom, & Writing
  - The Women's Book of Powerful Quotations NAWW Books:[www.naww.org/generic95.html](http://www.naww.org/generic95.html) NAWW Membership benefits:  
[www.naww.org/generic1.html](http://www.naww.org/generic1.html)
- If you haven't yet, check out our new **NAWW Blog!** NAWW members are encouraged to share your writing-life journey, send your post to [naww@onebox.com](mailto:naww@onebox.com) with Blog in the subject area. Read the NAWW Blog here:  
<http://naww.blogspot.com/>

~\*~

- Missed an issue of this newsletter? Check out our new "back issues" section:

[www.naww.org/generic111.html](http://www.naww.org/generic111.html)

- Our fre\* informational conference calls have been changed to Wednesdays. The 2nd Wednesday at noon (Central Standard Time) is Q & A for new and potential NAWW members. The 4th Wednesday of every month at noon (Central Standard Time) is Q & A for new, potential, and current Regional Representatives! Call in number is 712-824-4100 and the access code for you to enter is 1017608#. We hope to "hear" you there!

[Download Membership Registration Form...](#)

### *Sponsor of the Week*



#### **Pickin' & Scratchin' Books By Mary Lou Mott**

- Pick and Scratch Cookbook
- Recipes And Remembrances
- The Recipe Collector
- Southern Hog Bay Recipes - Pre - Order Now
- Texas Judicial Cookbook

Web site: [www.pickorscratch.com](http://www.pickorscratch.com)

Email: [scratchin04@yahoo.com](mailto:scratchin04@yahoo.com) or [mott@direcway.com](mailto:mott@direcway.com)

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### *New and Renewing NAWW Members*

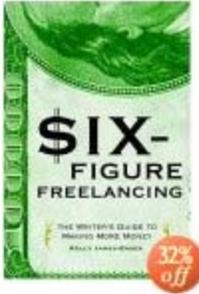
We are happy to welcome more new and renewing NAWW MEMBERS this week!

SHARON BELLARD from Duson, LA  
 RONDA DEL BOCCIO from Lampe, MO  
 GAYLE BRANDEIS from Riverside, CA  
 MARY BRENNAN from Lakemont, GA  
 BEVERLY BURNEY from Marietta, GA  
 SHERRY L. CUMMINS from South Lyon, MI  
 STELLA GLODEK from Huntley, IL  
 MARGARET GOWER from Auburn, NY  
 JUNE HUBATSEK from Denville, NJ  
 MARJORIE KILDARE from Ontario, Canada  
 MARY LEE MATTISON from Saint Louis, MO  
 CLAIRE OLSON from Tucson, AZ  
 MONIQUE POCH from Longmont, CO  
 ANNETTE REMSBURG from Grand Rapids, MI  
 SUSAN SCOTT-STEVENSON from Boulder, CO

MARILYN SHAPLEY from Baton Rouge, LA  
 LAURIE A. THOMPSON from Bellevue, WA  
 MAVIS TOFTE from Salem, OK  
 XANNA VINSON from Whiting, NJ  
 MONICA VEST WHEELER from Peoria, IL

[Download NAWW Membership Registration Form Now...](#)

### *Links of the Week*



### **BOOK of the WEEK** **Six-Figure Freelancing by Kelly James-Enger**

**MEMBER'S LINK of the WEEK**  
**Nancy Cleary**  
[www.Wymacpublishing.com](http://www.Wymacpublishing.com)

Would you like to have your book featured here?

If you are a NAWW Member (Professional Level), please send a review copy to NAWW, PO BOX 700696, San Antonio, TX 78270

### *Letters to NAWW*

Dear NAWW,

I wanted to write to you to say thank you very much for the membership package. I am pleased with the books that I received, as well as the Discovery Journal, which I will put to use immediately. Your inspiration to women writers will reach all the current and future members of NAWW. Since I spoke with you last my writing business has grown. I will be writing for a brand new magazine in Michigan, as well as exploring other writing opportunities. Thanks again for creating the NAWW!

Cheryl A. Vatcher-Martin, M.A.

and

Dear NAWW,

Thank you for recommending the Women's Leadership Exchange conference in Dallas last week. I attended for the first time, and I can't wait to go back next year. The whole experience made me "think bigger" about my writing and PR business, and I even made some valuable contacts. The speakers were inspirational (my favorite was Dr. Lorraine Monroe) and the seminars were definitely worthwhile. On top of all that, the food was the best I've ever had at a conference! Thank you again, and I hope to see you there next year too.

Kelly Kirkendoll Shafer,  
 NAWW Professional Member  
[www.stepfamilieswork.com](http://www.stepfamilieswork.com)

[www.shafercommunications.com](http://www.shafercommunications.com)

and

Hi Sheri',

I just wanted to let you know I especially enjoyed your intro on March 30th ([Back Issues](#)). Your comments about the need to help little girls learn to hold their space was very moving to me. I know the tragedy of silence firsthand and after long years of "recovery" I look at the world and myself differently. I see my granddaughter and the possibilities for her in her life and rejoice that her mother and I (and her father) give her positive messages of power and joy--and a safe childhood. Anyway, just wanted to let you know your words were just what I needed to hear. The article was very good too, but your introduction was quite powerful in itself.

Cheers,

Sharon Langton Ragle

[Read Testimonials...](#)

### *Getting To Know Your Network - Member Interview*



**This week: Katherine Shirek Doughtie**

**Q: When did you realize you wanted to be a writer?**

A: One day when I was seven I was driving with my mom to the laundromat. I was thinking about all the things I could be when I grew up and realized that what I really wanted to do was be a writer. It seemed so easy at the time!

**Q: How and when did you make this dream a reality?**

A: I've been writing constantly. I put myself through college and earned two degrees, one in Creative Writing and a Masters in Screenwriting. I realized at a certain point that it was OK to use my talent for anything I needed to, so I've earned my living doing technical writing for the past ten years or so. I've written Western radio dramas, a bunch of articles, several unpublished novels and crates full of unproduced screenplays. So the reality part has been going on for many years; the really becoming public part is just starting, though!

**Q: What's the most important lesson you've learned so far in your writing career?**

A: Never take no for an answer. If you don't love the process--even when it's driving you absolutely crazy--you'd better find something else to do. The only way

to do it is to just DO it.

**Q: What are you working on right now?**

A: My first novel is being published by Haven Books in July. The book is a collection of essays called *Aphrodite in Jeans: Adventure Tales about Men, Midlife and Motherhood*. It's getting an amazing amount of attention, even though only a collection of excerpts has been made public on my Web site. Haven Books is a small publisher in Colorado and we work together very cooperatively in the publishing venture. So I'm doing a lot of the marketing and strategizing myself, in addition to writing the book. It's exhilarating, exhausting and requires I use every bit of every lesson I've ever learned in my life. I couldn't be more excited.

**Q: Name some authors or books that have influenced your writing life in a positive way.**

A: I love Anne Lamott's honesty. I love Barbara Kingsolver's amazing way with words. I just finished *The Alchemist*, which was a lovely fable. Much of the impetus to finally write my book and get it out into the world was instigated by Eminem, the hip-hop star. Yes, I know that's probably unusual for a white middle-aged mom to confess. But I wrote most of it with his music blaring in my ears. I am very much inspired by people who go out on a limb artistically, who dare to bare their souls, who walk through the fire to get what they want to say out there.

**Q: What have you recently read or what are you reading right now that you would consider an outstanding work?**

A: *The Kite Runner* by Khaled Hosseini. Such a beautiful story. I cried for ten minutes after finishing it because the writing was perfect.

**Q: What excites or ignites your soul?**

A: Edge, courage, daring to follow one's passions. Words. Energy. Pushing the limits. Breaking the stereotypes.

~\*~

The writing path has taken **Katherine Shirek Doughtie** through some interesting territory. Before she was 25, Katherine Shirek Doughtie had moved 25 times, traveled around the world, hung out with Walt Whitman's grandson in Paris, and found herself penniless for three days on a train in Malaysia. While working her way through four colleges and two degrees she was variously employed as a hard-hat soil engineer, pizza parlor manager, movie projectionist, stagehand, waitress, legal secretary, and more clerking gigs than you can imagine. She worked four jobs during her last year as an undergrad at UCSC and then showed movies at the L.A. County Museum of Art during her days at UCLA film school. For the past 20 years she has been the Technical Director for a national touring Gilbert & Sullivan repertory opera company. Katherine has never really been known for sitting around complacently for very long. She and her sons train in Jeet Kune Do and they all are learning to play ancient Filipino drums in a Kulintang ensemble. Katherine worked for many years for the Louis L'Amour family, writing audio dramatizations of Western short stories and helping research

a biography of Louis' life. She continued to write her own scripts and peddled them through Hollywood and was writing a sprawling Western epic when motherhood caused her attention span, and dispensable time, to shorten dramatically. Since having children, she has been writing mostly essay-length pieces, some of which are being published in her upcoming book *Aphrodite in Jeans*.

[Visit This Member...](#)

### *Article of the Week*



#### **Lower the Bar By Lorrie Morgan-Ferrero**

I'm so excited. I got a cool new Power Point template with orange and yellow flames. It's not too much (well, maybe it is), but I don't care. I like it.

So I transferred my regular presentation to the new template. I got some mesmerizing slide transitions like Jim Edwards used (spinning boxes and such that the audience at Big Seminar were oohing and aahing about). My handouts were ready to go.

Then I find out they don't have a projector where I'm speaking. Bummer.

So I freak out. I call my marketing buddies, who don't answer their phones (they're busy marketing). I dial up my mastermind group. No go. I beg to borrow my ex-husband's projector and big 'ole screen to drag on the one day roundtrip flight. He says yes. Now I don't know how to set this up. John usually goes with me. But since this is just one day, he opts to stay at home and take care of the kids. So I figure I can just figure it out and follow the manual (never mind that techno geek John was unable to set this monster up at the last event and we had to borrow someone else's).

My flight is an hour so I'll have to go through security, take off my shoes, get patted down by the female guard all while dragging around a 6 foot screen that weighs about 45 pounds, a projector, a laptop and a purse. Hmmm. This isn't sounding like such a good idea.

Finally, I whine to my husband, John. But he's used to me making a big deal out of little things. So he just waits for me to get a grip. Why is it so easy for him to not get mired in the details? Because he's good at seeing the view from 10,000 feet. He's a big picture guy, while I'm stuck staring at blades of grass up close and personal.

Handouts. We nix the projector idea and decide on handouts instead. "Well, they can't just be ANY handouts," I say!! "They have to be eye-catching and fancy. I

want them spiral bound with a clear cover and black back. The front page should be color. Oh, and they have to be ready by this weekend, John. Thank you very much."

"Lower the bar," he reminds me. He has an annoying way of remembering all the chunks of wisdom I tell him, then feeding them back to me. He reminded me that Tom Antion widely distributes a recording with some very bizarre background noises (that's a whole different story I'll tell you sometime). One of John Reese's most highly acclaimed articles is about writing "cr@p" for the Internet. Alexandria Brown even told me, sometimes those of us who care try so hard for perfection we don't get anything done.

Lower the bar.

That does NOT mean under-deliver. Far from it. All it really means is don't worry so much about perfection. I say this for you as much as I say it for myself, because I know other people suffer from this same affliction.

You are an expert in your field, right? So just share that information and people will be able to improve their businesses. They don't need shiny covers on their handouts. They don't need eye-popping Power Point presentations. All they need is information. Information given to them from a place of empathy for what their needs are. And your expertise. So I'm going to go to my event on Monday and share some down and dirty information that will undoubtedly help them with their marketing and their businesses. Lower the bar enough to step into your own power.

~\*~

International copywriting trainer, author and speaker, **Lorrie Morgan-Ferrero** has been a freelance writer and journalist for over 25 years. Her words have made her clients hundreds of thousands of dollars. Now she focuses her vast experience on teaching others the skill of copywriting. Lorrie is the author of a highly acclaimed copywriting course, creator of the Red Hot Copywriting Bootcamp and founder of Copy Campus [www.copycampus.com](http://www.copycampus.com), a unique membership resource site designed to support copywriters and entrepreneurs on all levels. Visit her site to learn more at [www.red-hot-copy.com](http://www.red-hot-copy.com)

~\*~

### *Woman's Quote of the Week*

**"The delights of self-discovery are always available."**

~ Gail Sheehy ~

[Read About "The Woman's Book of Powerful Quotations and Discovery Journal"...](#)

## *The Writer's News*

**NEW! IF YOU'RE REALLY SERIOUS ABOUT WRITING**-- You should know about UC Riverside's new MFA program in Palm Desert. This MFA integrates traditional writing workshops with scholarly studies of narrative, style, voice, structure and history of these writing disciplines, producing writers who will create and direct the literature and entertainment of the 21st century. To learn more about the MFA program and UCR's non-degree programs featuring intensive writing courses and workshops, please call UCR-Palm Desert at 760-341-6221 or email Eric Barr, the Program Director, at [Eric.Barr@ucr.edu](mailto:Eric.Barr@ucr.edu). Classes start in Fall 2005.

**Wanna know why your marketing materials aren't selling more books or services?** Well 9 times out of 10 the problem isn't YOU. It's the copy! Copywriting expert Lorrie Morgan-Ferrero (Red Hot Copy) reveals her secrets in her weekly e-zine, "Copywriting TNT - Tips N Tactics". Sign up for tips on INCREASING client response, [www.red-hot-copy.com/ezine.htm](http://www.red-hot-copy.com/ezine.htm)

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*Regional Meetings*

**The NAWW Casa Grande, Arizona Chapter** meets on the 3rd Saturday of every month from 2:00 to 4:00 p.m. in the A.P.S. Room at the Casa Grande Public Library (449 E. Dry Lake). Members are invited to discuss their writing, develop skills through workshops, share ideas, and offer advice on writing in general. We're here to encourage and motivate! For further information, contact Earlylynn Brown, Regional Representative, at (520) 560-4891 or at [thebrownclan@cgmailbox.com](mailto:thebrownclan@cgmailbox.com).

**The NAWW Phoenix, Arizona Chapter** is excited to announce "Back to Basics: Practical Guides to Writing Well & Getting Published" on May 14th at The Heard Museum (2301 N. Central Ave., Phoenix - [www.heard.org](http://www.heard.org)). They are also sponsoring the "Success Means ..." essay contest (deadline - March 31st, sent the info in earlier email) -- and information for the Anthology of Love is on our Web site: [www.womenwritersofthedesert.org](http://www.womenwritersofthedesert.org). You must be a member of WWD to submit an anthology work - cost is \$25 and deadline is February 28th.

**The NAWW Phoenix, Arizona Chapter** meets every 2nd Saturday of the month at 1:00 p.m., Borders Books & Music, 2402 E. Camelback Rd. (Biltmore Fashion Park), Phoenix. Members meet in the Music Room to enjoy topic discussions, project support/critiques, speakers, and much more. Call 1- 602-861-1131 or e-mail [info@womenwritersofthedesert.org](mailto:info@womenwritersofthedesert.org)

**The NAWW Florida Chapter** meets the 3rd Thursday of month at the Visual Impressions Gallery, 1507 South Andrews Ave, Ft. Lauderdale from 7pm to 9pm. All women writers are welcome to share in readings and critiques. Monthly topics suggested. Discussions also include markets, technique and the business of writing. Contact [slieber@bellsouth.net](mailto:slieber@bellsouth.net).

**The NAWW Kansas Chapter** meets at 7:00 PM on the second Monday of every month at Barnes and Noble in Town Center, Leawood. Meetings include marketing news, networking, presentations by dynamic women from various aspects of the writing world, and support as we pursue our writing goals. For more information, contact Amy Viets, [aviets@everestkc.net](mailto:aviets@everestkc.net).

**The NAWW Greater Baton Rouge, Louisiana Chapter** meets every other Thursday night at BooksAMillion off Seigen Lane in Baton Rouge. Members gather from 6:30 to 8:30 p.m. in the café area of the store. Meetings feature support, group exercises, speakers, critiquing, door prizes, and writing/conference information exchange. All genre preferences and experience levels welcome! For more information, call Angie Ledbetter ( [AngieDLed@aol.com](mailto:AngieDLed@aol.com)) at (225) 292-6504, or Alaine Benard (225) 291-7175. Laissez les Bon Temps Roulez!

**THE NAWW Massachusetts Chapter** is now forming. For more details, please

e-mail [coachborgatti@aol.com](mailto:coachborgatti@aol.com).

**The NAWW Michigan Chapter** is partnering with National Speakers Association Michigan to present Is There A Book Inside of You? A Seminar for Any Expert in Any Field. Often described as "Mr. Publishing," Dan Poynter shows new and established authors how to sell more books using some surprisingly simple marketing concepts. To register contact: (800) 990-7726 or visit [www.nsamichigan.org](http://www.nsamichigan.org) For more information Contact Tonya McNeal-Weary at (313) 363-4075.

**The NAWW Southern New Hampshire Chapter** is welcoming new members. We meet the 3rd Monday of the month, 7 PM, at Borders in Nashua, NH (DW Hwy). For more information e-mail [allisonanneser@charter.net](mailto:allisonanneser@charter.net) or call 603-465-3403.

**The NAWW New York/New Jersey Chapter** meets the first Sunday of each month from 12:30 to 2:00 p.m. at the Borders Book store located in the Interstate Shopping Plaza, Route 17 North, Ramsey, New Jersey. Women writers of all genres, fiction and non-fiction, published and non-published, are invited to participate in the Writers Group, a forum of support and inspiration as it relates to writing. Discussions will include technique and industry information as well as readings and critiques. For more information, contact Mary-Jo Holmes at 201-446-3016 or via email at [LoveMyFiction@aol.com](mailto:LoveMyFiction@aol.com).

**The NAWW Bedford, Texas Chapter** meets the 2nd Saturday of the month in Bedford, Texas. NAWW members participate in writing workshops, speakers, round robins, project support/critiques, etc. Call Carolyn Simpson-Struble at 817-571-1857 or e-mail her at [struble@copper.net](mailto:struble@copper.net) for more information.

**The NAWW Dallas, Texas Chapter** meets the second Saturday of each month at the Barnes & Noble at Stonebriar Center in Frisco. The address is 2601 Preston Road. All are welcome! Contact Michelle Smith at [michellesmith1998@yahoo.com](mailto:michellesmith1998@yahoo.com) for more information.

**The NAWW Dallas, Texas BUSINESS Chapter**, a new group of freelance writers focused on the business of writing, is forming in Dallas. Please join us for a lively discussion of the marketing and financial issues of freelance writing. For location and date information, please contact Chelsea Lake at 214.529.1188 or [lake@writeontimetx.com](mailto:lake@writeontimetx.com).

**The NAWW San Antonio, Texas Chapter** is now forming! Please e-mail [naww@onebox.com](mailto:naww@onebox.com) if you are interested in meeting other women writers for support and camaraderie!

**UPDATED! The Bellingham NAWW Writers Group** will be meeting the 3rd Wednesday of each month at Barnes & Noble. For more information, contact Jackie Sedwick, [jscreating@comcast.net](mailto:jscreating@comcast.net).

Want To Become A Regional Representative for the NAWW & Start A Chapter In  
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