

WORKSHOP OUTLINE
HANDOUT # 1

**ROMANCING THE INTERNET: SIMPLE WAYS TO BOOT-UP
YOUR WRITING CAREER BY BLOGGING**

Everyday, millions of people jump on the Internet to blog. Many are writers who blog for business and pleasure. In this one-hour workshop, you will learn about the world of blogging through the eyes and experiences of four successful authors who use it as a career tool. They are Jina Bacarr, HelenKay Dimon, Fronnie Lewis, and Charlene Sands. These authors write in a variety of romance sub-genres from contemporary to historical to western to super sexy. Fronnie Lewis, who is the moderator/coordinator of the workshop, will guide you through the panel discussion.

From basic steps to some advance techniques, the goal is to showcase skills you can use to spark your writing career whether you are working on that first novel or a seasoned pro with several novels to your credit. Each panelist will provide information about her blogging skills and experiences. Not only will workshop participants gain insight about blogging from the panel, but later they will be able to go to the blogs of these authors and see the techniques discussed in action. Also, blogging is a fun venture. We plan to share and have a good time doing it.

INTRODUCTION: Who we are, how, and why we became bloggers.

THE BASICS OF BLOGGING

1. What is a blog? Some history.
2. How to get started blogging and where.
3. Authors on the panel share their first blogging experiences, some dos and don'ts that will save you time and money.

THE PERSONAL BLOG: WHAT IT CAN DO FOR YOUR CAREER

1. Characteristics of a successful author blog.
2. Benefits of blogging daily or at least a few times a week.
3. How to use your blog to promote your writing career.

GUEST BLOGGING: BENEFITS AND DRAWBACKS

1. How to get invited as a guest blogger. When is it a good idea and when should you decline.
2. How to prepare your topic.
3. How much personal promoting should you do?

GROUP BLOGGING: BENEFITS AND DRAWBACKS

1. Some great group blogs that impress us.
2. Mechanics of a group blog.
3. Rules for group bloggers to live by.

ADVANCE BLOGGING TECHNIQUES

1. How to increase traffic on your blog.
2. Adding photos, video, and audio.
3. Feeds, links, and other services.

BLOGGING OPPORTUNITIES

1. News, opinion, and commentary blogs.
2. Citizen journalism.
3. Newspaper/magazine articles, columns, and opening doors in the publishing industry.

QUESTIONS, ANSWERS, AND WRAP UP

FAVORITE BLOGS AND BOOKS ON BLOGGING -- A SHORT LIST

Agent Blogs

Book Ends Literary Agency <http://bookendslitagency.blogspot.com/>

Guide to Literary Agents Editor's Blog <http://www.guidetoliteraryagents.com/blog/>

Nathan Bransford Literary Agent <http://nathanbransford.blogspot.com/>

Nelson Literary Agency <http://pubrants.blogspot.com/>

Lori Perkins Agency <http://agentinthemiddle.blogspot.com/>

Rachelle Gardner, Literary Agent <http://cba-ramblings.blogspot.com/>

Author Blogs

Blogging in Black <http://blogginginblack.com/>

Jane Espenson <http://www.janeespenson.com/>

Killer Fiction <http://killerfictionwriters.blogspot.com/>

The Lipstick Chronicles http://thelipstickchronicles.typepad.com/the_lipstick_chronicles/

Murder She Writes <http://www.murdershewrites.com/>

Smart Bitches, Trashy Books <http://www.smartbitchestrashybooks.com/index.php>

The Soapbox Queens www.soapboxqueens.com

Tote Bags 'n' Blogs <http://www.authorsoundrelations.blogspot.com/>

Word Wenches http://wordwenches.typepad.com/word_wenches/

Authors and Readers Blog

Romancing the Blog <http://www.romancingtheblog.com/blog/>

Readers Blog

Dear Author: Reviews, Commentary and Industry News <http://dearauthor.com/>

Resource and News Blogs

Breaking News and Opinion on The Huffington Post <http://www.huffingtonpost.com/>

Joe Wikert's Publishing 2020 Blog http://jwikert.typepad.com/the_average_joe/

LA Observed: Los Angeles media, news and sense of place <http://laobserved.com/>

Nikki Finke's Deadline Hollywood Daily <http://www.deadlinehollywooddaily.com/>

Script Notes by Chad Gervich <http://blog.writersdigest.com/scriptnotes/>

Skelliewag.org <http://www.skelliewag.org/>

Reference Books on Blogging

The Rough Guide To Blogging Jonathan Yang

Bloggng for Dummies 2nd Edition Susannah Gardner & Shane Birley

SPEAKERS' BIOS

Jina Bacarr Jina Bacarr loves adventure in exotic locales, which led her to write the RIO Award-Winning erotic novel, *The Blonde Geisha* (the only erotic novel to win the top spot in Mainstream Fiction) and the non-fiction sex guide, *The Japanese Art of Sex*. She acted in Japanese commercials (which inspired her to write her Spice Brief, *Tokyo Rendezvous*) and for *Naughty Paris*, her erotic novel set in 1889 Paris, she drew upon her experiences living in the City of Light. She wrote her erotic spy thriller, *Spies, Lies & Naked Thighs*, based on her adventures visiting ancient ruins and burial sites on her treks around the world.

She also appears as a sex expert in the *Men's Health Guide to the Best Sex in the World* and on Playboy TV in the *Naked Sushi* segment on *69 Sexy Things to do Before You Die*.

Blog addresses:

<http://occsliceoforange.blogspot.com/search/label/Confessions%20of%20a%20Podcast%20Goddess>

<http://spicycontessa.wordpress.com/>

HelenKay Dimon HelenKay Dimon spent the last twelve years in the most unromantic career ever - divorce lawyer. After dedicating all that time and effort to helping people terminate relationships she is thrilled to write romance novels full time. Her debut novella appeared in the April 2006 Brava anthology release, **WHEN GOOD THINGS HAPPEN TO BAD BOYS** with Lori Foster and Erin McCarthy. Her books have been spotlighted on *E! Online* and her first single title, **YOUR MOUTH DRIVES ME CRAZY**, was chosen as a "Red-Hot Read" by *Cosmopolitan* magazine and excerpted in its August 2007 issue. Two of her 2008 releases are on the shelves now, **RIGHT HERE, RIGHT NOW** and **HARD AS NAILS**. She will have two additional releases in late 2008 and more in 2009.

You can visit HelenKay at her website, www.helenkaydimon.com. She blogs there and on the group blog, <http://www.accessromance.com/blog/>.

Charlene Sands Charlene Sands inherited her love for storytelling from her imaginative father who always had a clever story to tell. On Saturday mornings, she'd listen intently while he spun wild tales of the American West where sheriffs and cowboys saved the day.

Charlene has penned 24 romance novels, writing sensual Silhouette Desires and daring westerns for Harlequin Historical. She's been honored with the National Readers' Choice Award and the Cataromance Reviewer's Choice Award.

She's a member of the Orange County Chapter of RWA where she volunteers as the Ask an Author Coordinator.

Her new Suite Secrets Series for Desire starts in August with **Five Star Cowboy**. Charlene writes bold, passionate, heart-stopping heroes and ... *always real good men!*

She invites you to visit her website for updates and contests and her group blog where she romances the west in Wildflower Junction with nine other best-selling western authors.

www.charlenesands.com

www.petticoatsandpistols.com

Fronnie Lewis (also writing as F. Leegh Lewis)

Fronnie Lewis is a former TV news writer who sold her first novel, an action/adventure romance called *L.A. Heat*, to Tiger Publications in November of 2007. She is working on a second novel, a mystery with romantic elements.

She is the creator/coordinator/moderator of Cheers for Writers, a series of author interview and book signing events. All 22 of these events have been held at a Barnes & Noble bookstore in Burbank, California. Authors of both fiction and non-fiction have appeared at Cheers for Writers: from first-time novelists of e-books to well-known writers whose names have appeared on USA Today and New York Times bestseller lists.

In February of 2007, she became a featured blogger on www.valleynews.com, a website run by the Los Angeles Daily News. Several of her blog posts have been published in the print edition of that newspaper.

She lives and writes in Southern California.

www.fleeghlewis.com

www.awritersgroove.com