

## Latinidad – 9/11: PR Therapy

### Contents:

1. Saludos
2. Q&A: Robin Blakely
3. Workshops: Query Letter Clinic
4. Resources: Aura Estrada Short Story Contest

\*\*\*\*\*

### BEFORE YOU SEND IT OUT

“Marcela Landres' review of my work in progress was extremely thorough, insightful and not necessarily what I wanted to hear, but deep down I knew that I had quite a bit of work still left to do and that her directives were valid. She was professional, honest, direct, and she truly scrutinized every word in my collection of stories. She offered quite a bit of what I feel is good advice regarding how I should proceed with the writing process, and if I ever get to this point again with another book, I'll contact her, with my fingers crossed, in the hope that she'll have time to read the latest draft of my work.”

--Joel Villalon

Ready to work with a professional editor? Visit

<http://www.marcelalandres.com/services.html>

\*\*\*\*\*

### 1. Saludos

I became a fan of Robin Blakely after she proved instrumental in helping one of the books I published at Simon & Schuster become a national bestseller. She is the person who not only insisted I create my web site and this ezine, she gave me a road map showing me how to do it. Robin is so much more than a publicist—she is a midwife to my career as a manuscript madrina. If you're seeking a publicist, you would be very lucky to have Robin Blakely. Read this month's Q&A to learn more.

Helping Latinos get published,

Marcela Landres

[marcelalandres@yahoo.com](mailto:marcelalandres@yahoo.com)

<http://www.marcelalandres.com/>

### 2. Q&A

Robin Blakely is the author of PR Therapy (2009) and the upcoming Mojo Rehab (2011). For more than a decade, Robin has worked closely with best-selling authors, renowned artists, CEO's, nonprofit leaders, educators, and

creative talents from across the country. For more information, visit <http://robinblakely.com/>, <http://mojorehab.com/> and <http://prtherapy.com/>.

Q: What inspired you to write PR Therapy?

A: Many people with passion, especially creative thinkers who love to write, have some common hang-ups when it comes to promoting who they are and what they do. I wrote PR Therapy to address promotional outreach issues that can make or break a person's success. PR Therapy helps people do promotional outreach that's rooted in authenticity, never artificial hype.

Q: Could you share some examples of authors for whom you've provided PR therapy?

A: It's my job to help align a person's true potential with their professional dreams and their real world opportunities. I help make motion or help people deal with being in motion. That means I live through some fabulously fun adventures with some incredibly talented people.

Examples? Once I sold a three-book deal to a major publisher for a client who hadn't yet written the three novels I'd pitched. I've had two clients with books turned into TV-movies; one was nominated for an Emmy, the other was made by Hallmark. Two of my clients, years apart, were eventually tapped to be Bedside Astrologer for Cosmo. Two of my clients had events in NYC on the day the Twin Towers went down.

I've worked on keynote placement or the media around prestigious events like at Harvard or the Baseball Hall of Fame or on Book TV, as well as all kinds of fun things like small-town parades and nonprofit fundraisers. Once I pitched four different clients and they all ended up on a panel together at a big event hosted by the Los Angeles Times. I helped plan and pitch a bunch of bloggers for Psychology Today. The spectrum is fascinating. I've had one author who appeared on stage after a Broadway production; another had a Broadway star sing—sans stage—at his bookstore event.

Sometimes, we deal with crazy stuff like missing books, lost limos, TV news crews in kitchens, and, once, a client got stuck in line during a bank robbery before an event. Along the way, many of my clients become lifelong family friends. I've worked with dozens upon dozens of writers and authors in virtually every genre from science fiction, mystery, romance, and young adult to self-help, psychology, business, and entertainment. I've also had a terrific opportunity to experience every stage of the publishing process from concept to editing to pre-launch to post-launch to re-launch.

These days, I am steering authors with entrepreneurial spirits through the e-book and pod process to build franchises. And, as many creative talents feel professionally lost in the sharp transition of the publishing landscape, I do a different kind of PR therapy--I provide special coaching to high achievers who have temporarily lost their mojo.

Q: In your experience, what are the top three hardships writers face when promoting their books?

A: The biggest hardship for most authors is that so many business lines are blurred that goals become muddled. For example, it's crucial to the development of an individual's brand to understand the difference between book publicity and author publicity.

The next biggest problem is the urge for the author to take his or her hands off the wheel of the career when it's time to focus on book promotion. They work so hard to get to the finish line of book production, but that's not the point in time to allow someone else—even the publisher—to be in the driver's seat of a writer's professional career.

They often lose sight of or never realize that the book can be more than a product and will be more profitable when utilized simultaneously as a marketing tool.

Three tips: 1. Don't be passive about planning your own book promotions. 2. Don't confuse book promotion goals with the goals for your career. 3. Don't forget that a key part of marketing yourself is building a core audience, so build relationships, not just databases.

Q: What are three smart tips you can offer to writers?

A: See yourself as an entrepreneur. Build a franchise around your brand. Cultivate your audience carefully. Understand that it's possible to utilize your book as a marketing tool as well as a product. Realize that your climb can be steep and many of the setbacks are everyone's setbacks, not just the world against you personally. Most of all, accept that you are living through the birth of a new era. Writers can succeed as pioneers right now. When you look at the death of giants like Borders and the emergence of Kindles and iPads, you can either worry about the way things used to be or head to the wild, wild West and make a name for yourself. If you decide to 'Go West', I'm a good guide and wingman.

Q: Other than your fabulous book, PR Therapy, which resources do you recommend to writers?

A: I believe that every person on the road to success needs to read these books. It only takes a few minutes because they are very short. *The Carrot Seed* by Ruth Krauss is one of the best motivational books written about overcoming the skepticism of the world and believing in oneself. *The Missing Piece Meets The Big O* by Shel Silverstein explains the concept every writer needs to know about finding personal happiness and joy. The real secret of how to achieve marketing and sales success happens to have been written by the same guy who delivered the best guide to navigating your own career and life--check out the classic bestsellers *Green Eggs and Ham* and *Oh, the Places You'll Go* by Dr. Seuss. Next, I'd recommend these longer works by three more of my favorite writers who obviously love creative thinkers: *Selling the Dream* by Guy Kawasaki, *If You Want to Write* by Brenda Ueland, and *How Editors Think* by Marcela Landres.

### 3. Workshops

#### Query Letter Clinic

**WHAT:** Writing a winning query letter requires a completely different skill set than that required for writing a manuscript. In this workshop, you will learn: the essential components of a query letter; the dreaded phrases agents and editors hate; and the one sentence that will reveal whether you're agent-worthy. Each writer who brings a copy of his/her query letter will have the opportunity to receive verbal feedback. Note: All proceeds raised by this workshop will be donated to Kweli Journal, <http://www.kwelijournal.org/>

**WHEN:** Thursday, September 22, 7 p.m.-8:30 p.m.

**WHERE:** Cowan DeBaets, 41 Madison Avenue, 34th floor, NY, NY

**REGISTER:** Visit <http://kwelijournal.org/Workshops.htm>

List of upcoming workshops:

<http://www.marcelalandres.com/workshops.html>

### 4. Resources

\*\*\*\*\*

#### HOW EDITORS THINK

"I read *How Editors Think* in one sitting and was engaged from beginning to end. It is well written, highly informative, and humorous—I found myself laughing out-loud in a few spots! Thanks for sharing the secrets of the trade."

—Mayra Lazara Dole, author of *Down to the Bone*

Inspired by my experience as a former Simon & Schuster editor, *How Editors Think: The Real Reason They Rejected You* reveals what it really takes to get published. For more information, visit:

<http://www.marcelalandres.com/E-book.html>

\*\*\*\*\*

#### CHRISTIAN ROMANCE WRITERS CONFERENCE

Dates: September 22-25

The American Christian Fiction Writers' conference offers workshops, one-on-one meetings with agents and editors, and critiques of your writing. For more information, visit <http://www.acfw.com/conference>

\*\*\*\*\*

#### \$5000 UNPUBLISHED NOVEL CONTEST

Deadline: September 30

The Hackney Literary Award offers \$5000 for an unpublished novel. For more information, visit <http://www.hackneyliteraryawards.org/>

\*\*\*\*\*

#### CREATIVE NONFICTION SEEKS TRUE CRIME

Deadline: September 30

Creative Nonfiction seeks essays about true crimes--detailed reports of premeditation, follow-through, and aftermath, whether gleaned from police blotters or the news, passed down as small-town legend or family lore, or committed in cold blood. For more information, visit <http://creativenonfiction.org/thejournal/submittocnf.htm#truecrime>

<http://creativenonfiction.org/thejournal/submittocnf.htm#truecrime>

\*\*\*\*\*

#### WRITE ON THE SOUND CONFERENCE

Dates: September 30-October 2

Features workshops in poetry, fiction, and creative nonfiction, as well as book signings and manuscript critiques. For more information, visit <http://www.ci.edmonds.wa.us/ArtsCommission/wots.stm>

<http://www.ci.edmonds.wa.us/ArtsCommission/wots.stm>

\*\*\*\*\*

#### AURA ESTRADA SHORT STORY CONTEST

Deadline: October 1

A prize of \$1500 and publication in *Boston Review* is given annually for a short story. Author Francisco Goldman will judge. For more information, visit <http://bostonreview.net/about/contest/index.php>

<http://bostonreview.net/about/contest/index.php>

\*\*\*\*\*

#### \$5000 PRIZE FOR POEMS/SHORT STORY/ESSAY

Deadline: October 1

The Editor's Prize offers \$5000 and publication in the *Missouri Review* for a group of poems, a short story, and an essay. For more information, visit <http://www.missourireview.com/>

<http://www.missourireview.com/>

\*\*\*\*\*

#### WORDSTOCK FESTIVAL

Dates: October 8-9

Features workshops in poetry, fiction, and creative nonfiction, as well as a writing contest, a book fair, readings, and open mikes. For more information, visit <http://www.wordstockfestival.com/>

\*\*\*\*\*

#### \$8100 NATIONAL POETRY COMPETITION

Deadline: October 31

The Poetry Society of the United Kingdom offers approximately \$8100 and publication in Poetry Review for a poem. For more information, visit <http://www.poetrysociety.org.uk/>

\*\*\*\*\*

#### RECENTLY PUBLISHED: HUMAN CARGO

Human Cargo by Pushcart Prize nominee Desiree Zamorano introduces Inez Leon, a PI who lives for truth, justice, and the Mexican-American way. In order to find a missing family, Inez gains access to Pasadena's Russian community. She uncovers a culture of underground nightclubs and virtual slavery, as well the high price of a passage into this country. Jerrilyn Farmer, author of the best selling Madeline Bean mysteries, says "Exquisite in every subtle detail . . . you will not be able to put this book down." For more information, visit <http://www.desireezamorano.com/>

\*\*\*\*\*

#### JUST PUBLISHED: YOU ARE MORE THAN GOOD ENOUGH

You Are More than Good Enough by Gloria Rodriguez combines storytelling, sacred wisdom, and practical tools to inspire readers to embrace themselves. Readers will learn techniques that will prepare them to rediscover their true essence, connect to their life purpose, and deny any power to an inner critic. Knowing you are good enough is no small feat but with compassion and understanding Gloria gives us permission to claim the best of who we are with confidence and without apology. For more information, visit <http://www.dealmas.org/>

\*\*\*\*\*

#### KNOWLEDGE IS POWER ONLY WHEN SHARED

Please forward Latinidad® widely.

\*\*\*\*\*

For more resources, visit <http://www.marcelalandres.com/resources.html>

\*\*\*\*\*

#### SHARE

Want to see your announcement in an upcoming issue of Latinidad®? Just e-mail me at [marcelalandres@yahoo.com](mailto:marcelalandres@yahoo.com)

\*\*\*\*\*

#### REPRINTS

You are welcome to reprint part or all of this ezine; please credit Latinidad® and include a link to <http://www.marcelalandres.com/>

\*\*\*\*\*

UNSUBSCRIBE/UPDATE E-MAIL ADDRESS

Visit <http://groups.yahoo.com/group/marcelalandres/>

\*\*\*\*\*

“There's only one thing more frightening than being asked to do a book tour,  
and that's not being asked to do a book tour.”

—Gerald Petievich

Latinidad® © 2003 by Marcela Landres

Marcela Landres

Author of the ebook "How Editors Think: The Real Reason They Rejected  
You"

<http://www.marcelalandres.com/>