



As the Author Learns

Bits & bites about publishing & writing from

J L Wilson

Author of mysteries, time travel, romances, & other books that defy categorizing

What's Happening?

That picture in the corner is more a hope for what might come, rather than a reflection of what's here. We've had a very weird spring here in the Midwest. Cool, then hot, wet then dry, then downright cold and windy. Sigh. It's been a real challenge for gardening. On the other hand, it's been conducive to keeping me indoors a lot of the time and working.

I'm trying some new promotion experiments with older books and I'll be curious to see if that bears any fruit. As you've heard me say, time and time again, it's so hard to do promotions when you don't have a book in the bookstore. It seems like everybody is writing a book (and publishing it themselves), and it's hard to get attention for a new release, or for some of those other books that have been out for a while.



I'm trying a few different promo avenues this year and I'll see if anything pans out. These are mostly advertisements through sites that send out newsletters (like Book Bub, which is cost-prohibitive for me -- it's *very* expensive to get an ad there, if an unknown author like me can even get one at all!) These sites are all geared toward a specific genre, and I've changed my blurbs and tag lines a bit, so hopefully I can tell which get the most attention.

It's always hard to tell if anything is effective because it takes some time for royalties to show up, and it's hard to correlate what affected what and when. But I'm going to give it a shot and see what happens. I've already seen some results with *Pried*, which released in early May. Fingers crossed this works! My goal is to play around with this all this year and see if there are any results. Why not try, right?

In other news, I finished the first-round edits for *Whole*, my Alice in Wonderland story. Now I have the initial galley to proof. It's always disconcerting when my editor picks up boo-boos especially after I read and re-read a manuscript. I'm glad she does find them! I did have to work on the back-cover copy a bit, to tweak it, so hopefully that will be done very soon.

This will be my 7th Remembered Classics book -- wow, it seems like just a year or so ago I was starting out on this "new twist on old stories" kind of writing.

- *Dogged* (http://bit.ly/dogged_amazon)
- *Laked* (http://bit.ly/laked_book)
- *Flyer* (http://bit.ly/flyer_amz)
- *Woulds* (<http://bit.ly/WouldsBook>)
- *Pried* (http://bit.ly/pried_amz)
- *Whole*

I have a few yet to submit:

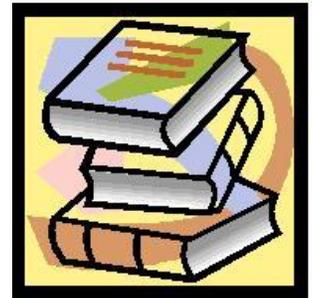
- *Aired*
- *Mazed*
- *Mirrored*

Which brings me to

[In Other News](#)

I'm working on a new Remembered Classics book, based on the Little Mermaid. It's using the Real Story, not the Disney version. The original Mermaid story is pretty dark and depressing, which is just what I need for a murder, right? I'm in the very early stages, getting my characters figured out, the setting, and so on. But I think I have a good idea of where it will go, and I'm planning a plot twist that I hope will work out the way I think it will.

Before digging into the RLM (Real Little Mermaid), I spent a few weeks reviewing those books that were returned to me. I re-read each one not once but twice. I think I'm going to review them one more time before I release them again.



It was odd to go back and read them. Overall, I like them and I think they're well done, but my writing style has changed a lot. And those books aren't written in first-person but are in third person POV (that means I have chapters from the hero's point of view then I switch to the heroine's point of view). In some places I went back and forth a bit within one chapter. I'm really surprised my editor at the time didn't pick up on it.

On the second read-through, I struggled with whether or not to fix those shifts in POV. I decided that it might be something that only another writer would notice. I *think* it's all okay to a reader. I barely noticed it myself until I became aware of it, then I became hypervigilant about it. That's why I want to read them one more time before I publish them again.

[What's Next?](#)

I have a couple of trips planned that will keep me busy in June and July. In a day or two I'll be on my way to the Philadelphia area for a Master Gardener conference for a week. And in July I'll be with family in the Twin Cities. And in between trips: gardening, working, and writing, of course!