

The

Computer Link

September 2011

The Newsletter of the Northern Neck Computer Users' Group

NNCUG Officers

President

Chris Christensen
804-438-4339

Vice President

Brian Riley
804-436-2252

Secretary

Anne Moss
804-438-5280

Treasurer

George Cadmus
804-435-6328

Member-at-Large

B. J. McMillan
804-580-8666

The Computer Link

Bruce Mc Millan, Editor
804-580-8666

Website

Betty Lehman
<www.nncug.org>

Webteam

admin@nncug.org

E-mail address for all
NNCUG officers/staff:
geocadjr@verizon.net

Send newsletter
submissions to Editor

→**DEADLINE**←
for **NEXT ISSUE**,
One week after meeting

Self-Publishing

Our August Membership Meeting speaker was **Sarah Collins Honenberger**. An attorney, Ms. Honenberger left her "day job" and became a full time author. Since then she has **written eight novels**, including White Lies and her most recent novel, Catcher Caught. In that time period **there have been enormous changes in the publishing industry**, fueled by computer technology **that enables authors to print their own works** and bypass the normal lengthy route of traditional publishing.

Traditional publishing houses have bought out many of the smaller houses. Three major companies dominate the field. Although there are many advantages to self-publishing, if an author chooses to use and is accepted by a traditional company, such as Random House or Simon and Schuster, there are **some advantages to the traditional route**. The author is freed

from the work associated with editing, and marketing. These latter functions can require a lot of time, detracting from time available to write. The large publishers offer expertise in the selling of books, which the writer may not have.



Sarah Collins Honenberger

Photo by Alan Christensen

For self-publishing there are two routes available. **PRINT ON DEMAND (POD) (paper books) and E-BOOKS (electronic books)**. The two are actually quite different in nature, however many self-publishing companies offer both. Fee structure and royalties are still in flux. For example, both

Amazon.com and Barnes and Noble stopped using Apple because they were charging a 30% commission. Sarah uses Amazon Encore. Since it is a part of Amazon.com her works are featured right away, but beware, after six months it will be on a catalog back page. Self-publishing companies mentioned were Create Space (Amazon subsidiary), Lulu and

Smashwords. **When choosing which company to use, look at what is offered, and cost.** For instance Lulu does not offer editing. For a fee one can purchase editing and formatting from these companies.

E-Books do not have to be printed. However, bookstores need to have some printed copies for display. Advantages for E Books are that the profit on overall sales increases because printing is limited. Choose your company carefully. One company Sarah used was excellent, but went bankrupt so she had to find another.

As you prepare to publish a book, either by POD or E-book, **slow down a little and think about factors that affect sales.** Having a work **edited for content and style** is important. Another viewpoint can help improve the quality of the writing and propose big ideas (e.g. Chapter 11 bankruptcy is not necessary). Unedited authors can tend to ramble, or run too long. Similarly a copy editor will go line by line for grammar and spelling changes. Even if one has editorial skills, it helps to get a professional to review and polish the work. Remember, “less is more”. **The type of book one is writing will affect sales.** For instance, children’s books are always in demand, as are romance novels. Books on entertaining subjects keep sales afloat for the vendors. Consider the prospective audience. A serious book on a serious subject may have literary merit, but may not sell well. With self-publishing providing a means for inexpensive publication, a book about a difficult subject can still be produced. **Two major considerations for authors are making a profit and pleasing the customer.** It is a good idea to have a lawyer review any contracts that could include E rights, audio books, even screen play rights!

Brian Riley, our NNCUG Vice President, prepared an excellent handout on self-publishing and distributed it at the Membership Meeting. The following are excerpts from the handout.

Print On Demand allows an author to publish with little dollar investment. Here are some advantages:

- 1) It is **relatively inexpensive**; books can be listed in stores for as little as \$100. Since it is POD there are no costs of printing ahead of time. Generally, putting out a professional quality book costs between \$500-\$2,000. This compares to self-publishing in the old way which had you paying \$700.00 and up for 3,000 copies (with which to fill your garage).
- 2) There is **some form of distribution**; your book does get listed at least in the online stores. The \$100 charge (rates vary depending on the publisher) is for the ISBN number and bar code which is required to sell a book. That does NOT mean you can walk into a corner bookstore and find your book sitting on a shelf ready-to-buy. POD means just that: if there is no demand, it doesn’t get printed. They usually have to be special ordered.
- 3) While there are no upfront costs, **your book is going to be expensive to buy**, because it is much cheaper to print them 3000 copies at a time than singly.
- 4) It **usually takes under eight weeks to get a book ready to distribute**, (not including the time it takes to write). This compares to major publishers who can take a year or more to get a book out the door. This usually includes putting together book tours and ad campaigns.
- 5) **Royalties can be much higher**, assuming you can sell any books. This is also true for e-books.
- 6) **You retain full control of your work.** You can publish your book through more than one company, and make distribution decisions. Essentially you maintain control of all intellectual property rights including copyrights.
- 7) You **don’t need an agent** or any other type of middleman.
- 8) It is **usually easy to terminate an agreement between you and a POD publisher**; sometimes only written notice is required.

The path for **e-book publishing** is even easier. Since **no books need to be printed**, you can deal straight with the distribution outlets and not use a publisher at all. Both Barnes and Noble as well as Amazon offer this; use <http://www.booksandtales.com/pod> to find a page comparing the various choices with direct links to them.

No matter which route you go, unless you are just circulating the book among friends and family, you will probably want to **consider the following**:

- 1) **The BOOK COVER**: Yes, you can judge a book by its cover, but if the cover doesn't catch your eye, you're never going to pick up the book to judge it. Covers are important to sell a book; it is well worth the price to get one done that is eye catching.
- 2) **EDITING**: No matter how many times you read your own work, you are going to miss things. If you have a friend or relative who is willing to proof read your book, fine - but you may be better off with a professional editor. The usual charge is \$2 to \$3 per page.
- 3) **MARKETING**: This is probably the biggest obstacle to self-publishing. How do you get your book in front of people who may be interested in it? POD publishers offer a number of options - none are cheap. There are also sites that do reviews of independent authors, which help. Social networks can also help, but it takes time to build a network of interested people.

Chris Christensen also showed the self published book written by a resident of R W-C.

Many thanks to Sarah, Brian and Chris who all contributed to a fascinating look into the world of contemporary book publishing!

Anne Moss

In Memoriam

Rev. Richard Curtis Newlon

Rev. Newlon died on August 14, 2011. A memorial service was held on August 16 at the Irvington Baptist Church, Irvington, Virginia.

Rev. Newlon was a long time and active member of the NNCUG. He was very active in local community affairs. Rev. Newlon was also known for the dollhouses, wooden toys and puzzles that he made.

His wife, Barbara Jean Farley Newlon, children and grandchildren survive him. **Ed.**

Genealogy SIG Meeting

Join **Ann Thompson** at the SIG meeting on **Thursday, September 8th, 1:00 p.m., at the RW-C.**

Ann will **discuss three online "niche market" subscription services for genealogists** that are alternatives to Ancestry.com. These services include: Archives.com; GenealogyBank; and World Vital Records. There will be trial subscription coupons to GenealogyBank for those who attend the meeting. **Ed.**

Linux - the "Other" PC Operating System

Do you want to know about a great alternative to the Windows operating system?

Plan to attend the **September 17 NNCUG Membership Meeting** at the R W-C Auditorium. The speaker will be **Richard Rounds**, and his subject will be Linux, the PC operating system alternative to Microsoft windows. Dick has used Linux for over 6 years and is an enthusiastic advocate for Linux.

Coffee and donuts will be available at 09:30 a.m., and the meeting will start at 10:00. **Ed.**

The Northern Neck Computer Users' Group is not a part of or representative of any manufacturer, product, reseller, dealer, consultant, or business. Information appearing in this newsletter is for the use and information of the members and friends of the group. Permission is granted to reprint any or all of the material found here by similar non-profit, non-commercial publications provided credit is given to the author of the article and "The Computer Link" is given as the source of the information. Opinions expressed are those of the authors and do not reflect those of the organization.

August Photo SIG Editing Results

In order to learn or improve skills in using Photoshop Elements, photo editing opportunities are provided to members of the Photo SIG. They are encouraged to modify the photo and then share how they achieved their results at the SIG meeting. At times, specific editing approaches may be made. At other times, members may decide to have an open approach that allows for demonstration of their individual artistic viewpoints.

NNCUG members who do not receive the e-mail version of the Computer Link are encouraged to visit the website to view the photographs. The colors in these photos are truly stunning!

B.J. McMillan provided the original photograph for the August assignment. **Ed.**



**Original Photo
By B.J. McMillan**



**Photo By
Linda Boyatzies**



**Photo By
Bruce Mc Millan**



**Photo By
Joe Moeller**

August 20 Meeting Notes

MEMBERS ATTENDING: 31.

TREASURER'S REPORT: 106 members.
Treasury Balance: \$3644.44.

PRESIDENT'S REPORT: Chris Christensen reported that the Lancaster Community Library installed the large projection screen donated by the NNCUG in honor of the Library's 50th Anniversary. He also thanked **Bruce Mc Millan** for his work in support of this NNCUG donation.

SIG REPORTS:

PHOTOGRAPHY: **Jim Sapione** encouraged all who are interested, skilled or novice, to attend. The group meets on the **second Tuesday of the month from 9:30 to 12** at the Lancaster County library in Kilmarnock. **B.J. McMillan** said that for each meeting there is a small editing assignment using Photoshop Elements. At the meeting, the members share how they achieved their results and

this serves as a starting point for the discussion. B.J. emphasized that the group is open to all who have an interest in photography; novices are welcome. Jim also said that the **Rappahannock Art League is celebrating the 80th birthday of Ann Vliet** with an exhibition of her photographic digital images.

GENEALOGY: The Genealogy SIG will **meet on Thursday, September 8 at 1:00 PM at Rappahannock Westminster-Canterbury**. Ann Thompson will present an overview of three alternate online subscription services for genealogists other than Ancestry.com. These include Archives.com (covers over 100 million newspaper pages, expert articles and County records), GenealogyBank (an exclusive newspaper archive of over 5500 newspapers from 1690 to the present), and World Vital Records.

Q & A time: A new wireless mouse that doesn't work, old and new routers talking to each other, annoying warnings on the screen that won't go away, and compatibility

issues for different MS Office versions that make an online college course difficult were discussed.

SPEAKER: Our guest speaker, **Sarah Collins Honenberger**, gave an overview of the ins and outs of e-publishing from her experience as an author.

RAFFLE WINNERS: **Barbara Shore** - SanDisk 16GB Flash Drive with case, **Bob Schultz** - Facebook and Twitter for Dummies, **Anne Moss** - Belkin laptop desk with cooling fan.

Anne Moss, Secretary

Membership Report - September 2011

Welcome - None

RENEW September 2011 - Gerald Stiles, Sandra Armstrong, Geraldine Holmes, Marilyn Jurkops, Ginger Clapp, Beverly Wellford, Linda Williams

RENEW August 2011 - Jim Sapione, Blanche Stevens, Vicki White

Membership dues are \$20 annually. Please send to:
George Cadmus, Treasurer, NNCUG, 150 Pine Drive,
White Stone VA 22578

The Computer Link

Northern Neck
Computer
Users' Group
150 Pine Drive
White Stone, VA 22578

NNCUG Meeting Dates

NNCUG GENERAL MEETING
Third Saturday, 10:00 a.m.

Rappahannock Westminster-Canterbury Meeting Room

BEGINNERS SIG

*Meets three times a year. Those interested, contact
B.J. McMillan at 580-8666*

GENEALOGY SIG

*Meets bi-monthly, 2nd Thursday, 1:00 p.m.—RW-C
Contact Ann Thompson at athompson@kaballero.com
to get on the mail list for announcements.*

PHOTOSHOP SIG

*Second Tuesday, every month, 9:30 a.m.
Lancaster Community Library, Kilmarnock
For more information, Call Jim Sapione, 804-462-5831
or message Bird@kaballero.com*



GGCWEB.COM LLC.
WEB HOSTING • DESIGN • E-COMMERCE

SUE FOULKES
Managing Partner

74-B South Main St.
Kilmarnock, VA 22482
sfoulkes@ggcweb.com

local: 804-435-6909
toll free: 800-457-3529
fax: 804-435-3420



The Computer Wizard
Service • Repair • Support • Recovery

ROBERT HEADLEY
Owner / Technical Specialist

P.O. Box 2013
235 North Main St.
Kilmarnock, Va. 22482

phone: 804.435.1310
rheadley@thecomputerwizard.us
www.thecomputerwizard.us

Computer Help available by appointment. Call Betty Lehman 435-2011 or B.J. McMillan 580-8666

Coming Attractions

*Membership - Sept 17, Richard Rounds, Linux OS
Genealogy SIG - Sept 8, Online Subscription Services
Photo SIG - Sept 13, 09:30 am, Lancaster Community Library*