



CALIFORNIA WRITERS CLUB

BERKELEY BRANCH

Sunday,
January 17th, 2016
NEW TIME: 12-4 p.m.

NEW LOCATION!

ConneXionJLP

520 Third St. #109

*Entrances on both Third and
Fourth Streets. ADA accessible
entrance on Fourth.*

ConneXion@JLP™
Jack London Park

Our monthly meetings open to the public. Each month we feature our spotlight members as well as industry experts. Find out more about our meetings, contests, workshops, writing groups, and more at www.cwc-berkeley.org

The CALIFORNIA WRITERS CLUB is a 501(c) (3) educational nonprofit dedicated to educating members and the public-at-large in the craft of writing and in the marketing of their work.

Honor a CWC founder during the Jack London Legacy Celebration 2016. Find writing events on the CWC calendar on our website.

*"You can't wait for inspiration, you have to go after it with a club."
- Jack London -*

A CWC Event **THRIVING IN THE GOLDEN AGE FOR WRITERS**

Now is the best time ever to be a writer! This inspiring, joke-a-minute talk will give you *10 Commandments That Guarantee Your Success.*

- Love what you do.
- Know your goals.
- Create content your readers love.
- Serve your communities.
- Build your platform.
- Test-market your book.
- Share your passion for the value of your work.
- Be a *contentpreneur*.
- Eliminate failure as an option.
- Make people and the planet more important than profit.

Handout will be available - please email or check website for file prior to meeting.

MEETING SCHEDULE:

12-1 p.m. - Author Support Group
1-2 p.m. - Marketing Group
Simultaneously:
12:30 - 2 p.m. - Social Hour

2 - 2:15 p.m. - CWC Business
2:15 - 2:30 p.m. - Announcements
2:30 - 3 p.m. - Break, Book Sale
3 - 3:15 - CWC Featured Member
3:15 - 4 p.m. - CWC Speaker Program

FEES:

*All CWC Members: \$5
Non-Members - \$10*



Michael Larsen and his wife and partner Elizabeth Pomada worked in publishing in New York before moving to San Francisco and starting Larsen-Pomada Literary Agents in 1972. They have sold hundreds of books to more than 100 publishers and imprints. Mike is the author of the fourth edition of *How to Write a Book Proposal*, which has sold more than 100,000 copies. He also wrote *How to Get a Literary Agent*, now in its third edition, and is coauthor of the second edition of *Guerrilla Marketing for Writers: 100 Weapons for Selling Your Work*. A downloadable template for writing a proposal is available at thebookdesigner.com. Mike is eager to find committed adult nonfiction writers with ideas, writing ability, a platform, and a promotion plan that will assure the success of their books. He longs to find books with enduring social, esthetic, or practical value and has a consulting service for nonfiction writers he can't help as an agent. Mike is co-director of the San Francisco Writers Conference, which will take place in February, and the San Francisco Writing for Change Conference, which takes place in September.
sfwriters.org
sfwritingforchange.org
larsenpomada.com

Next Meeting: February 21st - Best selling author Scott James!