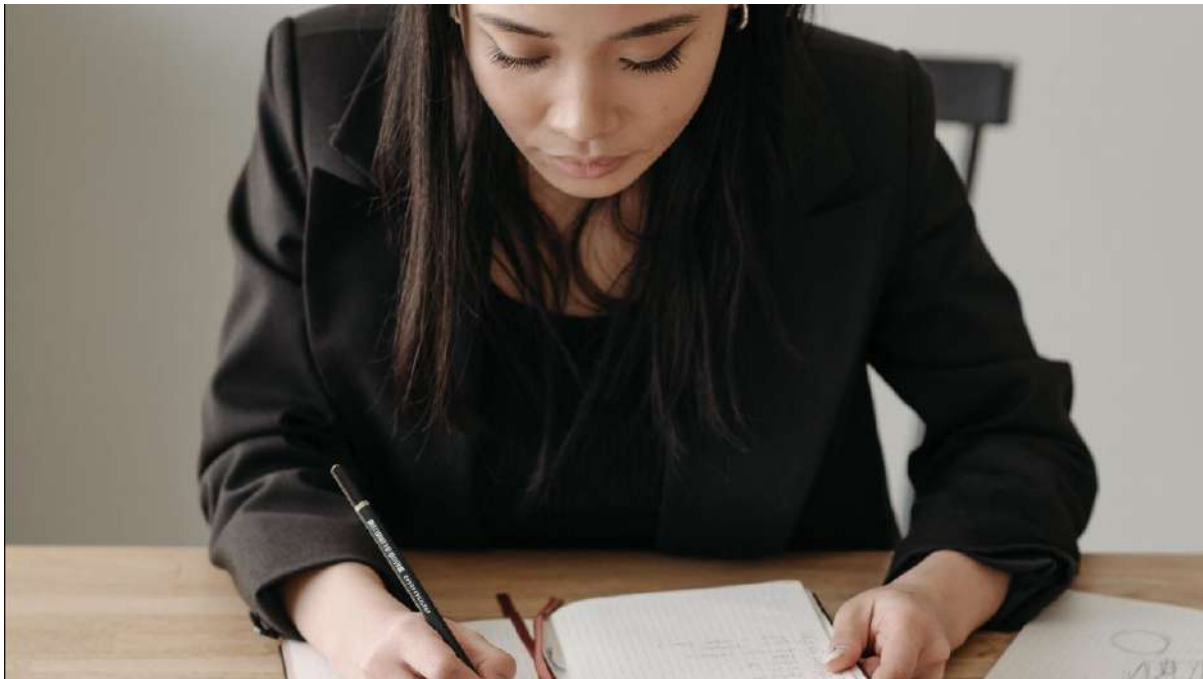




## Occasional Newsletter 01/2021



### Clearing Your Mind

**Recognize those extraneous sounds and images and learn to lock them out.**

Do you ever get that feeling of too much stuff rolling around inside your head? It feels impossible to clear it all out and start fresh.

But you must in order to have an organized thought process.

Call up five friends or acquaintances and ask them how they clear their mind.

You won't just be getting advice; you'll bestrengthening relationships.

Put in ear plugs and lie down to concentrate on your heartbeat.

Count the number of flowering plants you see when you walk around the block.

Start that knitting project you've been putting off.

Assemble the ingredients and make chocolate chip cookies.  
Carefully move your refrigerator away from the wall and scrub underneath it.  
Take Windex and a paper towel to wash your car's windows.  
Set up a card table and dump out the jig saw puzzle contents.  
Use a colored pencil system to make out your Christmas card list.

## Try This 1:

I knew a girl who stood in high anxiety all the time. She would wake up under stress, eat lunch under stress, and drive rush hour traffic under that stress. She held her past actions up to scrutiny because she felt not good enough. She would ask her supervisor to check over her work because she was sure there were errors.

There weren't any. The supervisor had craftily pushed her into a menial job for a couple of weeks while the team is project planning and performance estimating. She was just too much of a downer to have around the rest of us.

We all handle stress and anxiety differently. Practiced breathing helps a lot. Observing your surroundings is always a big help. Stop to sense what you can feel on your body and hands. I like to listen to music of all varieties. Think about what you can hear right now.

Right about this time I note something good about my self and day so far. It might take several times to get this to go smoothly, so just keep at it.

## Try This 2:

Think hard about your favorite distractions. Figure out why it is that you love them so much. Some of us label distraction as those things that do not aid in getting our work done. Try setting up a little experiment.

Can you go for 4 days without using your distractions? If you can get along with them, you can consider yourself in charge.

If you find yourself saying that you'll just indulge for 10 minutes and that will hold you over. Yep, those distractions are in charge of your attention.

Resolve to yourself that you are going to take control over the noise in your life.

## Try This 3:

Look at all the hard surfaces in your living environment. Hang some thick walk coverings so sound is absorbed not reflected.

Modern apartments have thin walls. You might need several layers of insulation

and/or aborbtion. Hang a beautiful thick blanket on the wall and pad that with an ornate macrame hanging.

Lay thick, handmade woven cloths down the back of your book cases that are open.

Install a set of sheer hanging drapes over all your windows. Some will need a non-opaque cloth, like a bed sheet. Others will need that noise-cancellation and light blocking thickness as the top layer.



## Lee Anne Weltsch

Author of western fiction, sci-fi operas, and non-fiction business books.

R. C. O'Leary, author of *Hallways in the Night* recently put down some good tips and tricks for all of us to use in book marketing and promotion. Here is an excerpt:

1. Sell or give away products that are based on themes similar to those addressed in your book. However, if you are already making income from other websites on the Internet, do not confuse this site for one of them and begin using it as another website engineered to make money from advertising or affiliate sales. The products and services that you offer should relate to the book and you should intend their presence to stir up interest in the book, rather than just make it into another product on the page.

You can also draw attention to your website by giving away small, free items. These things could be recipes, advice, poems. It depends on what your book is about. These giveaways should either be portions of your book or they should bear a direct relation to its topic.

2. Speak publicly about your book. If your interviews went well, you could turn this into an opportunity to become a public speaker. This is especially true of you have written a non-fiction book about an important public topic.

3. Speak to local bookstores and inquire about getting your book on their shelves. You will have to negotiate the listed price of the book and how much you will keep as profit. You may want to offer them a few books free to get them interested.

You will not make money off of libraries but you probably noticed that all the biggest sellers have copies there. Libraries are good places to stir up interest in the book. Also, in order to have the book available, libraries must buy the book. You might try to stir up interest by asking to place a free copy or two at your local library. It is not unknown for people to read a book they find in the library and then buy it later at a bookstore or online.

4. Go to an Internet vendor and convert your book into the right digital format to sell as an e-book. E-books are becoming very popular right now. Customers enjoy the convenience of paying a small fee and downloading books onto their mobile readers. This may require you to re-determine the sale price of the book.

5. Create a contest on your website and offer copies of the book as a prize. The contest should be based around a theme from the book. This will work even better if the theme or topic is one that is currently of interest to the general public.

6. Participate in trade shows and book fairs. You may find opportunities to do book signings at these activities. They may just provide you with opportunities to discuss the themes of the book and stir up interest in it directly or indirectly.

7. Search for the addresses and phone numbers of all the bookstores in all the towns you might visit in the next year or so. When you visit these towns, utilize the bookstores just as you already have in your hometown.

8. Write and publish e-zine articles about your book or about the topics presented in your book. Include the link to your book's website with your name. Use it as the home address that is usually requested by these outfits. You want to make it as easy as possible for someone to click on your name and go straight to the book's page. If they get to your personal page they may get distracted and wander away before they ever see your book.

9. Put up posters about your book at local stores. Call the store owners ahead of time and ask permission. Many stores, such as supermarkets, will have bulletin board areas outside where people advertise, seek jobs and look for roommates. You should be able to put up a poster of nearly any size about your book here. This opportunity goes to waste unless you include contact information or a web address where someone can buy the book.

10. Study search engine optimization and find out how to get your specific website more highly ranked for certain Internet searches. This will probably require you to use certain words a certain number of times in the posted text on your website. Remember that search engines look for words and not images. You can make your website as flashy as possible and fill it with a lot of awesome graphs but no one will find it unless search engines see the words that they like on the page.

11. Add a signature to your emails which references your book.

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## Prospective Cover - Tarragon

I go through five or six covers when i start writing a novel. As I grow and expand the world or characters, I realize the cover should reflect moreof the story. Sometimes I use Fiverr and hunt for an artist. The cover shown here was one of the finalist covers.

## What book are you reading?

The Dark Hours by Michael Connelly

## Any words of wisdom?

"Hire character. Train skill."

– Peter Schultz, founder and director GNF

## What's happening with your latest manuscript?



When I conduct interviews, I try to become acquainted with the person so I can see the change an event had on them. I wanted to know what life was like for Robert before he was shipped to Viet Nam. He expressed several incidents about getting there, staying alive, and making his way back to the states. The things he saw, did, and witnessed had a profound change upon the way he lived his life after he retuned to life as a private citizen. Like most of us, it was the people around him that had the greatest impact on his life.

In real life, it can take three to five seconds to experience something that you normally wouldn't consider. Those small seconds sometimes change your future completely. A car accident, the person next to you being shot. How your personal routine can prohibit your romantic relationships. Sometimes a person will keep the regret fresh and alive by telling about a missed opportunity in the past.

# Lee Anne Wonnacott Weltsch

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