



## Occasional Newsletter 06-2020



### The Art of Storytelling

**Capture the attention and hold it until done.**

The people we pass on the street each day are all fighting battles we know nothing about. If you were to ask one of them to tell you about thier issue, they would shake their head and wave their hand in dismissal.

You see, for many people taking about the basic structure of their problem is an overwhelming task and they doubt anyone would understand.

My vocabulary is founded inside my life experiences. If I use words and symbols that you do not understand, my effort is wasted.

I have something to describe and wish to communicate fully, but sometimes I just can't get there.

People often look for something that resonates with them and their lives. They search for mutually shared experiences. We all have a story about running out of gas, forgetting milk at the grocery store, and our first date.

Telling the story offers a brief glimpse into ideas, opinions, and emotions of the other person.

When you find more than a few relatable points in the story, you find yourself connecting with the storyteller and you tend to remember it longer.

## Story Components

The Varney Storytelling course at Heartland.edu identifies the fifteen components needed for an excellent story:

Select a story, push through the story, envision the scene with present-day feelings and concerns. Tell the story from the view of someone at the scene. Establish the stories one central truth, find a memory hook, tell a story within a story and plan your first words.

Know how our story ends, research the facts, eliminate needless details.

Add description to the story, include audience participation and teach these steps to others.

## Tools for the Story

Each time you tell a story, you have tools at your disposal to heighten the audience enjoyment:

Imagination (you have to see it in your own mind before the audience can), your facial expressions, your body movements.

Your voice must use paused, higher and lower tones as well as accents.

You must learn to tell the story at an even pace, considering the audience.

Many of us have a voice that shakes when providing story descriptions.

Practice will help you turn this weakness into a strength.

Lastly, your confidence will build after you practice with an audience.





## Lee Anne Weltsch

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

### Let The Promotions Begin!

Now that you have completed your book you may feel that your work is done. Writing the book was just the first step if you intend to sell it to the public. There is plenty of work left to do. If you want the book to sell well, you will have to learn how to market a book. Here are some tips about book marketing that might help you take the final step to becoming a published author. Some of them are tactics from an earlier age when books were entirely in print and distributed physically. Others suggest that you take advantage of the Internet.

**3.** Mail copies of your book to all the magazines that publish book reviews for your genre. If you have a publisher, they may already do some of this work for you. If you are self-published, it is critical that you get your writing out there and into the hands of someone who might talk about it publicly. A lot of these magazines will ignore your submission, but you only need one to write about your book to get some great publicity.

**4.** Start a webpage devoted to your book. This should be separate from a website or blog that you already created for yourself and your writing in general. Books that are just added to an already-existing blog or website simply disappear.

**5.** Since the website is devoted to your book, it should have a title and a web address that is identical or similar to the title of your book. Do not just get another blog that uses some form of your name.

**6.** Ask your readers to review the book on your website or on Amazon. Make sure that they rate your book using a five-star system or otherwise explicitly state something about its quality. Take these reviews and quote from them on the website that you made for the book.

Utilize your friends and family for their manpower and their connections. If they do not know someone in the media business, they probably know someone

who does. Through a chain of acquaintances, you might find someone who can help lift your book into the public spotlight



## Starting a Series: Yellow Knife Intermodal Transport

There are six interstellar freighters in this group that originate from Anchorage, Alaska, USA, Earth. Some are stationed out at the huge space structure 60 light years from Pluto, called The Silver Array.

Tarragon was first in the series. I've started working on the next book, Cold Rain Falling. I'll tell you more when I have more.

## What book are you reading?

Your First 1,000 copies by Tim Grohl

## Any words of wisdom?

“Don’t take too much advice. Most people who have a lot of advice to give — with a few exceptions — generalize whatever they did. Don’t over-analyze everything. I myself have been guilty of over-thinking problems. Just build things and find out if they work.”

– Ben Silbermann, founder Pinterest

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## How I Name My Characters



\*|MC:SUBJECT|\*

I login to my Reddit account and then read through multiple pages of comments and posts. When I find a post that makes me laugh, I'll jot down the first name. Then I'll continue until I find another post or comment that makes me laugh. Voila!h. It is not unusual for me to use consonants and vowels to make the name masculine or feminine. Sometimes I change the name completely.

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