

■ Author's Corner

Rachel Glicker is a charter member of the Las Cruces Writers. Her debut novel, the Cull, and its sequel, the Gleaning, follow the lives of relatively ordinary people as they are pulled from their uneventful day-to-day lives and propelled into a world overrun by the terrifying effects of a super virus. Those two books are now available on Amazon in paperback and Kindle. The third installment of this series, Tertiary, is expected to be released in a year. Rachel has five complete novels under her writing belt, two of which are young adult speculative novels for which she is seeking representation. Rachel has loved to write since she was very young. Her biggest goal in life was to see her name on the cover of a book. Having achieved that, she now wants to see it on many covers. Her biggest regret is not believing in her writing abilities while she was younger. She loves to encourage writers of all ages to pursue their dreams. Take the leap!

Marketing Tips

Authors want readers to stay loyal. But, the more complicated an author makes it to access his/her books, he/she may lose their fans. Banks and cell phone service providers offer incentives and special benefits. Authors have discounts and good reading. To offer. What to do? Keep regular contact with fans. How? Establish a regimen each day to contact 4 to 5 persons. Then rotate to the next on the list. You can expand your email list at events by asking those that stop at your table for it. Don't be shy. The more you learn, the more you earn.

Locality is the essence of any business and your book is your business. Keep in contact with your loyal readers as best you can.

Writing Tips

To be a better writer, you need to know how to be direct and clear, while also putting your own stamp on your writing. Follow these four writing tips:

1. Be direct in your writing. Good writing is clear and concise. Lose filler words, like unnecessary adverbs and prepositional phrases, simply take up space and weigh a sentence down.
2. Choose your words wisely. There are many ways to write a sentence, and there are different words you can choose to convey the same idea. Always choose the simpler of two words.
3. Simple words are more direct and easier for all readers to understand. Use a thesaurus if you need a little help finding a replacement or an easier way to say something.
4. Short sentences are more powerful than long sentences. A story loses steam with wordiness. Avoid trying to pack too much into a line.

Las Cruces Writers

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