

August 2021 – Summerfield FL, Orlando FL Scribblers Chapters

**In Person Meetings**

Monday, August 16, 2021, 6:00 PM – Orlando and Summerfield Florida Chapters at:

Charles de Andrade, 9741 SE 174<sup>th</sup> Place Road, Summerfield, FL 34491 772-584-1578

Please register at [www.scribblersweb.com](http://www.scribblersweb.com) so I can give gate your names to allow entrance

**(If you cannot attend because of distance, COVID concerns, or other issues please attend our ZOOM meeting scheduled for Monday, August 23, 2021 at 6:00 PM using ZOOM invite: <https://us02web.zoom.us/j/86306717298>. Please do register under ZOOM Virtual Meeting on [www.scribblersweb.com](http://www.scribblersweb.com))**

Agenda

1. **Meet and Greet** – Introduction of each attending member - Please do register on the WebSite ([www.scribblersweb.com](http://www.scribblersweb.com)) that you are attending.

2. **Business Items:**

1) [www.scribblersweb.com](http://www.scribblersweb.com) site

Scribblers Christian Writers Book Store Report:

- We had no sales in July 2021:

Currently : 26 authors with 65 Books are currently in the book store.

2) Amazon Books Sold For Scribblers Press for July 2021

- We had 2 Units sold - 2 Paperbacks

- Mike Owens – 1 each of The Summer of Heroes, I Hate Vegetables

The checks for all royalty/commissions were mailed on Monday August 6, 2021. Please be sure to cash your checks. I have a number of folks with outstanding Royalty Checks that have not been deposited yet.

2) Marketing Report

- Marketing is with out doubt the single largest need and expense authors have. The following are some of the marketing opportunities that Scribblers Christian Writers Group have been or will be involved in.

i. July Southeastern Home School Expo is on. July 30-31

Southeast Homeschool Expo-**2021 SOUTHEAST HOMESCHOOL EXPO - JULY 30-31, 2021!**

**held at the Cobb Galleria Centre**

**The five authors:**

**Donna Barron**

**Portia Wayne  
Pat Smith  
Charles de Andrade  
Mike Owens**

This is the first time we attended this expo and it was a learning experience for all of us.

Five observations:

1) the 10 x 10 booth size really restricted the natural flow of people into the booth. If we go next year, ( and I would be in favor of that pending the rest of the authors agreement), I would recommend that we get two booths joined together and produce a U shaped presentation for the books. If we had 8 Authors next year the price would still be in the \$150 per author range. Also using the wire rack system allows for more books to be displayed in less room. We had three tables there ( 1-8' and 2-6') but there was not enough space to display all of the books without the wire racks.

2) The new wire rack system worked well for presenting the books. I am planning to buy another one for the Decatur Book festival so we will have two to use at the shows.

3) The importance of the author's being there was driven home by both how difficult it was to get people excited about books where the author was not present, and by the fact that when one of our authors was present, book sales began for the author despite all of the efforts to talk about each of the author's books.

4) Hat's off to the four authors who "pounded the pavement" at the show. Mike, Donna, Pat, and Portia all did a stellar job of alerting people on the floor that we were there. The reality was we had only 25 unique sales, but I suspect the sales would have been much lower without their combined efforts.

5) We paid \$100 for the piece of rag carpet they provided for the booth and discovered that more than 50% of the other booths did not have carpet in their booths. Next year I would recommend that we also just go with the concrete floor that is there.

Several Surprises:

1) I did not expect that "adult" books would be of interest for the show, thinking that children and young adult books would be most likely what was looked at. The fact that I sold 3 complete Steward series sets, and one Miracles of Christ Series was a very pleasant surprise. Also, I heard several times that the Home School students were often "advanced" in their reading skills. It was amazing to me that 2 of the series purchases went to teenagers walking the floor. This may be of interest to the other authors that may of stayed away thinking this was for children mostly.

2) Both Mike and Portia brought candy/give away items to the show, and Donna brought small dinosaurs to give away. I believe 50% of our sales came from getting people to stop for the

freebies and that gave us time to introduce our books to them. So, great work on that front. Also, Donna's Post Cards I believe resulted in several of the sales of her book as well.

3) I was very happy that the new brochure went over so well, and I am hoping that we may see additional sales coming from that. So, here's the financial side:

We sold a total of 47 books to 25 unique purchasers. There were 112 unique vendors at the show, and my estimate was we had between 500 - 750 family groups visit the hall over the two days. So the actual number of people buying books from us was a very small % of the total visitors.

The cost for the booth was \$767.35. Our actual net Sales (with taxes and credit card fees removed) was \$550.11. So we lost money on the base show, and that does not include all of the travel, food, and additional preparation costs. But as I often say, one of the benefits of working together is that we lost less than what we would have if we had tried to do this on our own. Obviously we will discuss whether we attend next year, and I believe we learned a lot to bring to the decision process.

Mike Owens had 12 book sales for gross of \$176.75 and Net of \$159.43.

Charles de Andrade had 17 book sales (to 4 unique buyers) for gross sales of \$175.00 and Net of \$157.33

Donna Barron had 7 book sales for gross sales of \$105.00 and Net of \$95.01 (I believe Donna had one sale that did not go through my accounting, and is not reflected here)

Pat Smith had 6 book sales for gross of \$92.00 and Net of \$82.71 (Mike Owens bought two more of her books that I have not accounted for in the overall numbers, but I am sending Pat the additional amount that was deducted from his total proceeds) I am paying the 6% Sales Tax on these additional books, so no need to do that Pat.

Portia Wayne had 3 book sales for gross of \$36.99. Portia was only able to attend on Saturday because of work schedule, and her sales occurred once she was there.

We had only 2 books sold from authors that were not at the show:

1) Geri Mehta had one sale at the show for \$14.95 with a net of \$13.44. (Mike Owens bought three more of her books that I have not accounted for in the overall numbers, but I am sending Geri the additional funds from Mike, and I withdrew those funds from his sales proceeds after taxes.) I am paying the 6% sales tax on these books, so no need to do that Geri.

2) Coni Knepper had one sale at the show for \$9.95 with a net of \$8.95.

So total sales of \$610.64 Gross with \$36.64 in sales tax (Cobb County is 6%) and \$23.89 in credit card fees. We had 23 credit card purchases and 2 cash purchases. We did not break even

on the show with hard show costs of \$750. But, as I like to say, we lost less than what we would have if we had done this on our own.

- ii. Duluth Fall Festival - September 25 -26  
We did not make it into the festival this year. We are on the list for next year. .
  - iii. 2021 Art In The Park – Saturday, September 18- Sunday September 19  
- We have been accepted for this show. We have registered for 4 – 10 x 10 tents and will be together for the show. Two tents are spoken for with Rick & Julie Clarke and Donna Barron in one tent, and Mike and Leda Owens in another. That leaves two spaces for two more tents. Charles de Andrade is attending and has a tent. He is looking for 1 or 2 more authors to join him. He has 7 books to display. If two authors join him the cost for each author is \$20, if only 1 joins him the cost is \$30 for each author. We also have space for one more tent and 1 – 3 more authors. Please contact Charles de Andrade if you are interested in this show.
  - iv. Indie Book Festival Oct. 23 2:00 PM – 6 PM in Warner Robins - Southern Willow Publishing- Central Georgia Technical College will provide all tables and chairs for the event. Authors are responsible for all books, advertising, promotional tools, etc. Charles de Andrade and Margaret Rodeheaver (Macon, GA) will be attending this book festival in October. The show was limited to 75 authors and the cost was \$50 per author for a table. Since this is the first time for this event, and because of the short time frame (4 Hours) I decided to limit it to the two of us to see how it goes before opening it to a broader audience of Scribbler authors. More on this after the show occurs.
  - v. Marlene Buchanan has a list of all potential shows we could attend. Please review and let us know which ones you have interest in.
  - vi. Distribution of flyer that five authors put together. I am interested in doing a larger flyer to encompass more authors, are you interested.
3. **September 2021 Scribblers Meetings** – Face to Face Meetings, One ZOOM Meeting September is one of those months where the 3<sup>rd</sup> Wednesday of the month is the first (3<sup>rd</sup> day in the month. So 2 chapters meet one week and the other chapters will meet the next week)
- a. Wednesday September 15th -6:00 PM – Tucker/Norcross Chapter –The Crossings Restaurant, [40 S Peachtree St, Norcross, GA 30071 \(678\) 280-9081](#) (Charles de Andrade is chapter leader – 772-584-1578)

- b. Thursday September 16th, 6:00 PM – Snellville, GA Chapter – meeting at Main Street Restaurant, [1142 Athens Hwy Ste 115, Grayson, GA 30017 \(770\) 985-9985](#)  
(Marlene Buchanan is chapter leader -470-451-7921)
- c. Monday Septembert 20 – 6:00 PM – Summerfield FL and Orlando FL chapters at Charles de Andrade home – 9741 SE 174<sup>th</sup> Place Road, Summerfield, FL, 34491
  - i. 772-584-1578 (Please register to attend so I can tell gate you are coming)
- d. Tuesday September 21<sup>th</sup> – 6:00 PM - Macon, GA Chapter – meeting at Fountain of Juice- [4123 Forsyth Rd, Macon, GA 31210 \(478\) 755-5000](#) (Charles de Andrade is chapter leader – 772-584-1578)
- e. Tuesday September 21 – 6:00 PM – Lilburn, GA Chapter – meeting at Five Forks Library -2780 Five Forks Trickum Road, [Lawrenceville, Georgia](#), 30044-5865 770-978-5600 ( Mike Owens is chapter leader – 225-315-0851)
- f. ZOOM Meeting – Monday September 27, 2021 – 6:00 PM:  
<https://us02web.zoom.us/j/82146932794>

You are welcome to come to any of the meetings you wish to attend. The ZOOM meeting are for anyone unable to attend one of the in person meetings so you can stay engaged. We will have one ZOOM meeting every month to allow people not in the area to also attend.

Please do register for the meeting you wish to attend, so that the chapter leaders know you are coming. Register on [www.scribblersweb.com](http://www.scribblersweb.com)

4. **Newsletter Update** – Mike Owens

- a. Thank you to Mike who is pulling together the Newsletter. The August Newsletter is going out this week (Week of August 9th) . Please let us know if you did not see the Newsletter.
- b. Questions:
  - i. How to be listed as author of the month
  - ii. How to get your new releases listed
  - iii. Other questions

5. **Resource Review :**

- a. Have you used any of the resources to this point and what is your experience?
  - i. Resource Available – From Web Site:

**EDITING**

[The Writer's High](#)

[M.K. Editing](#)

[Michele Pollock Dalton](#)

**AUDIO**

[Rick Barr](#)  
[VoiceOver Pam Audiobooks](#)  
[Goodwill Rights Management Corp](#)

## PRINTERS

[Trinity Press](#)

## MARKETING

[Waking Girl Web Design](#)

## OTHER

[Jim Wall Coaching](#)

**What other resources would be beneficial for you?**

- 6. Scribblers Press Update and Review**
  - a. ISBN #'s**
  - b. ISBN Bar Codes**
  - c. Filing with Library of Congress**
  - d. Other services – Amazon Posting**
  - e. Audio Books?**

Next Month – OPEN at this point for Resource Review

7)The Critics Corner aka “The Inklings Moment” : Every month one or two of our authors will review something they are working on. The intent of this period is to give the author the opportunity to have other authors read, hear, and comment on what the author is writing. This is meant as a period of encouragement, and of constructive review. What did you like about what the author wrote? What did you learn from what was written? What could be improved upon? This also give the author the opportunity to discuss what is behind what is written. If you would like to be included in next month’s review, please contact your chapter leader and provide up to 4 pages of content.

This Month’s Review – Open