

The Black Quill

A Commemorative Journal



Aisha Brantley



Jesse Holland



DC Creative
Writing Workshop



Donna Fair



George Fitzgerald



Taalam Acey



Henriette Edmonds



N. Quamere Cincere



Vondell E. Prince



Richard Morris



Tracee Garner



Yonder



Melinda Robertson



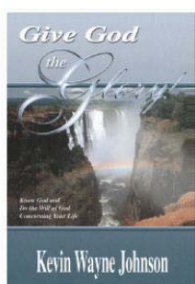
Oscar Harp, III

United Black Writers Association, Inc.

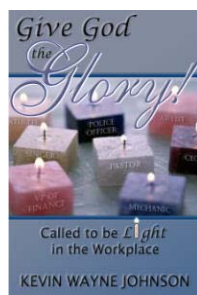
Photos from Afrocentric Book Expos

Writing for the Lord Ministries presents:

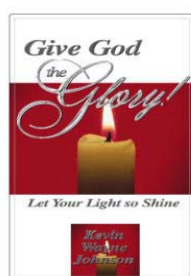
Give God the Glory! book series by Kevin Wayne Johnson



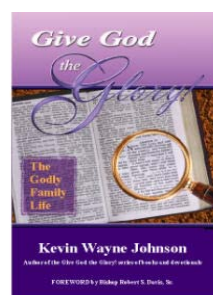
Know God & Do the Will of God...
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Fifth printing



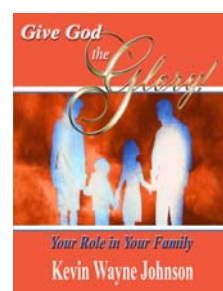
Called to be Light in the Workplace
©2003 / \$14.95
Second printing



Let Your Light So Shine
©2004 / \$7.95
Third printing



The Godly Family Life
© 2005 / \$13.00
Second Printing



Your Role in Your Family
© 2006 / \$7.95

The recipient of twelve (12) literary / media awards since 2001, including **2007 Memphis Black Writer's Conference Author's Hall of Fame Award & the 2006 and 2007 Christian Publisher of the Year Awards** – Book Expo America, African-American Pavilion. The **Give God the Glory!** book series are represented by Riggins International Rights Services, Clarksville, TN, for all foreign rights, translations and international distribution. Coming soon: (1) Fall 2007- Digital Interactive Books, www.digibooks.tv. Reaching the world through digital interactive books and library network systems and (2) Late Spring 2008 - Release of book #6 – *God Revealed through the Local Church* – in the **Give God the Glory!** series.

Writing for the Lord Ministries foundational Scripture:

"If any man speak, let him speak as the oracles of God: if any man minister, let him do it as of the ability which God giveth: that God in all things may be glorified through Jesus Christ, to whom be praise and dominion for ever and ever. Amen."
(1 Peter 4:11) KJV

Vision: 'Writing quality books, articles, and devotionals that glorify God and enhance the lives of our readership.'

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Introduction



In a spirit of unity, "The Black Quill" combines the best from the first five years of United Black Writers Association (UBWA), previously known as the Black Writers' Guild of MD – Prince George's Chapter. With reviews of speaker's books, speaker spotlights, and "Write From The Spirit," a self-publishing primer, we bring together literary excellence from people of all ethnicities to inspire our future generations. The growth of black literature is the result of a long struggle by people of color; let us not forget.

Thank you - To our past Board members: Randall Horton, Kisha Morris, Tamara Ward, Lady Di, Courtenay Brown, Van Caldwell, Kenyetta Wainwright, Harrine Freeman and Leroy McKenzie. To all the members of the Black Writers Guild of MD in Baltimore, MD, who have supported our efforts. To the Prince George's County Memorial Library System, Borders Books & Music and Karibu bookstore for the meeting space.

Most especially, we couldn't operate without our current Board: Brooke Garner (Executive Director), Maya Prabhu (Vice President), Rebecca Bishophall (Secretary), Paul Lawrence Vann (Historian), Alexis Dobbins (Marketing Director), Brenda Farrar-Ejemai (Training Director), or the listserv members, workshop speakers and all the Expo sponsors and participants for their support, ideas and persistence to spread the word. We do better together, not divided.

Dedicated To You

**"Then the Lord answered me and said:
Write the vision and
make it plain on tablets,
that he may run who reads it."
Habakkuk 2:1 King James Version (KJV)**

**"A book is a version of the world.
If you do not like it, ignore it;
Or offer your own version in return."
Salman Rushie**

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Create an Impact!

Write From The Spirit

A Self-Publishing Primer

Lesson One: Put the Word Out

"The most important thing is that I complete my mission, the work that the Lord Jesus gave me – to tell people the Good News about God's grace."
~ Acts 20:24 KJV

Here are four main reasons to choose self-publishing instead of the traditional route. With God's help, you can jumpstart your career in the self-publishing arena.

One: You may not have a lot of money.

Let's say you are closest to the bottom of the totem pole on your job. This can translate into a low salary, and you may already have a family, mortgage, and car payment. Self-publishing affords you the opportunity to earn an additional income.

Get a business license, and chose a printer where you can buy your books in small quantities (at the minimum ten per shipment). This way, you don't have to worry about having a lot of books in storage, and you can keep more money in the bank. The business license inspires you to think like a businessperson.

Two: You CAN do it.

Publishing is only as hard as you want it to be. If you personally want to succeed, then you will succeed. You may not initially earn a huge profit, but you will have succeeded in finishing your goal of a published book. The determination to succeed will allow you to look at each step along the way as something you can accomplish. If it needs to get done in order to attain your goal, then just do it. By planning your time, you can continue to raise your kids, publish your book(s), and follow your dreams.

Three: You'll get managerial experience.

As a publisher, you have to manage your time, your resources, and your temper. Set up a system where you spend time with the family on certain days, and work at the business on other days. Plan each paycheck to pay the bills already accumulated, while setting aside a piggy bank for printer ink, copy services and postage. Above all, learn to manage your email etiquette. Sometimes when corresponding with your customers or other businesspeople by email, they may make you angry by their response. Even if it's a dead-end relationship, you don't want to burn any bridges.

Learn to express your thoughts in a diplomatic way. This will prove to be the greatest part of your success. Begin by applying this attitude to your 9 to 5 job.

**"Deal with yourself as an individual worthy of respect and make everyone else deal with you the same way."
- Nikki Giovanni**



Mark Wiggins and Port of Harlem Rep

Related Web sites:

Writers Digest

<http://www.writersdigest.com/writingprompts>

Print & Publish. Find Out How.

<http://www.eybooks.com>

Write Street

<http://writestreet.com>

Christian Story Teller

<http://christianstoryteller.com>

Literary Law Guide

<http://literarylanguaguide.com/resources.htm>

Four: You are fulfilling your purpose

God doesn't give us anything we can't handle. Why have you had disappointments and heartaches? God wanted you to learn from them; to spread the good news of triumph over trials and tribulation. You have been chosen for a mighty work. Don't keep your success to yourself.

Here's the best value ... even if you only sold one book, your reward ... priceless.

Why do you want to publish your story?

Think about your original intentions. Do you want fame and fortune with countless book sales and a huge following for your book? Do you want to share your experience as a learning tool for others? Or, are you looking for one printed book as a sense of accomplishment?

Whatever your reasons, you will learn a lot of extra skills to use for another career. There are a variety of jobs which can use your publishing expertise. Are you ready for a new mission?

If you decide to expand your career as an author, marketing is the beginning of a longer road. If you choose to stop right here, that's okay too.

Express Yourself

Now is the time for you to write a byline. A byline is 2 to 4 sentences which describe your accomplishments and experience. Tell how your experience makes you an expert, or how you plan to become an expert.

Okay, you got your education from the school of hard knocks. That's fine. You have a connection with the reader; there are many who graduated from your same university. Once drafted, use this byline at the end of your email messages as a reminder of your accomplishments to everyone, including yourself.

Start speaking and writing positive things about yourself. Many writers find this to be the hardest exercise, but it is the most important.

Don't forget to send your byline to writefromthespirit@yahoo.com.

Match the 2007 *Essence Magazine* Best Selling African American Books with the Author

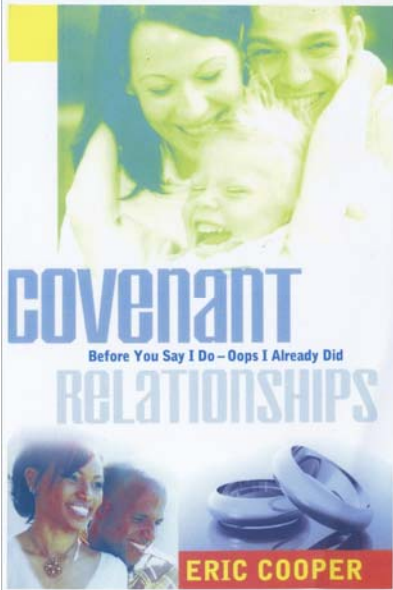


- | | |
|-------------------------------------|---------------------------|
| 1. A Hand to Guide Me | A. Barack Obama |
| 2. Angel | B. Booker T. Washington |
| 3. Caramel Flava | C. Carl Webber |
| 4. Chasing Destiny | D. Carter G. Woodson |
| 5. Confessions of a Video Vixen | E. Chris Gardner |
| 6. Dirty Red | F. Crystal Perkins-Stell |
| 7. Fear of the Dark | G. Denzel Washington |
| 8. Hood Rich | H. Donna Fair |
| 9. I Say a Little Prayer | I. E. Lynn Harris |
| 10. The Audacity of Hope | J. Eric Jerome Dickey |
| 11. The Covenant with Black America | K. Karrine Steffans |
| 12. The Ex-Factor | L. Kashik Malik Hassan-el |
| 13. The First Lady | M. Pearl Cleage |
| 14. The Mis-Education of the Negro | N. Tavis Smiley |
| 15. The Pursuit of Happiness | O. Teri Woods |
| 16. The Willie Lynch Letter | P. TuShonda L. Whitaker |
| 17. Up From Slavery | Q. Vickie M. Stringer |
| 18. Urban Fairytales | R. Walter Mosley |
| 19. We Speak Your Names | S. Zane |

Bonus: Which two authors were UBWA workshop speakers in 2004?

**The Essence Best Sellers list is based on reports of retail sales.
Respondents are African American bookstores. Answers on page 19.**

Covenant Relationships



“Covenant Relationships: Before You Say I Do – Oops I Already Did” provides insight on the principles of covenant and walks you through the various facets of your relationship.

- **Infatuation** – Can you breathe without your partner?
- **Dating** – Do you go to the movies or out to dinner?
- **Marriage** – What happens when the two become one?
- **Family Finances** – Whose money is it, what do you do when your money becomes her money and her money is still her money?

These areas are addressed and everything in between until we conclude with how to establish **Days of Heaven on Earth**.

God expects it to be a covenant relationship like the one He swore with Abraham as recorded in Hebrews 6:13-14, *“For when God made promise to Abraham, because he could swear by no greater, He swear by himself, Saying, Surely blessing I will bless thee, and multiplying, I will multiply thee.”*

Together we will explore and examine some of the joys and challenges we face as singles in relationships and as married couples. Our goal is to motivate, encourage, and help singles and married couples alike to overcome obstacles that will prevent them from living at the level God has ordained for their lives. You will ultimately fulfill God’s plan for your life as you join together in **Covenant Relationships**.

Dr. Eric Cooper A member of the Black Writers’ Guild - PG. County Chapter, has ministered, sung, taught, and touched the lives of many. He was blessed to be on the FOX 5 television broadcast, “Today In Your Life,” which aired for several years; a guest on “Family Matters” CTV76 as well as several radio broadcasts, seminars, and conferences.

He is the organizer of REC-House Productions & Entertainment Group, co-organizer and board member of Still Waters Church International in Milwaukee, WI; The Maryland Family Christian Center in Forestville, MD and Family Empowerment Ministries in Clinton, MD. Dr. Cooper is the CFO of Artist Owned Records, a columnist for Anointed Pages Magazine and several periodicals, and a member of the teaching staff of Faith Academy (SOFCC). Along with his wife Phyllis, he facilitates and teaches financial seminars on “Consider Your Ways (God’s Financial Plan).”

Dr. Cooper is also the author of *His Story His Song*, *Perils of a Silent Man*, and a children’s book *Nick & The Gweebles*. The Coopers reside in Mitchellville, MD. Reach him by email at ECooperMinistry@aol.com or at www.ArtistOwnedRecords.com



Lesson Two: Your Mess Is Your Message

"And we know that all things work together for good to those who love God, to those who are the called according to His purpose."

~ Romans 8:28 KJV

How long did you endure a situation to get to the point of acceptance and understanding? Now that you have a better appreciation of God's plan, there are many people who would benefit from learning about the way God helped you conquer your distress.

What event has given you extraordinary judgment or perception? How has God used you as a vehicle of change in your life and the in lives of those you touch? This is your mission. In Habakkuk, God instructs us to write about our experiences, to give insight for another person who may travel down our identical path.

The point is – everyone has a story. When it comes to publishing a book about your experiences, many people get stuck. Negative thoughts creep into play. "My life is not worthy to share." "I'm not credible enough to put my experiences into print."

Stop the negative self-talk. You are worthy. Believe it or not, you are already teaching your story through your lifestyle. You probably talk to your family and friends all the time about how God brought you through the fire. If not spoken, the words are constantly circulating in your brain, restating what you would say if you had a listening audience. The pain is over; now is the time to focus on how you overcame your trials.

Now, ask yourself two questions:

Who is keeping me from greater success?
How can I become more successful?

I think YOU are probably the only person keeping yourself from success. YOU can be more successful by working with what you have now, and improving on yourself one step at a time. YOU are a success; don't let anyone tell you otherwise.

Now it's time to give yourself permission to succeed.

Let's start with a mission statement.

Your mission is your driving force; why you continue to pursue positive things in your life, although you've faced so many challenges. The Bible has plenty of one-liner statements, which can speak to your mission. With so many translations, you have a choice of Old English and New Age versions. And you can make your own translations.

For example, the King James Version (KJV) of Psalm 37:26 is, "He is ever merciful, and lends; and his descendants are blessed."

A different translation, or an Alternate Version (AV) version, of the same verse is, "I always give generous loans to others; my children are a blessing to me and the community." The translation makes the traditional verse more personal to me; taking it out of the third person to the first person narrative.

Here are other examples:

Galatians 6:9

KJV – And let us not grow weary while doing good, for in due season we shall reap if we do not lose heart.

AV – I will rejoice at harvest time, knowing I am doing what is right.

Colossians 3: 12

KJV – Therefore, as the elect of God, holy and beloved, put on tender mercies, kindness, humbleness of mind, meekness, longsuffering ...

AV – As a child of God, I am compassion.
As a child of God, I have kindness.
As a child of God, I have humility.
As a child of God, I am meek.
As a child of God, I have patience.

Isaiah – 54:17

KJV – No weapon formed against me shall prosper ...

AV – I shall prosper from weapons formed against me.



22nd Century Press LLC/Black Authors Showcase

Related Web site:

My Own Business

<http://www.myownbusiness.org/index.html>

Business Planning Made Easy

<http://www.bplans.com>

E-Myth

<http://www.e-myth.com/>

Express Yourself

Use the My Business P.L.A.N. approach to help you take the necessary small steps to begin, by writing four sentences to support positive thoughts:

P – Pinpoint a specific description of your current success.
In what area do you easily succeed?

L – Label the behavior that will enable you to achieve your greater success. How can you improve on your talents?

A – Announce your plan to people with resources to help you. Who do you need to know to improve your talents?

N – Negotiate a realistic time frame, from beginning to completion. When will you know you have achieved greater success?

Initially, don't worry about grammatical errors. Just getting your thoughts on paper is a great beginning. Post your business plan where you will see it everyday. This will keep you focused.

Don't forget to send your business plan to writefromthespirit@yahoo.com.

Book *Reviews*

Promises Beyond Jordan

By Vanessa Davis Griggs

UBWA Workshop Speaker in 2004

Description: Two Promises Kept

One week after Christmas, Pastor George Landris and Theresa Jordan plan for holy matrimony. Although Theresa has heard Landris call out “Johnny” in his sleep, she doesn’t give it a second thought; until Landris makes an emergency visit to see Johnny, five days before the wedding. After three days, Theresa thinks Landris has spent too long for a “pastor’s visit,” and consoles herself with a friend from her past. A wedding takes place, but everyone is not happy to suddenly learn about Theresa’s pregnancy. What does Pastor Landris have to say? “I’ve done nothing wrong, so there’s nothing for me to really explain.” But the congregation doesn’t believe him.

Vanessa Davis Griggs keeps her promise as a spiritual author, by telling it like it is with church folk. While reading “Promises Beyond Jordan,” you might question, “This is a religious book?” Although biblical verses are sprinkled throughout the content, some of the character’s words and actions are more secular in nature. However we must remember, the church is filled with humans, not angels. What goes on outside the church also happens on the inside, because we all fall short of the glory of God. You’ll be pleased with the realistically happy ending.

Speaker Spotlight: Moses T. Alexander Greene is an unconventional and gifted writer that is making quite a splash on both literary and academic landscapes. Of Greene’s first book, “my proposal: nothing but a gracechild”, Black Book Issues Review declared, “Greene demonstrates an incredible mastery of words for a new writer ... [h]is creative presentation is novel, innovative and worth the read.” (UBWA Workshop Speaker in 2007)

Nothing But The Right Thing

By Stacy Hawkins Adams

UBWA Member

Do all things really work together for good? When you don’t immediately see your desired results from any situation, it’s hard to believe there will be a positive outcome. It’s easy to think events don’t come together for good, when your heart’s longings are not quickly met.

In the sequel “Nothing But the Right Thing”, old friends continue their journey from the novel “Speak To My Heart.” Erika leaves Elliott after he physically abuses her one too many times. “Sometimes she felt like a junkie in recovery...” After several years of marriage, Serena and Micah struggle with the ache of miscarriages and the lost of their primary income. “He really was out of a job, one he believed God had called him to do.” Through these trials, God interrupts their thoughts with positive affirmations, such as: “I am with you” and “I AM love.” The reader soon understands how all things come together not only for good, but for God’s master plan.

The Holy Spirit moves through the pen of Stacy Hawkins Adams. Nothing But the Right Thing will bless all readers with spiritual encouragement. She effectively reacquaints familiar characters, while seamlessly moving along with the new story line. Not only a storyteller, but also a teacher, Stacey demonstrates how to handle negative thoughts, which occasionally creep into even the best professed Christian’s life. When you listen and act upon what God speaks to your heart, He will lead you to “Nothing But The Right Thing.”

Online Class: Book Marketing - Before and After Publication

Imagine walking into your office on a Monday morning and finding thousands of inquiries for your book which hit the book stores the previous week. What a great way to start a work week, huh? This could be you if you market your book well in advance of publication.

Fact: The aspiring author needs to start marketing their book BEFORE they publish it.

And you can start today with "Book Marketing: Before and After Publication." Learn to develop promotional material targeted for a wide range of audiences. Put your dreams into action by using an array of strategic marketing mediums to include: bylined articles, electronic newsletters, and a basic website. You will enjoy the workshop lessons, articles from other students, and more than 65 netlinks as resources. And there's an exclusive interview with Dan Poytner, author of "The Self-Publishing Manual."

If you have not published your book yet, or even if your book is already in print, "Book Marketing: Before and After Publishing" will teach you the fundamental tools for researching, writing, and printing promotional material.

Enroll at <http://class.universalclass.com/tomarket>

This is a self-paced, online course. If you need additional help understanding the material presented, you can email/chat online with the instructor any questions/concerns you may have. The instructor will also monitor your progress throughout the class and assess your body of work at course completion. UniversalClass™ offers many wonderful learning tools to help you get the most out of your online course, including an online portfolio service that manages all your course completions.

Continuing Education Units
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Benefits of this Course

- Nurture your individuality
- Build your confidence
- Increase your writing skills

Your Instructor

Judine Slaughter self-published "Clear Skinned" and "Do-It-Yourself Publishing." She continually markets herself by writing book reviews, sponsoring workshops, and teaching online courses. Judine is the 2008 – 2010 editor of "The Channel," a quarterly newsletter for the Presbyterian Women in the National Capital Presbytery. She is also a member of the United Black Writers Association, and the International Reading Association.

Lesson Three: Become A Better Writer

"Oh, that my words were written!
Oh, that they were inscribed in a book!"
~ Job 19: 23 KJV

What is the primary stumbling block for some people as they try to express their thoughts on paper? Thinking they are not a writer.
Let's dispel a myth.

A writer is not a professional occupation. An author, journalist and editor are just a few professional occupations with a strong emphasis on writing.

Everyone who picks up a pen and paper is a writer. You have to write all of the time. We often take for granted writing those to do lists, notes to the teacher and letters to the family.

Every day gives you an opportunity to write something. You are already a writer.
To become a better writer, there are three steps:

- 1) Write what you want to say.
- 2) Rewrite it the way you know it should be written.
- 3) Rewrite it the way you think the audience wants to hear.

Here's the explanation ...

1) Write what you think you want say.

99% of the population can carry on a decent conversation. Most of us have no trouble with the following:

- Talking on the phone to our friends about how God is our provider, and the marvelous things He has done for us.
- Speaking to our spouses about how we overcame the difficult times.
- Reciting verbatim what you could have said when someone made you angry, but you decided against it.

Learn to write JUST AS IF YOU WERE TALKING. That's because your first draft is for a hearing audience.

Don't worry about punctuation, capitalization or grammar. Write the words down as you think. Take a minute now, to freely write what's on your mind.

2) Rewrite it the way you know it should be written.

Look at what you wrote. Hopefully you just have a string of words on the paper without periods or commas. That's because we don't see these things floating in the air with our words as we speak.

- Your first draft is for a hearing audience.
- Your second draft is for a reading audience.

Go back and make the basic corrections for the reader. "The Elements of Style" by William Strunk, Jr., et al, should be a permanent book in your library. If you have access to a computer, use the

spellcheck feature. (This will not offer complete protection from mistakes, but it helps.) Ask a supportive friend to edit your writing.

The next step separates the writers from the authors.

3) Rewrite it the way you think the audience wants to hear.

Seal your work with descriptive nouns and pronouns. Compose textual illustrations that relate to the emotions of the reader.

- Your first draft is for a hearing audience.
- Your second draft is for a reading audience.
- Your final draft is for a seeing audience.

This step gets the vocabulary flowing. Choose a variety of words that you normally would not use. You want to paint a picture with your words. Someone once said a picture is worth a thousand words. Strive to paint the same picture with even a fewer amount of words.

Sometimes you might decide to go back to the first step and start again. The pen and paper allow you a second chance to say exactly what you mean. Take advantage of it. Rewriting is the real beauty of writing.



Harambee Radio

Related Web sites:

Articles That Sell

<http://www.articlesthat sell.com/>

Family Corner

<http://www.thefamilycorner.com/>

Ezine Trendz

<http://www.ezinetrendz.com>

PrWeb

<http://prweb.com/>

WAHM Articles

<http://www.wahmarticles.com/>

Express Yourself

Write an article on any subject; it doesn't have to relate to your book. Here are a few suggestions:

- Write a Book Review
- Draft a Sermon
- Summarize a Church Event

From this chapter's Related Web sites, find web sites which accept article submissions, and post your article (if appropriate for that site). If you don't want to use the web sites provided, type in "article submission" in any search engine, and you'll find a wide variety of sites accepting article submissions.

Don't forget to send the link of your article to writefromthespirit@yahoo.com.

Book *Reviews*

Half Chicken, Half Scholar

By Brandi Forte

UBWA Workshop Speaker in 2004

Description: Empowered by the Word

How many people can devote the time for a 4-day spiritual retreat? This could include attending self-help workshops, sharing your real life experiences, and bonding with new friends. Every now and then, it's good to explore what makes us tick, and how a closer walk with God can improve our lives.

"Half Chicken, Half Scholar" details a fictional renewal of our women at the Purpose & Empowerment Retreat in Washington, DC. Each day drills down into the women's psyche to find how their reactions to past relationships affect their present lives. Many buried fears, brought to the surface, allowed each woman to open up for forgiveness, acceptance, and understanding. At the end of the retreat, one woman admitted, "I was so smart, but made 'chicken-head,' bad decisions."

Brandi Forte describes the women's personalities and conversations in great detail. Every woman who reads the book would be able to identify with at least one character. Brandi writes a message that we are not alone in our trials, with the emphasis of sharing your experiences for your own healing and to teach someone else.

Speaker Spotlight: Eugene Williams, Jr. is a writer, educator, and motivational speaker who received a BA in English from Emory University. He is a former professional entertainer who has performed on stage and screen with such celebrities as Bill Cosby, Ossie Davis and Pearl Bailey. He is the author of five nationally recognized self-published books, and has appeared on BET, CNN, CBS and NBC. He currently resides in the Fredericksburg, VA area with his wife, Jewel, and his daughter, Paige. (UBWA Workshop Speaker in 2007)

The Hearts of Darkness: How White Writers Created the Racist Image of Africa

By Milton Allimadi

UBWA Workshop Speaker in 2004

When someone mentions Africa to you, what picture scans your imagination? Is it wild animals in the jungle, with bare breasted women and tribal men? If so, how did you get these images? What newspaper or magazine helped to form your perception? The "Hearts of Darkness" dares to tell how most Americans learned about Africa.

The archives of "The New York Times" contain thousands of letters exchanged between the editors of the newspaper and their white correspondents in Africa. Many of these letters reveal intentional false coverage of the facts to promote racial stereotyping, which the newspaper eventually put into print. The "Hearts of Darkness" supplies snippets of these letters from the 60's and 70's, detailing the actual events in Africa, to prove the corruption of Western media. There is even a Black American writer who "...thank(ed) God my ancestor made the (slave) voyage." But, not all writers agreed to the twisted tales.

What is Milton's purpose to unearth the past? "... that lay readers, students of history and journalism, as well as practicing journalists and editors, can learn from this book." Milton writes with a professional style, which does not let his emotions get caught up in the cover-up. "Hearts of Darkness" states the facts, with photocopies of correspondence, and plenty of references. "Hearts of Darkness" challenges what you have read in the past about Africa, which will foster a better education when you read future newspaper articles.

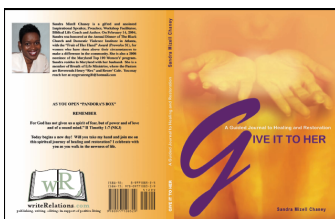


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Alavis M. Jobbins

Lesson Four: Designed for International Fame

"Look now toward heaven, and count the stars
if you are able to number them."
Genesis 15:5 KJV

Once you've started writing articles, not only can you post them on other web sites, but you can **showcase** them on your web site. Why do you need a web site? With a web site, you can have international fame!

Don't be frightened. God provided the skills to do every kind of work that needs to be done. Begin your journey by noticing the web sites that really appeal to you. Consider the design and layout of the content. Keep in mind how you would want your web site to look. If you know HTML (Hyper Text Markup Language), create your own templates, or visit a site that sells them. Once you buy a template, you can modify it to your tastes.

Making it easy for you

There are web sites that allow you to fill in certain fields and their software will do the rest. You will have their site name as part of your Universe Resource Locator (URL), also known as a web address. Your pages look basically like every other subscriber to that web site, however you won't have to learn any new skills. The best advantage is your web site can be ready within 15 to 30 minutes.

There's just one drawback to having a web site, it can take up a lot of your time to maintain. Start with no fees, limit the amount of time you will spend per day or per week, and wherever possible, link to other sites that give additional information. The Internet works wonders, but if you abuse it you will wonder, "Where's my family?" because they became tired of sharing you with the computer.

What does this mean for you?

If you have never worked with HTML before, DO NOT pay for any web services. Initially you won't need a lot of space for your site. Okay, so you want to learn to write web code and eventually have 3000 web pages. That's great! Find web sites where you can upgrade your services. But right now, don't let any site convince you of a need for multiple email addresses, 10 gigabytes of space, a redirect URL (a different web address, which directs to your current page), or anything else of the kind. Unfortunately in America, we are trained to think that bigger is better.

To begin a professional web site, have a couple of pages for a creative description of your book, along with your biography; this will be just fine. To get return visitors, you can post resource links, or your articles. Since you gave useful tips with the resource links, the reader will be encouraged to visit your site again or even recommend your site to others.

**"True happiness
comes from genuine
self-expression. Life
demands that we exclude
nothing of ourselves
from the world."
- Roderick Terry**

**"Don't sit down and wait
for opportunities to come;
you have to get up
and make them."
- Madame C.J. Walker**



From left to right: Valerie Coleman, Judine Slaughter, Yolanda Coleman and Kelvin Lassiter

Related Web sites:

AuthorsDen

<http://www.authorsden.com>

Writer's Keep

<http://www.writerskeep.com/home.htm>

FreeServers

<http://www.freeservers.com/>

Steve's Templates

<http://www.steves-templates.com/>

Webmonkey

<http://hotwired.lycos.com/webmonkey/>

Don't forget to have a link for your contact information. This should include a telephone number and a physical address. Someone might want to buy your book, but they don't want to enter their credit card number on the Internet.

You want to be consistent in providing new articles, and in making sure the resource links are not broken. This means less time devoted to your book sales, and less time with the family. That's why you have to be careful to plan your Internet time; it can easily overwhelm you.

Above all, keep the site as basic as possible.

Do you like an introductory screen, where you then have to click "Enter Site"? Do you like graphics which literally take a minute to upload? If you answered no to these questions, then the average web user probably doesn't like those features either. Think about your web experience. What turned you on or off about the web sites you have visited recently? Use your positive and negative web experiences to plan and design a great web presence.

Does this sound like a lot?

Yes, there is a lot of upfront planning. Pray for the Lord's will to be done, and He will work with you. Positive steps taken slowly can only lead you to success.

Express Yourself

Now is the time to let the world read what you have to say.

If you are not familiar with creating web sites, visit a site which allows you to enter your information in preset cells, and the software will create a standard web page. If you have a little experience with HTML, then visit one of the other web sites suggested in the web resources to create a web site.

You deserve international presence, and a web site is the beginning.

What can you post on your web site? Well, you can start with your article. Once on the web for the world to see, send the link of your web site to writefromthespirit@yahoo.com.

Excerpt from *Workshop Minutes*

Topic: Living on Higher Ground – April 14, 2007

Speakers: Paul Lawrence Vann and Dr. Dabeth Manns

Paul Lawrence Vann – Motivational Speaker and Leadership/Diversity Trainer

Author of “Living on Higher Ground”

Q. How did you market your book?

R. I joined the Publishing Marketing Association (PMA), which connected me with the Radio Television Interview Report. I advocate radio interviews, because these open doors for readers I might not have had. I also published articles related to book. My “brand” is a double laurel leaf, which symbolizes excellence for me. I use this brand on my web site, business cards, hats...anything I can which promotes my book.

Q. How did you choose your cover?

R. Initially I thought about having my picture on the cover. However I decided to use the American flag, because I’m proud to be an American.

Paul’s tips:

- Try self-publishing, because you have more control. It’s more important to get the message out, than to become a national best-seller. You can better affect someone else’s life, when your life has been affected also.
- Never stop challenging yourself. Challenges add to your knowledge, wisdom and eventually your success.

Dr. Dabeth Manns – Professor & Author of “My Teacher, Maya Angelou”

Dabeth gave steps for the writing process:

1. Your motivation to write must be sincere. Think of the reasons you want to write a book. You may want to persuade, inform or entertain.
2. Determine whether your book will be fiction, nonfiction or what Dabeth calls “mixture” (creative nonfiction). Above all, do not use your text to slam people you know.
3. Consider the use of poetry or lyrics through the text. Bring something different for the reader.
4. Write while uninhibited. Enjoy the writing process.
5. Rewrite, rewrite, rewrite. Use all grammatical rules where appropriate.
6. Share what you have written. Don’t hesitate to provide and receive feedback.

Q. What have been your most beneficial marketing avenues?

R. Use networks already in place. As a professor, I market to the universities I’m connected with.

If they could do it all over again, what would they do differently?

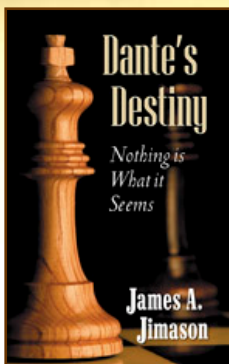
Dabeth answered: Although she had a plan, she did not take into consideration the “what if” something unexpected happened. She would try to be more flexible for changes.

Paul answered: He would start his marketing campaign in his local area, and then go national into international. Because of his speaking engagements, he started international promotions (Canada) and is now coming back to his market in his home town.

Answers to Match AA Books with Author

- | | |
|-------|-------|
| 1. G | 11. N |
| 2. O | 12. P |
| 3. S | 13. C |
| 4. J | 14. D |
| 5. K | 15. E |
| 6. Q | 16. L |
| 7. R | 17. B |
| 8. F | 18. H |
| 9. I | 19. M |
| 10. A | |

Vickie Stringer and Donna Fair
were UBWA speakers in 2004



Dante's Destiny
Nothing Is What It Seems
by James A. Jimason

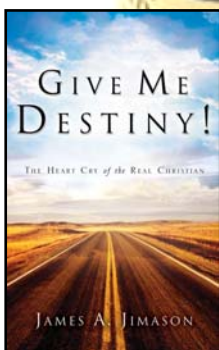
Released: October 2006
Size: 5 x 8 (Paperback – Novel)
Pages: 265
ISBN: 0-7414-3493-8
Price: **\$15.95**

James A. Jimason is a native Washingtonian, with a heart to see all people of all races, fulfill their God-ordained Destiny. He's been writing for over seven years, with much more to share.

"To have a dream and vision for one's life is great. However, when the winds of challenge begin to blow, only then do you discover the type of metal that fashions you. Destiny is calling you. Can you hear it?" – James A. Jimason (jjimason@aol.com)

Summary

Dante's Destiny is a thrill ride that will keep you guessing until the very end. The battle between good and evil goes beyond the natural and into the supernatural, where nothing is what it seems. Dante struggles with the constant turmoil that plagues his family, while searching for the meaning of it all. It is when you think you have it all figured out, that you realize – you don't have a clue. **Selected as the book of the month for November 2007 – by Marsha Summer of Heaven 1580am.**



Give Me Destiny
The Heart Cry of the Real Christian
by James A. Jimason

Released: February 2004
Size: 5 x 8 (Paperback)
Pages: 124
ISBN: 1-594673-61-6
Price: **\$10.99**

Upcoming Events:

Radio Interview – Heaven 1580am – **November 17th, 1:20 – 2:00pm**

Book Signing – Potomac Adventist, Book & Health Food Store, 12004 Cherry Hill Road, Silver Spring, MD 20904 – **November 18th, 2:00 – 4:00pm**

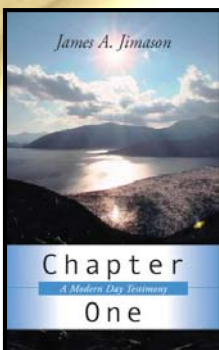
These books are available:

Online: www.amazon.com

From author: www.myspace.com/dantesdestiny

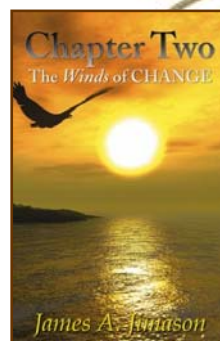
Summary

Are you looking for destiny? Then look no further because this book is just for you. Many people walk aimlessly through life with no real sense of purpose, hoping that life will get better on its own. This is not how God wants us to live. He has a plan and destiny for your life, but you have to find that purpose and fulfill it. As you read this book, you will find the courage to claim the prize that awaits you – called Destiny!



Chapter One
A Modern Day Testimony
by James A. Jimason

Released: August 2003
Size: 5 x 8 (Paperback)
Pages: 248
ISBN: 1-591609-64-X
Price: **\$13.99**



Chapter Two
The Winds of Change
by James A. Jimason

Released: June 2007
Size: 5 x 8 (Paperback)
Pages: 240
ISBN: 0-7414-3967-0
Price: **\$15.95**

Summary

Are you tired of hearing about all the tragedy and despair in the world today? Are you looking for words of encouragement of what God is still doing in people's lives? Then these books are for you. Both books combined highlight 15 years of experience with God, through the many changes of life. These stories will encourage your heart and lift your soul, to dream big and reach for the impossible. All things are possible – to them that believe.

Lesson Five: Talk Up Your Success

"My tongue is the pen of a ready writer."
~ Psalms 45:1 KJV

You should start marketing your book while you are writing. Start talking about your book to your family, friends, and your next door neighbors. Of the time you will spend on your book, writing is 10%, publishing is 1%, and marketing is 89%. Even if you've published a "New York Times" best seller, you continuously need to keep your book in the minds of readers. Here are five marketing options:

Write an Elevator Speech

An elevator speech tells the listener about your experience, accomplishments, or gives a brief description of your book. The key is to keep your speech under 25 words or less. (You know -- how long does it take to travel from the 1st floor to the 7th floor in an elevator? Well that's how long it should take you to tell someone about your book – an elevator speech.)

You can also use the elevator speech as a byline at the end of your articles or as a signature at the end of your email messages.

Become a Book Reviewer

We discussed book reviewing in Chapter Three, "Become a Better Writer." Yes, this is a way to continue to hone your writing skills; however, writing book reviews is beneficial in other ways. You can help a fellow writer promote their book and you keep your book at the forefront of the marketing arena in the byline. If you don't reprint your book every year, which is not a bad idea, then once the initial success wears off you need a strategy to keep reminding readers to buy your book. The byline achieves this purpose.

Start a Trade Association Chapter

Have you joined Toastmaster's International, Small Publishers, Artists and Writers Network, National Writers Association or any other trade association? Well, most of these organizations would greatly appreciate your alliance by starting a new chapter in your neighborhood. It's spreading the wealth, by helping others to achieve to your level of writing and publishing. Plus, you keep your name in the public limelight. Once you start the new chapter, at every meeting you have the opportunity to give your "elevator speech" during introductions.

Sponsor a Book Convention

Think about how much money you have to spend on marketing your book. What is the most effective way to spend the funds, whether \$100 - \$10,000? Use your marketing stash to sponsor a book convention. How so? You are providing a venue which promotes other authors, and as the Master or Mistress of Ceremonies, you once again put your book in the spotlight.

**"We must not, in trying to think about how we can make a big difference, ignore the small daily differences we can make which, over time, add up to big differences that we often cannot foresee."
- Marion Wright Edelman**

Initially, start with approximately 5 – 10 authors, in a rent-free location. Ask your neighborhood bookstore about the possibilities of hosting a three-hour book convention. There again, this brings customers into the location, so it's a win-win for everyone involved. After a couple of years, depending on your comfort level, you can expand the number of authors, and move the location to a larger venue. Talk to the Marketing Director at a mall near you about hosting a writer's convention. This event holds the prospect of bringing new shoppers to the mall, greater exposure for other authors, and more importantly a larger audience for marketing your book.

Does the Marketing Ever End?

Frankly – marketing is branding. That's why you have to constantly think "out-of-the box" for new and innovative ways to introduce others to your words. And, if your words are in print, you've already demonstrated to yourself that you're a creative leader. Yes, we are our greatest critics. Don't let your negative self-talk stop you from pursuing higher heights when sales start to slack off. These are only four suggestions to make you a brand name. Many well-known authors began their journey to fame knocking on doors on the doors of beauty salons and barber shops. No matter what you choose, marketing is a tough road.



Chad and Kenneth Kelly

Related Web sites:

American Marketing Association

<http://www.marketingpower.com/>

National Writers Association

<http://www.nationalwriters.com/ad.html>

Small Publishers, Artists and Writers Network

<http://spawn.org>

Small Publishers Association of North America

<http://www.spannet.org/>

Toastmasters International

<http://www.toastmasters.org/>

The Midwest Book Review

<http://www.midwestbookreview.com>

Express Yourself

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The Bowie Blade Newspaper

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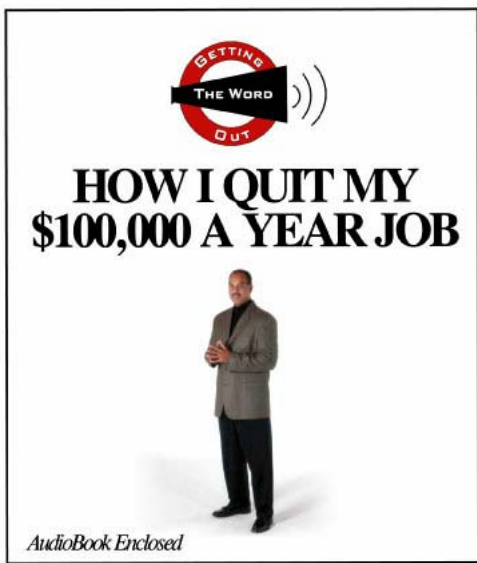
Prince George’s Extra Magazine

“J.R. Fenwick quits six figure corporate job and makes six figures from his Passions”

PWAP Magazine

“The AudioBook and WorkBook Your BOSS Doesn’t Want You To Have”

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By J.R. Fenwick



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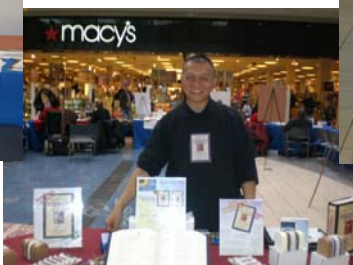
Available at
www.profitwithapassion.com

United Black Writers Association, Inc.

Encouraging people of all ethnicities to nurture their literary talents



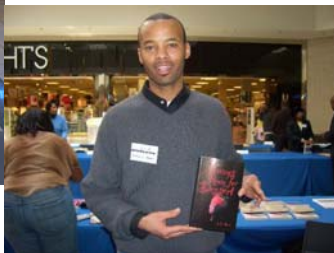
Teressa Leath



Larry Cheung



Judy Jackson



Ammanuel Moore



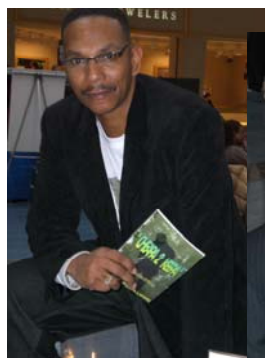
Loretta Ali

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- "... I applaud the members for their dedication, hard work and time." ~ Sandra E. Harris

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