

# Through the Power of Words

## April 2023 Terri Maue Newsletter

Proud member of PETW: People for the Ethical Treatment of Words\*



I hope you enjoy this issue of my newsletter. Please feel free to send your comments and suggestions to [terri@terrimaue.com](mailto:terri@terrimaue.com).



### ***Knife Edge* 2023 publication update: August 8! Definite!**

It's official: *Knife Edge* will be released by Camel Press on August 8, 2023. I'm beyond excited! Unfortunately, I don't have permission to share the cover yet. I should have that for the May issue. I'll just say it features a great, bloody knife!

Meanwhile, I'm working on plans for a launch party. I hope many of you will come to celebrate with me. (Hint: There *will* be pastry!) I'm also trying to set up other public events, print and podcast interviews, radio appearances—basically as much publicity as I can figure out how to get without annoying people and while still having fun. Because, hey, this is a dream come true, and I mean to enjoy it!

### **The Las Vegas Writers Conference**

Last week, I had a great time at the Las Vegas Writers Conference. What a treat to hang around with people who love words as much as I do—even if it must be via Zoom. One bonus: the online sessions are recorded, and I can view the recordings later. That solves the problem of wanting to be in two places at once, and believe me, that happens.

Here's a taste of what I learned:

It's kind of astonishing how little an author gets paid for a book. For example, a \$10 ebook sold on Amazon will usually net the author \$1.75. And speaking of Amazon, that behemoth sells 75-90% of ebooks sold in the US.

Perhaps that is why one successful author gave as her first piece of advice, “Don’t quit your day job.” I recall my plan as a newly minted PhD, accepting my first teaching job. I would just keep that gig until I wrote the great American novel. Twenty years later, I retired from teaching!

In one of the craft sessions, I got this bit of advice, which any writer can use. Search your latest piece of writing for favorite words. We all have them. And hint, we’re usually not even aware that we’re using them. One of mine is ‘just,’ as in, ‘She just wanted to leave.’ (Can you find another example in this newsletter?)

I also attended several sessions on marketing. Did you know that **four million** books were published last year? A new customer needs 8-12 ‘touch points’ (exposure in any medium) in order to consider buying. That’s why we see so many commercials! I’m going to start keeping track.

## The Inside Scoop

Shortly after I sent out the March newsletter, I got the interior pages of *Knife Edge* to proofread. No small job, let me tell you. Even better, let me show you. This is what the manuscript looked like after I proofed it.



To be fair, all those sticky note tags are not errors. Some are consistency questions. Some are corrections to formatting. But I did find a few missing or extra words. And one embarrassing mistake, in which I described a character’s outfit in two different—and contradictory—ways.

The whole thing took me a week to proofread, but I hope I found and corrected all the problems. And now I understand why authors say any errors are unintentional.

## The Great Pastry Hunt: update

If you've been receiving my newsletters, you know that my protagonist Zee Morani is legendary for her love of pastry. In fact, in the nine days during which *Knife Edge* takes place, she visits three different places and eats five different kinds of pastry. So, you can see that I have much work to do to keep up with her. I'll need at least a couple of new pastries for her to consume in Book Two.

Never fear, I'm on it. This month's treats came from Gabi Boutique.

### Mochinuts



These Japanese doughnuts are made with rice flour and come with a wide variety of toppings, all of which look scrumptious. I restrained myself and tried only three of them. To be fair, I shared them with my husband Eddie. In the photo clockwise from left: ube (pronounced ooh-beh), chocolate, and mango.

The mochinut has a light, crispy crust and a soft, sweet, and slightly chewy interior. It's not as heavy as a cake doughnut nor as light as a yeast doughnut.

Although the dough is delicious, the toppings are the real draw. The frosting is wonderfully sweet, though not overpowering. After the initial sugary rush, the flavorings dominate. Ube's sweetness comes from yam; its surprising color is from purple yam. The flavor has been described as a vanilla-pistachio combo, but I thought it tasted more like a mild berry, not as sweet as strawberry or blueberry, closer to blackberry. Chocolate was bittersweet, like rich cocoa, truly melted on my tongue. But my hands-down favorite was mango. The first bite flooded my mouth with sweet fruity flavor, then as that dissolved, I was surprised by the clear, clean taste of fruit juice. Amazing. I think I'll try the strawberry next time.

These sweet treats are purported to have only about half the calories of regular doughnuts. That might be true, but they have all the taste!

If you'd like to recommend a pastry, send your suggestion to [terri@terrimaue.com](mailto:terri@terrimaue.com). Zee and I thank you!

Thanks for reading! See you in May!

\*PETW is not a real organization. I'd love to start one like it, but I can't think of a catchy name. I thought about PRL: People for Responsible Language, (playing with the idea of language as a precious jewel). I loved WAIL: Writers Against Irresponsible Language, but it sounded too whiny. What I liked was that it could morph to create PAIL (People), RAIL (Readers), SAIL (Students). You get the idea. If you have an idea you'd like to share, please email me at [terri@terrimaue.com](mailto:terri@terrimaue.com). Let's call out and resist the ways in which language is twisted to distort or mislead.