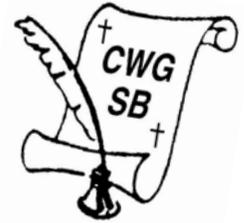


WRITER'S VOICE !



"...I recite my composition concerning the king; my tongue is the pen of a ready writer." Psalms 45:1 (NKJV)

Fall 2007

Volume 3, Issue 4

From the Editor ...

Greetings in the mighty name of **Jesus**.

We want to give thanks to all to all of you that made our eleventh annual CWGSB conference a success.

Now's the time to enter into the projects at hand, to inspire as well as encourage and instruct. You should find some bits of wisdom and knowledge in the articles of this newsletter that will help you become a "featured author."

The secret to great marketing is to plan your strategy, as or before you write your manuscript. If you are planning to seek traditional publishing, the editor will be impressed. If you are self-publishing, or any of the variations of that, you'll be half-way there. My article *To Market, To Market* should spark some insight to get you started.

Dean Strellman's article, *The Abraham Puzzle*, shows us the study of God's Word is limitless. It's a delight to receive revelation into God's Word to help us live the abundant life Jesus paid for on the cross at Calvary.

Continuing in our *Picks* series, Michael Abele has selected three writing tools that will help you strengthen your writing, even in the first draft, which means less rewrites.

We pray you will use these last two months of 2007 to complete, fulfill, and perfect all the projects you have started in the past. Let's enter into 2008 with thanksgiving and with the satisfaction that comes through the peace that surpasses all understanding in our hearts.

Opal Mae Dailey
Editor-In-Chief

Points of Interest ...

To Market, To Market P-2
Don't forget to sell ...

The Abraham Puzzle P-3
Numbers add up ...

Michael's Picks P-4
Striving for perfection ...

Calendar ...

CWGSB Monthly Meeting:
2nd Thursday
12:00 p.m.
IHOP Restaurant
1701 State Street
Santa Barbara, CA

April 12, 2008: OCCWF Spring
Writers Day 2008
www.ocwfw.org

May 2-3, 2008: Antelope Valley
Christian Writers Confer-
ence
www.avwriters.com

October 2008: 12th Annual Santa
Barbara Christian Writers Confer-
ence at Westmont College: Email
cwgsb@sbcglobal.net
(805) 682-0316

To Market . . . To Market . . .

Opal Mae Dailey

Last year North Americans purchased more than \$24 billion worth of books—a number that has increased an average of 10% each year for the past three years.

There are approximately 150,000 new titles introduced every year and it's growing. Of these

- 95% sell under 5000 books
- Only 5% sell over 5000
- Less than 500 titles sell more than 10,000 copies
- Only 3% sell more than 1000 copies
- Amazingly, 500 new titles will sell 100,000 or more copies

So how does your book get into the last category?

I believe you've all come to the realization the publisher is not going to sell your book for you. You must take the lead from the very start. Here are four steps every author should consider in developing their marketing plan.

1. You must have a passion for your writing, otherwise the words you put on the paper are just splashes of ink, dead words. One of the thrills of writing is the knowledge that part of you goes with each book. It's an opportunity to go all over the world and to be speaking your voice even after you have left this earth.

2. You must create a book marketing plan. This plan should start as soon as you have an idea for your book. Part of the marketing plan includes the front and back covers. The back cover is where your sales copy is put. The sales copy should tell the benefits and features of the contents. What can the reader expect to reap from the information in your book? Remember, features tell, but benefits sell.

- Benefits describe the advantages of your book
- Benefits link what your book can do with what your reader needs or may want

3. Your marketing plan should include who your target market is; who will want to buy your book? Everybody is not the answer—that's why you must point out the benefits. The front cover

of the book draws people to pick up your book, but the back cover sells your book for you.

Write to a specific audience and you will generate more sales. Knowing your USP (Unique Selling Point) will help you choose your market and zero in on the benefits. Make your book marketable, which is not a bad word.

4. After you get your book published, plan on being available a month before release and for a month after, that means 24/7. People love to see the author, hear the author, and get a signed book. You are now a celebrity, an expert! Understand this: if you have created a book on a subject, you are now an expert on that subject. Being an author is a privilege, never forget that.

Every religion and every revelation has been started by a book. Our book is the *Holy Bible*. Seek out the principles that will further your book marketing business.

Stay tuned. This column will continue next issue.

We wish you all a Happy Thanksgiving, a very Merry Christmas, and a Happy New Year!

May the Blessings of Abraham be upon you throughout 2008.



Welcome, **Frank and Jayne Spinney**, our newest CWGSB members.

The Abraham Puzzle

By Dean Strellman

There is a fun puzzle in scripture which is focused on Abraham, the father of our faith and of the Jewish people. But first, a little background.

The Bible has been an intense area of study over thousands of years, with each word carefully considered by the scholars. In the mid 1800's a scholar named James Strong began a project to record every Hebrew and Greek root word used in the Bible, rank them alphabetically, number them alphabetically, and list the chapter and verse where the word is used. Done without the aid of modern computers, it took over 100 people 35 years to complete it. Strong's Exhaustive Concordance of the Bible was the product of this monumental effort, finally rolling off the press in 1890. Now, on with the puzzle.

The first mention of the name Abraham in the Bible is where God changes his name in Genesis 17:5

No longer shall your name be called Abram, but your name shall be Abraham; for I have made you a father of many nations.

Considering that Abraham is an important biblical character, and his name an important Hebrew word, where would be the most fitting place to put his name in a list of Hebrew words? Well, since it first occurs in chapter 17 verse 5, and $17 \times 5 = 85$, how about the 85th word?

A quick check of Strong's Concordance reveals that, in fact, the Hebrew word Abraham appears listed in Strong's Concordance as the 85th word, occurring 175 times. Perhaps the visual similarity of the numbers 17:5 and 175 is more than just a coincidence?

Reading a bit further expands this with Abraham's age given at his death, which is found in Genesis 25:7, as 175 years old, with the chapter times the verse (25×7) also equal to 175. With all this, there clearly appears to be a very deliberate design to this number pattern, and a direct association of 85 and 175 with Abraham.

Genesis 25:7, has even more significance when it is realized that it is the 666th verse of the Bible. It is commonly known that 6 is the number of man, so it is interesting that Abraham should have his age at death listed here, since he is the father of our faith and the father of the faithful. He is also the first man to be attributed righteousness by his faith, which appears in Genesis 15:6, the Hebrew word for *righteousness* being Strong's # 6666.

After considering the father of our faith, it is only natural to turn our attention to the father of all mankind, Adam. His age at death is given in Genesis 5:5, the 111th

verse of the Bible. It is interesting that this death of the 1st man appears to be mirrored in the New Testament with the death of the 1st man after the Holy Spirit is given in Acts 5:5 with Ananias.

Comparing the death of our spiritual father in verse 666, with our natural father in verse 111, leaves a difference of 555 verses between them ($666 - 111$). What is the significance of 555? Looking up the 555th verse we come to Genesis 22:7

But Isaac spoke to Abraham his father and said, "My father!" And he said, "Here I am, my son." Then he said, "Look, the fire and the wood, but where is the lamb for a burnt offering?"

This "lamb for a burnt offering" is what covers sin and bridges the gap between the natural man and the man of faith. So the model of Abraham offering Isaac and John the Baptist's comment in John 1:29, "The Lamb of God who takes away the sin of the world," strikes to the very heart of the message of the entire Bible.

If the 31,102 verses of the entire Bible are divided in the middle (or the heart), there are two equal halves 15551 verses long. The visual symmetry and similarity to 555 is striking. The reason for it being 555 is that there are 555 singular references to Christ in the Bible. He is the "The Lamb of God who takes away the sin of the world," and he is the focal point at the heart of the Bible!

Wow, what an awesome God we serve!

As one can see, there is a truly remarkable structure to the Bible revealed in the numbers of the chapter, verse, total verse, and even the alphabetical order in the original language. In this design of scripture, the following verse is literally true.

It is the glory of God to conceal a matter, But the glory of kings is to search out a matter. Proverbs 25:2

So beam like a king after this little treasure hunt.

One of our newer CWGSB members, Dean Strellman is presently working on a book outlining the numeric design of the bible. Dean is available for speaking engagements and can be reached via email at dean@888idea.com.

Hey Dean, talk about numbers . . .
I received an order on 7-7-7 to purchase seven books which totaled \$77.00!
Corrinne Abele — HealingStreet.com

Michael's Picks . . .

By Michael Abele

During the creative process of writing, don't we *see* the words and sentences, including each pause and phrase, as we read to ourselves? But because we become so familiar with our own writing, it is easy to pause for punctuation or say a word that isn't there. And, problems can arise when our words are actually transcribed into written form.

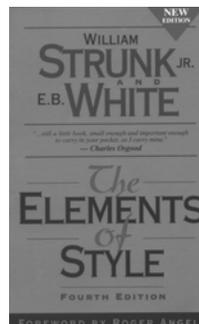
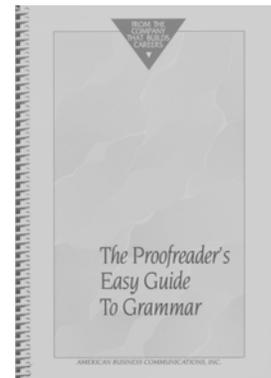
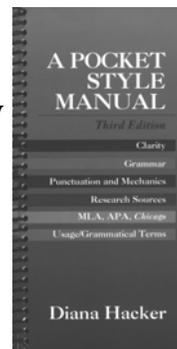
My job is to make sure words are correctly used, that punctuation enhances readability, and that there are no typographical errors. I have three books that are indispensable to me in my quest to make *Writer's Voice* a pleasure to read.

The first book I turn to when I begin to edit articles for *Writer's Voice* is Diana Hacker's *A Pocket Style Manual*, 3rd edition, Boston: Bedford / St. Martin's, 2000. More than many other books on style and grammar, Ms. Hacker's book is an easy-to-use quick-reference guide on punctuation, clarity, advice on sentence structure, finding the right voice, and other helpful aids to improve your writing.

The second weapon in my editing arsenal was written by CWGSB member Daniel Kline: *The Proofreader's Easy Guide To Grammar*, American Business Communications, Inc. 1993. This delightful little book makes grammar fun. Dan's conversational writing style takes you through eight chapters of the most common problem areas in the mechanics of writing and word usage.

My third *Picks* selection is a classic on English writing style. *The Elements of Style*, Longman, 2000, was originally written by Professor William Strunk Jr. as a textbook for his students. In 1957 Macmillan Publishing Company gave E. B. White the task of updating and revising the book for the mass market. With chapter sub-headings like "Omit needless words," "Revise and rewrite," and "Avoid fancy words," the student is gently guided to better writing. Everyone should read this book.

While these books are by no means a definitive study of English grammar and writing, these quick-reference tools can help any writer stay on track and keep their editor happy. Revise and rewrite, then rewrite again!



WRITER'S VOICE !

A Publication of
**Christian Writers Guild
of
Santa Barbara**

P.O. Box 42429
Santa Barbara, CA 93140
(805) 682-0316

Email: cwgsb@sbcglobal.net

Editor-In-Chief

Opal Mae Dailey

Associate Editors

Corrinne Abele

Michael Abele

Writer's Voice is published quarterly and is included with the \$20 annual membership fee to the Christian Writers Guild of Santa Barbara.

We welcome your input: ideas, suggestions and article submissions. Please use the addresses above.