



WRITERS HELPING WRITERS

INSIDE A BOOK LAUNCH



----- Forwarded message -----

From: **Angela Ackerman**

Date: Mon, May 9, 2016 at 10:13 PM

Subject: The Thesaurus Club Wants YOU! :)

To: Angela Ackerman

Cc: Becca Puglisi

I have to start this email off with a hug.

Because seriously, I feel like the luckiest person alive that you guys all signed up to find more about this secret event without a clue as to the craziness I might be dragging you into! (No really, it isn't TOO crazy. Just, we hope, some serious fun.) I admit I am a bit nervous launching these two books—it's been 3 years since we last did a book launch, do you realize? All the more reason to have you awesome guys in my corner. <3

In past years, we've run week long events that have really played into paying it forward, trying to honor the incredible dedication writers do each and every day. These have been really popular and it feels good to be able to give back to our community in some small way. Last launch we had something called The Amazing Race where we raced for a week to see how many writers we could collectively help with critiques, advice, blog reviews and such. It was terrific, but wow, a lot of work for everyone (our volunteers were truly amazing!) So we thought this year we would shift gears a bit and shake things up to focus on fun & our love of words. And that's what the Thesaurus Club is all about.

Thesauruses, well, they get a bad rap. You mention using one and some people leap to the conclusion you're writing a story loaded with bloated, complex words. But we know that isn't the case, that in using good judgement, a thesaurus is a powerful weapon. Especially now—there are thesauruses on every writerly topic imaginable—Dialogue, Erotica, Fiction, Phrases, Colors, Writing Ideas...and you know, our own little collection. My question is, why wouldn't a writer make use of some of these tools?

So Becca and I think it would be fun to celebrate our writerly love of words and thesauri in particular through images, raising awareness of our new books, and in the process, give writers a goal of cracking open a safe filled with a motherlode of prizes. Here's how it will work.



ROCK THE VAULT



Imagine a vault tucked away at the heart of Writers Helping Writers, one that is loaded with writerly prizes. What sort of prizes you ask? Two categories: things that will help writers and authors, and experiences that are setting specific and sensory in nature.

Anyone who wins the “Mystery Sensory Setting Experience” for example, will visit one of the settings in one of our books, on us. Will it be a restaurant or bakery down the street from where they live? A bookstore located at the nearby mall? The Spa? The movies? Something else? It all depend on where each winner lives, and they

types of things they are into. We want to make a setting come alive for a writer, and give them an experience to remember, so they see, hear, touch, taste and smell the location for themselves. In the tiny off chance it turns out to be something they don’t wish to do, they can pay it forward and pass on the experience to someone they know.

Writers Helping Writers Prize Vault

- One Stop For Writers Gift Certificates
 - Bestselling Writing Craft Books
- A Lunch or Dessert Date With Becca* (New York)
- A Lunch or Dessert Date With Angela* (Calgary)
 - First 5 Pages Critiques
- Mystery Sensory Setting Experiences In The Winner's City
- A Seat In A Writing Webinar With Jami Gold
- A 30 Minute Skype With Becca To Workshop A Blurb, Logline, 1st Page, etc.)
- A 45 Minute Skype With Angela To Discuss Author Branding, Platform, Audience Connection Or Marketing
- A Michael Hauge & Chris Vogler Hero's Two Journeys Video Series



Here are some of the things we're thinking about putting in the vault:

Now only a few of these prizes will be unlocked on Launch day. Then, throughout the week, people have the opportunity to unlock more (hopefully all!) the prizes. All they have to do is share an image of their favorite thesaurus (one of ours, Roget's, whatever they wish) and use the **#myfavoritethesaurus** hashtag. They can share it on Facebook, Twitter, Instagram, etc.

What we really want to see is people have fun with this, and take a picture of their fav thesaurus in a specific Setting. It would be so cool to see people get into it and take their thesaurus book on a bit of an adventure. To this end, I am going to create an Instagram challenge and hope that helps people get into it. :)

Every time a person shares an original image, it gets tallied by Becca or I, using the hashtag. At certain benchmarks, more prizes are unlocked. (The above are just examples--if you have a great idea for a writerly prize, let me know!) if the hashtag reaches an overall goal of say, 1000 original images, all the prizes will be unlocked. People can enter using a simple form, and can "opt out" of any prizes they don't wish to be included on.



Where you wonderful people come in:

Blog Love: the thing I need most of all is visibility during launch week. Right now, it is looking like that will be the week of June 12th (our formatter had a health emergency and things have taken a bit longer to process as a result, so we are probably a week away from having a firm date). So if you have a blog and you are willing to allow me to hijack it for one day during launch week, I will write up a post that will tell people about the event going on, and encourage them to join the fun. This post can go up any time throughout the week, can be scheduled, and I am happy to write it and format it, then send it to you as a word document so that you can upload it through cut and paste. If you have a Blogger or WP blog, I will give you the exact HTML code that you just load into the editor and all the formatting will line up beautifully. J I will do my best



to share links and drive traffic your way. I also create a blogger Pinterest board for every event I run and encourage people periodically to follow the people on it & check out their blogs and books. (I'm still sending people to the Random Acts of Kindness board, which I created in 2012 for the Emotion Thesaurus launch!)

Instagram Help: I literally just signed up for Instagram, lol. Over the next few weeks I will get myself up to speed, but holy cow I could use some help, especially when it comes to this [Instagram Challenge](#) thing. If you have ever run one before, I would love to learn from you. If you have participated in one, you have an idea of how they work. I would love some help from people willing to watch for the **#myfavoritethesaurus** hashtag during the week challenge and like and comment if possible, spreading the enthusiasm. The cool part about this one is that as you Instagram users know, challenges are a great way to get to now new people and end up with new followers so this will help you build your audience, too.

Social media sharing: If you tweet, FB, G+ or hang out on linked in, again I would so appreciate a few shares or tweets during launch week. To make this easy I am happy to create a few “premade” links/tweets to share, so again it is a cut and paste. You guys know I am not into spamming people, so no one need to feel they have to share. If you have an audience who might find this a fun thing to be a part of, great, but if not, no worries. :) And I hope you will all consider participating by uploading a picture somewhere too! :)

Book Reviewers: Becca and I would like to kick-start the review process for both books and to that end would love to offer some of our ebooks in exchange for an honest review on Amazon and Goodreads near the launch date. These reviews...ah, I know, I'm preaching to the choir and all, but they are just so vitally important. So, we will have a limited amount of books for this and will choose people on a first come first served as that the only way for no bias to be involved. And please do be honest, with no fear of hurting our feelings! I am a firm believer that any fair review has value, and feedback helps me grow as a writer, making the next book I write more helpful and useful for you guys. :) (These books aren't quite ready yet—it may be a few weeks).

Because I am not sure who might be interested in what, I have created [this super-fast form](#) if you wouldn't mind filling it out? This way I will know if you are interested in reviewing, or blogging or something else, or wish to do multiple things. (Thank you!)

If this isn't your thing, no worries! Ignore the form, and just send me a message back and I will take you off this email list. It's all good. :)

Thank you all again for letting me email you about this. I'll be in touch soon. :)

Angela



THESAURUS CLUB FORM

Thesaurus Club: I'm Totally in!

Please just let me know what you might be interested in? If things change and you need to drop out, no worries—nothing is set in stone or anything. :) I super appreciate any way you can help :)

Blogging—sign me up! Here's my blog URL so you have it. :) Also, my email so you know who I am :)

Your answer

Instagram—sign me up! Here's my Instagram handle so you can find me.

Your answer

Social Media Sharing—sign me up! I'll do what I can during launch week, as long as it doesn't feel like I'm spamming anyone. :)

☐ Yes

☐ no

Book review—sign me up! I promise to give an honest review right around release, on Amazon, Goodreads, or both.

☐ yes

☐ no

I have an idea that can make your event even better. Let me tell you about it.

Your answer

SUBMIT

Never submit passwords through Google Forms.



Angela Ackerman

May 11

Hi all! Thank you again for being so utterly terrific and offering to help. That form will come in handy for me to know who is interested in blogging, social media, Instagram, reviews, etc. And as we get closer to June, I'll be in touch about all of these things.

If you left your handle on Instagram, I've followed you (or at least I hope I did--some of you had multiple doppelgängers, and so I hope I picked the right "you"!) I loved looking at your pictures today and was blown away by how artistic some look. Nicely done! Watching your feeds (Stream? Whatever the cool kids call it) is going to help me figure out what I should be posting and how to engage. :)

Thanks for the ideas some of you sent my way too--some really good ones for me to think about. Sasha, your bingo idea is a bit like a treasure hunt I did on my blog before, and might tie in nicely this time around too. :) If you haven't yet filled out the form, please do--you only have to answer the questions that interest you--it's just to help me stay organized.

While I'm waiting for the ebook files and a few other pieces to fall into place, you might not hear from me for a bit--I don't want to clog email boxes; I know you are all busy. I'm going to turn my attention to creating some "sharables" that will work for twitter, Facebook, Instagram, etc. (If you were kind enough to help with The One Stop For Writers launch, you'll know what I mean, and if not, I'm talking about some image graphics with helpful writing/setting tips on them.) I like these because they are so easy to share anywhere, and they are useful. I try to make things as helpful as I can so people feel like they are getting something of value rather than being promoted to. Once I have some of these ready, I will make sure you guys can access them in case you wish to share any of it with your followers.

If you guys need anything, have questions, want to chat, just let me know! Also, please remember that Becca and I do take guest posts at WHW, and this can be a good way to get visibility. We have guest posting guidelines on the site (in the toolbar), so if you have a really strong and unique idea (something not written about often) for a writing craft, marketing, or publishing post that we could pair with your book cover and blurb, get in touch! Let me know you're part of the Thesaurus Club when you fill out the form, provided your book is not erotica. (Sorry!) I have no issues with erotica, but because we have so many elementary schools that hook into WHW, we have to keep things PG, if that makes sense.



Have I told you how awesome you are? Seriously, it is times like this where I really feel so lucky to be part of the writing community. :)

Okay, off I go! Have a terrific evening, guys! <3

Thesaurus Club News



Angela Ackerman

May 23

Hi guys--hope everyone has their virtual Thesaurus Club hats and T-shirts on, because it's time to kick things into action. *blows horn* *passes out martinis*

First up, thank the gluten-free zombies, we have a date. Our launch event, ROCK THE VAULT, will officially start June 13th and run through to the 20th.

It has driven me half-bald crazy to not know for sure when we'd be able to release the books, but due to delays and problems in the print books design stage, Becca and I didn't feel confident setting a date. Now that we've moved into ebook production and are working with a different formatter, everything is going wonderfully fast and smooth, and we feel good about the 13th. Thank you all for bearing with us!

So, for the next 2 weeks, I'll be getting everything ready for launch: doing all the behind-the-scenes stuff for the giveaways, creating the posts for your blogs (if you signed up for that), getting the prizes sorted (we've had a few people generously offer writing-focused prizes in addition to our own prizes, like superhero Jennie Nash with her 6-week Blueprint to a Book program spot--thank you Jennie!), so this is really going to be amazing. I am so excited. Many of you have also sent me more ideas on what else to do for launch and discoverability, and I am still going through those--thank you so much!



And if you signed up as a blogger, I will send a separate email about that closer to launch, don't worry. And that post doesn't have to go up on the 13th--it can go up any time during launch week, whatever works for your schedule. :)

If you signed up to review one of our books, Becca and I will contact the first 50 folks who so kindly offered to review when they filled out [this form](#). (if you haven't yet filled it out, please do if you like!) I am hoping they will be done this week, fingers crossed! :)

Now if you guys are wondering what you can do in the meantime, I would love it if you could help me encourage discoverability for The Setting Thesaurus books, but in a very non-promo way.

SHARABLE IMAGES

What I have done is created several writing tips and checklists based on Setting Thesaurus material that I hope writers will find helpful. This is basically how I market--by offering something writers will find valuable in hopes it will be shared widely, leading to discoverability. Here's an example:

Thesaurus Club Latest Update



Angela Ackerman

June 1 (11 days ago)

Hi everyone!

Wowza--so time is flying and we're within 2 weeks of launch. I want to seem all cool and collected, but ha, I AM NOT lol. The more excited people get for these books, the more antsy I get. Nerves, I tells ya--they never go away!

Luckily I have lots to keep me busy. :)



Here's where I am with everything:

BOOK REVIEW TEAM

I am expecting to have my hot little hands on the review copies of the Rural and Urban books any day now. As soon as I do, I will send out emails to the first 50 people who expressed interest in reviewing on the form and provided you're still interested, send you one of the two books. I figure first come first serve is the best way to ensure that there's no bias on my part, and you guys can feel 100% about leaving honest reviews on Amazon and Goodreads (and thank you for that!) :)

BLOGGING TEAM

If you signed up let me hijack your blog (thank you!) at some point between June 13th and June 20th, I am just putting the finishing touches on the blog posts I'll be sending your way. These posts basically mention the launch and point to the event, inviting people to participate. :) I will send this to you along with instructions the week before Launch. This should give us lots of time to get everything scheduled and ready to rumble.

I have also created a [pinterest board](#) of all of your lovely blogs. Check and make sure you're on it? There were a few blog addresses in the form that led to broken URLs, so if you find yourself missing this might be why. Just email me with the correct link and I'll add you asap. I share links to this board and try to encourage people to check you out. Plus, this is an easy way for us to keep track of one another to share posts if we wish, right? :)

INSTAGRAM TEAM

I have decided that with everything else on my plate I am not going to do an official "Instagram challenge" but I still planning on encouraging people to post pictures of their Thesaurus using the **#myfavoritethesaurus** hashtag. I hope you guys will also take time to post a picture or two along with me so we can draw attention to the hashtag. We'll talk about this a bit more leading up to release week. :)



SOCIAL SHARING TEAM:

Thank you for the tweets and shares on Facebook, and mentions elsewhere on the internet. This really helps, you have no idea. You guys are terrific! A few things for you:

I created a pinterest board of Popular WHW blog posts, and on this board I [included all the sharable image tips and checklists](#). So, now if you want to repin anything, it will be so much easier. The URLs to WHW are already on the pinterest images too, so all you have to do is click to share, that's it. I hope this makes it easier. (And if you need to, you can still access the images on the secret [Thesaurus Club page](#).)

For those of you who aren't on Pinterest, don't worry, I've got you covered. I'm attaching a word document that has all the Sharable Images. If you want to save these to your computer and share that way, instructions are inside the document.:)

If anyone is looking for a few new links to tweet, here are a few:

[3 Ways To Skyrocket "Blah" Writing to Amazing](#) **#writing #writetip**

Looking For Great Articles to Strengthen Your Writing? [The Writers Helping Writers Pinterest board](#)

Psst! Want to See a Hidden Setting From Becca & Angela's New Setting Thesaurus Books? Here's ["Police Car"](#)

New Tools for [The Writer's Tool Box](#) **#writing #amwriting**

[Level Up Your Setting by Thinking Outside The Box](#) **#writing #screenwriting**



As always, only share to audiences you feel might find the links helpful, and no pressure to share. Some of the links above are from blog posts you guys wrote--thank you! If yo've blogged something about the Setting Thesaurus books and I've not found it yet, please let me know as I'd love to see it. :)

Okay, that's it for now. As always, thank you so much. The only thing keeping me sane at this point is you guys, I hope you know. (MANY HUGS)

If you have any questions or want to chat, feel free to get in touch!

~Ange



ATTACHMENT

These "sharables" as I call them can be shared on Twitter, Pinterest, Instagram, Facebook, Tumblr, Blogs, G+...wherever you like. So, if you would like to share one now and again anytime between now and launch (if you think your audience would find them helpful), please do. :) If you can, add a link to our home page on our blog too, so people can find out more about our upcoming books: <http://writershelpingwriters.net/>

I have put all of these sharables on [a private page at Writers Helping Writers](#) for you guys so they are easier for you to access & save to phones to share or save to your computer if you want to put one in a blog post, or pin one to pinterest, etc. But if any of you would rather me send them to you another way, just let me know and I will happily do so. :) I will add more of these in a week or so.



The Setting Thesaurus: Tips On How To Infuse Sensory Detail Into Each Scene

Layer descriptions with a mix of sights, smells, tastes, textures, and sounds to bring readers deeper into each scene. Paint the setting with specific sensory details designed to remind your audience of their own past experiences in a similar setting.

SIGHT

To create the greatest impact, filter sight through the POV character's emotions. What they feel will flavor how they view their world and draw readers into their mindset, creating a sense of "shared experience" which leads to empathy.

SMELL

Smell has the closest tie to memory, meaning it also has a strong emotional component. Include iconic smells tied to a setting to bring readers into the scene and trigger the very emotions you want them to feel. For example, the scent of yeasty dough rising conveys a sense of comfort, yet odors of moldy earth and decay will likely do the opposite.

SOUND

Noise is all around us, so use it to infuse your story world with realism. People are also hardwired to notice sounds due to survival instincts, so noises can heighten anxiety in characters (and therefore readers), or alleviate it.

TASTE

Eating is a natural process and tied into our pleasure centers, so don't leave taste out. Make it count by using it to characterize (does your rebellious character like only spicy food?) or give context (does your poverty-stricken character no longer notice the bland taste of potato soup day after day?) that shows readers something deeper.

TEXTURE

Texture can only be used if the POV character interacts with something, so make it important. Use texture to characterize (the roughness of calloused palms), reveal emotion (stroking a son's silky hair and triggering maternal bonds), or to add tension (the sting of hail pellets that start sporadically and then increase...when no shelter is in sight).

Sourced from these unique setting description writing guides:



<http://writershelpingwriters.net>



PREMADE TWEETS

Becca and I also have some Setting specific blog posts that again are helpful, not promotional, and so will also encourage people discover our books. If you like, here are some "premade tweets" you can copy and paste if it makes life easier (I know you are all busy people with your own writing to do--I so appreciate you being willing to help)

Power Your Fiction: Using Weather To Create Mood, Not Clichés **#writing**
<http://writersinthestormblog.com/2015/12/power-your-fiction-using-weather-to-create-mood-not-cliches/>

Adding Tension To Your Story: Setting as a Vehicle For Conflict **#writing**
@beccapuglisi
<http://elizabethspanncraig.com/4417/setting-as-conflict/>

How To Turn Your Setting Into An Obstacle Course **#amwriting**
<http://writershelpingwriters.net/2016/05/turn-setting-obstacle-course/>

Creating Unforgettable Settings Part 1: Choosing the Right Location For A Scene **#writing**
<http://writershelpingwriters.net/2011/01/creating-unforgettable-settings/>

Setting Description: Writing More Than Just What Your Character Sees **#amwriting**
<http://writershelpingwriters.net/2010/03/setting-description-writing-more-than-just-what-you-see/>

Techniques For Atmosphere and Mood Building In Fiction **#writetip**
<http://writershelpingwriters.net/2008/08/creating-atmosphere/>

Again, don't feel you have to share, or that you have to share everything. Becca and I would never want anyone to feel they are being spammed. Basically, if you see something that might interest your audience (a tweet or sharable) and you want to share once in a while, awesome. If not, no worries! :)

If you have any questions, need help, anything, just fire me an email. And thank you all again--you are all terrific for helping. :)



Hi guys—hope everyone's doing great!

If it's easier for you, click any of these images on these two pages, then right click to see the option, "save as a picture." This will allow you to save it straight to your computer and share as you wish, as you wish to use on your blog, Facebook, Twitter or anywhere else you'd like to. :)
~Angela

ATTACHMENTS AND LINKS FROM THIS EMAIL

<p>MASTER SENSORY IMAGERY USING THE SETTING</p> <p>✓ Make each scene feel authentic to readers by using multisensory description (sights, smells, tastes, textures, and sounds) that will remind them of their own past experiences in the real world.</p> <p>Find out how:</p> <p>THE URBAN SETTING THESAURUS: A WRITER'S GUIDE TO CITY SPACES</p> <p>http://www.helpingwriters.net/</p> 	<p>MASTER BACKSTORY USING THE SETTING</p> <p>✓ Sometimes a snippet of backstory is needed to give readers context for the protagonist's actions or an emotional reaction. Place a symbol within the setting that opens a door to a past moment, and then use vivid sensory details to deliver just enough detail to provide context, working with the scene's action, not against it.</p> <p>Find out how:</p> <p>THE URBAN SETTING THESAURUS: A WRITER'S GUIDE TO CITY SPACES</p> <p>http://www.helpingwriters.net/</p> 
<p>MASTER ACTIVE CHARACTERIZATION USING THE SETTING</p> <p>✓ The past influences the present. Place symbols (people, items, and events) within the setting to remind your protagonist of old experiences, good or bad. These symbols act as emotional triggers, steering their choices, actions, and decisions, revealing who they truly are to readers.</p> <p>Help if you need it:</p> <p>THE URBAN SETTING THESAURUS: A WRITER'S GUIDE TO CITY SPACES</p> <p>http://www.helpingwriters.net/</p> 	<p>MASTER CHARACTER MOTIVATION USING THE SETTING</p> <p>✓ Human Needs push characters to act, so place triggers within the setting. If your heroine longs to start a family, have her pass a mother with a baby stroller, hear laughter spilling out of a busy playground, or find child's lost mitten on a park bench.</p> <p>Help if you need it:</p> <p>THE RURAL SETTING THESAURUS: A WRITER'S GUIDE TO PERSONAL AND NATURAL PLACES</p> <p>http://www.helpingwriters.net/</p> 
<p>MASTER READER INTRIGUE USING THE SETTING</p> <p>✓ Hinting at what is to come will pull readers deeper into the story. Try foreshadowing important, emotionally-driven events using the weather, symbolic objects, light & shadow, and by carefully selecting the right location.</p> <p>Help if you need it:</p> <p>THE RURAL SETTING THESAURUS: A WRITER'S GUIDE TO PERSONAL AND NATURAL PLACES</p> <p>http://www.helpingwriters.net/</p> 	<p>MASTER DEEP POINT OF VIEW USING THE SETTING</p> <p>✓ Describe the setting through your POV character's senses (sights, sounds, smells, tastes, and textures) as well as their emotions. How they feel affects what they notice around them and readers are drawn in through this shared emotional experience.</p> <p>Help if you need it:</p> <p>THE URBAN SETTING THESAURUS: A WRITER'S GUIDE TO CITY SPACES</p> <p>http://www.helpingwriters.net/</p> 



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Sourced from these unique setting description writing guides:



<http://writershelpingwriters.net/>

The Setting Thesaurus: Tips For Building Mood

WEATHER

Weather is a powerful piece of the mood-building puzzle. In real life, thunderstorms can cause awe, wonder, and fear. The pattern of steady rain can lull, allowing for quiet thoughts to emerge. Fog can seem suffocating, and the sun paired with blue sky can generate a feeling of buoyancy and optimism. To steer clear of clichés, think beyond common phrases to describe and stretch yourself to incorporate lesser used weather elements.

SEASONS

The cycle of life that flows through the seasons provides symbolic value that all readers recognize. Can a specific season (the renewal of spring, the ripeness and exploration of summer, the bountiful harvest of fall, or the quiet death of winter) better serve your story and the themes you explore within it?

LIGHT AND SHADOW

The quality of light will influence how the character (and reader) feel about the setting. Symbolically, shadows represent that what is hidden, unknown, and can represent danger. Light is knowledge, truth, safety, and wholeness. Think about your character's emotional state (fear, anxiety, excitement, curiosity, etc.) and how light or shadow will alleviate or intensify what they feel.

VIEWPOINT NARRATOR

Ultimately, the mood of your scene is determined by your POV character or narrator. Their emotions, their personality, and the way their view their world (bias) will color each scene. Deep within the Misty Mountain tunnels, Gollum is at home with the cold, dark and wet; this is his domain. Yet for Bilbo, a creature of green fields and a life full of rich comfort, the darkness inspires only terror. The same setting, yet the mood is established differently depending on the POV.

Sourced from these unique setting description writing guides:



<http://writershelpingwriters.net/>

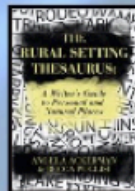
MASTER DESCRIPTION USING THE SETTING

- ✓ Do more with less. Use specific setting description to characterize the story's cast, evoke emotion, foreshadow, and challenge the protagonist.

Help if you need it:

THE RURAL SETTING
THESAURUS: A WRITER'S GUIDE
TO PERSONAL AND NATURAL
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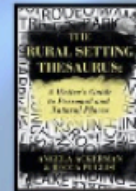
MASTER EMOTION AND MOOD USING THE SETTING

- ✓ Weather is a powerful tool for evoking mood and emotion, so don't be afraid to use it. Write fresh, sensory details and steer clear of clichés by thinking past the first common descriptions that come to mind.

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Something Big Is Coming...

Posted on June 7, 2016 by Angela Ackerman

Today's a special one for Becca and me. In less than a week, we will be expanding our thesaurus family by adding [The Rural Setting Thesaurus: A Writer's Guide to Natural and Personal Places](#) and [The Urban Setting Thesaurus: A Writer's Guide to City Spaces](#).

We are very excited about these books, and hope they'll change how you think about setting and description. Sensory detail, a large part of each book, is an especially powerful way to draw readers into our story's world, so we really need to get it right.

Are you up for a short trip, dear blog reader? I'd like to show you exactly what I mean.



There's a place Becca and I go, somewhere special. And, well, we have something there that I think you'll want to know more about.

You're in? Great! Let's head out now. The air is cooler with the sun tucking itself in for the night, and as shadows grow longer, there's less chance we'll be seen.



See that door at the edge of the old Abbey's courtyard? That's our ticket past the city walls unseen. Each year, the ivy strangles it a bit more, and few even know it's here. As far as I know, Becca and I have the only keys. Heavy buggers too, these knobby pieces of iron. Always dragging at our pockets.

Damn, stuck. Help me give it a shove? Just watch the ivy. It's slick with dew and if a piece happens to slither up against your neck, you're apt to scream. And, well, clearly a hidden exit is only useful if it stays a secret.

Ah, that's better. Out here, there's lots of tree cover, and dusk is closing in. We should be safe from prying eyes.

I love the woods, don't you? Each breath is fresh and sharp with the tang of pine. Odd though, how the mist is rolling in so quickly. I can almost feel it, like a wet glove sliding across my skin.



And not to start something, but does it seem...a bit too quiet? Even our shoes are barely scuffing the trail. I don't know, maybe the fog swallows the sound or something. You're not from around here and so probably don't know, but a few years back, a couple came this way on a hike and simply...disappeared. All their gear—backpacks, climbing poles, water bottles—sitting in a pile on the trail. But them? Nothing. No trace.

I know, such a morbid thing to bring up. Still, let's pick up the pace a bit?

Ahead, that tunnel at the end of those tracks? We're headed in there.



Oh, the look on your face. Priceless. I wish you could see it!

Don't worry, it's barely a scrap of dark. No boogeymen, I promise. Besides, I brought my headlamp, see? Trust me, Becca and I have come this way dozens of times. It's safe. One hundred percent. Would I lie to you?

So let's go.

Okay, so I maybe I forgot to mention this part about a ladder. And, you know, going underground. But here's the thing...if I'd told you about this shaft, you might have never agreed to come in the first place!





And really, you've come this far. What's a tiny bit further? What's waiting is worth it.

I'll go first, so you can follow the light down. Hold onto the bars tightly because rust is settling in. If some of the metal flakes away and your hand slips...well, best we don't think about that.

Ta-da, solid ground. Feels good, doesn't it? You were a champ, truly. Nicely done.

And guess what? If you open your eyes, you'll see we're here.



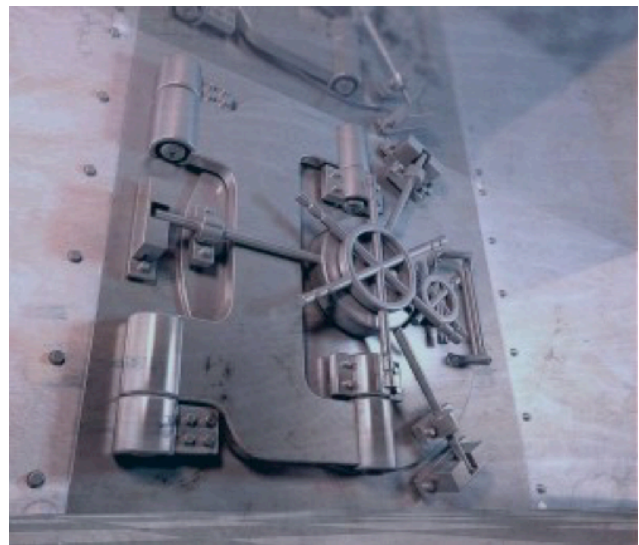
This is it: the writing cave. **Our very own Thesaurus Club.** Pretty amazing, right? Lights. Electricity. High speed wi-fi. Becca and I pulled some strings to make this happen, let me tell you.

No one bothers us here—it's terrific! We can really dig in get some serious writing done. When that fireplace is crackling and wood smoke is in the air, well, you'd love it. Home away from home.

Ah, you spotted our vault. Sharp eye, my friend, sharp eye. Manufactured steel, twelve inches thick, twenty bolts, and completely fire, flood, and apocalypse proof. It's quite the door, no two ways about it.

Bet you're wondering what's in there, am I right?

Sure, I would be too, if I were in your shoes.





I mean, that's some serious hardware for a writing cave.

And...I would like to tell you. I would. But Becca, well, she's a bit *intense* about this stuff. **And what is behind this door is something we're going to talk about on June 13, the official release date for our Setting Thesaurus books.** But I wanted you to see it today. I wanted you to know how to get here. So you can come back, on your own, in just a few days.



...Because you are going to want to come back.

...You are going to want to know what's behind this door.

Mark your calendar. Set a reminder on your phone. Write the date in permanent ink on your palm.

And take this key, the one for the abbey door. Tuck it away. Don't lose it, whatever you do.

Remember, *what happens in the Thesaurus Club stays in the Thesaurus Club.*

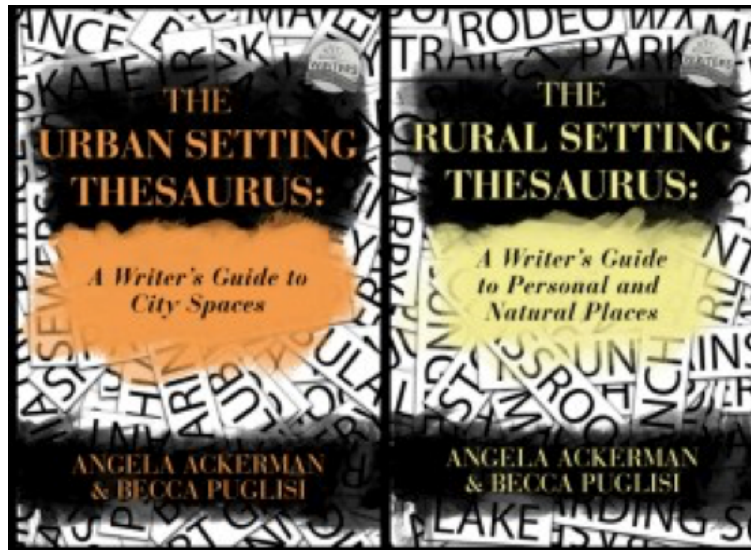
The next meeting is **June 13th**, and you're invited. Don't be late. You won't want to miss it, not for the world.



The Setting Books are almost here, but in the meantime, try out a sample. Becca's sharing wisdom on [How Writers Can Bring Setting to Life through Personification](#) at Live Write Thrive.



And her recent podcast on [Writing Captivating Novels Using the Emotion and Setting Thesaurus](#) is like a mini master class.




See you on the 13th!



PINTREST PAGE


Elite Thesaurus Club Members (Awesome Writers!)

The VIPs on this board are writers helping with our Setting Thesaurus Book Launch, & some of the very best people out there in internet land. Visit these blogs to make some great connections, and discover new authors in the process. :)

**Angela Ackerman**


87 Pins871 Followers

Follow board




Nadanness in Motion, a blog by Nada Adel Sobhi (writer, reviewer, translator & poet)

Pinned from nadannessinmotion.blogspot.com




sibcrispell

Pinned from susanbishopsibcrispell.wordpress.com




El's Novel Reviews | "My aim is to put down on paper what I see and what I feel in the best and simplest way." -Ernest Hemingway

Pinned from elisnovelreviews.wordpress.com




Donna Gwinnett Lambo-Weidner's Blog :)

Pinned from donnaweidner.com



WHAT ARE THEY?
Blog of J. Lenni Dornier - Fantasy author

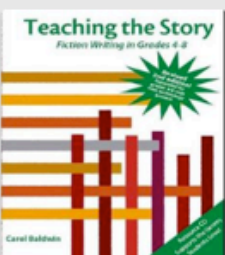
Pinned from jennidornierblog.what-are-they.com



HERE'S THE WORLD'S GREATEST AUTHOR WORKING FOR HIS PULITZER PRIZE.

Angela D'Onofrio's Blog, Perpetual Imagination, Between The Lines


Pinned from angelaonofrio.com



Teaching the Story
Fiction Writing in Grades 4-8

Author Carol Baldwin's Blog

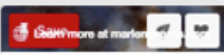
Pinned from carolbaldwinblog.blogspot.ca



COW PASTURE CHRONICLES


Writer Sheila Good's blog, Cow Pasture Chronicles

Pinned from cowpasturechronicles.com




Marlena Harris - Urban Fantasy Writer

Pinned from marlenaharris.com



Destination: Fiction: ABOUT FAYE NORTH


Pinned from destinationfiction.blogspot.ca



Edge

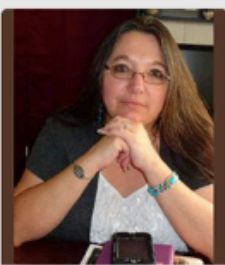
Bestselling author Sherry Gammon

Pinned from wordpaintingsunlimited.com




The Setting Thesaurus Duo: Urban & Rural Volumes WRITERS HELPING WRITERS™

Pinned from writershelpingwriters.net




Author Melinda Williams

Pinned from melindawilliams.wix.com




Welcome to My Blog! - Christa Allan
www.christaallan.com

Pinned from christaallan.com




Jami Gold, Award Winning Paranormal Author

Pinned from jamigold.com




Muse of Ink: Erinna DeNeir

Pinned from museofink.wordpress.com



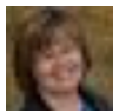
Uncovered Myths



Shades of Blue



Launch is less than a week away--wowza!



Angela Ackerman

June 7 (5 days ago)

paper bag

No really, I'm fine. *hides paper bag*

shakes

binge chocolate eating

Just a short note again to thank you all so much for your support! You guys have been so good to Becca and I. Some quickie general items:

REVIEWER GODS

I believe all the review copies have been sent out, so thank you so much those of you who were willing to review for us. By the way, it looks like you can already post review the books on Amazon, but it will take a day or two for them to show up. I see there's a goodreads review up as well, so I guess that's a go as well. (thank you guys!)

BLOGGER HEROES

Yesterday I sent out a blog post to everyone who signed up to let us hijack their blog sometime during launch week, so if for some reason you didn't see that email, just give me a shout and I'll resend. Thank you so much, all. If you have any trouble with the code or getting **your post scheduled for some time between the 13th and the 20th**, just reach out and we'll get it up together. :)

INSTAGRAMERS & SOCIAL SHARER TITANS OF AWESOME

I'll be in touch later in the week again regarding Instagram and whatnot. :)

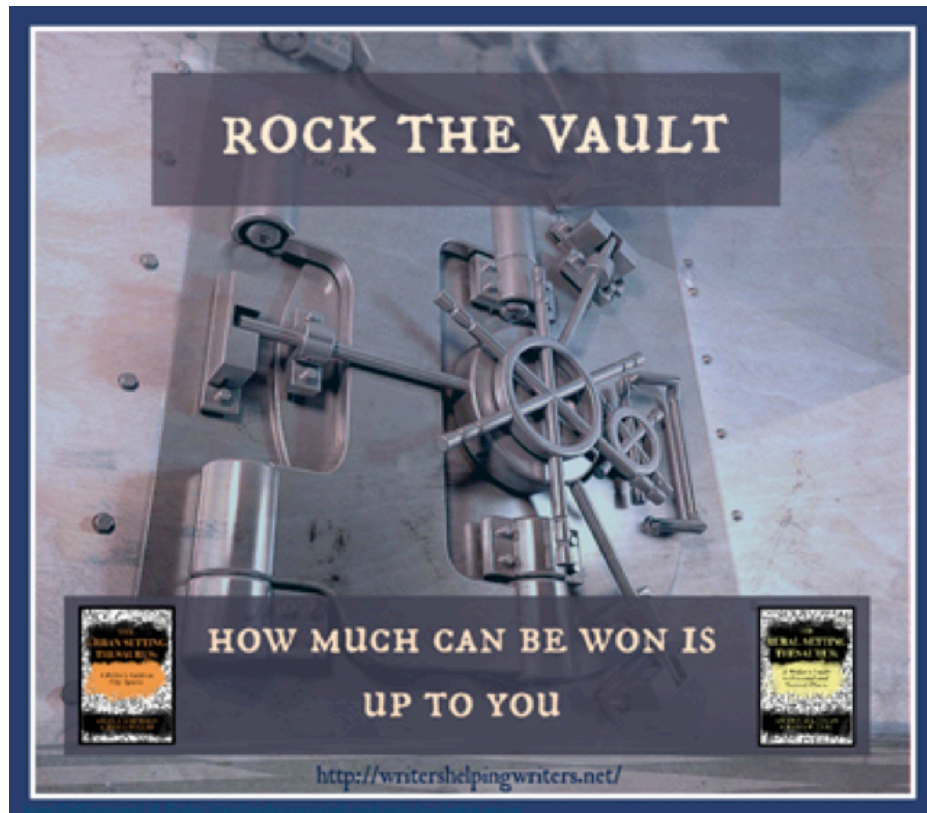
In the meantime, if you like, here are two more tweets/links to share:

Something BIG is Coming to Writers Helping Writers...And You Won't Want To Miss It **#writing**
<http://writershelpingwriters.net/2016/06/launch-mock-post/>



How Writers Can Bring Setting To Life Through Personification <http://www.livewritethrive.com/2016/06/06/how-writers-can-bring-setting-to-life/> #writing

OUR LAUNCH EVENT NEXT WEEK



Once launch starts, people will see our prize vault and how some prizes are "unlocked" (meaning they are available to be won), while some are still locked (so whether they will be drawn will be up to them and if they share pictures with the **#myfavoritethesaurus** hashtag).

We're planning to encourage people to share their love of all books thesaurus in nature. Our books, other people's thesaurus books, it doesn't matter. They take a picture on their phone of their favorite thesaurus and post it online with the **#myfavoritethesaurus hashtag**. If we get to 500 original pictures we'll give away all prizes. It's free to enter for all, but the more people who post pictures, the more prizes can be won.

I'm hoping many of you will participate, sharing a few photos of your own favorite thesaurus books, digital or paper. :)



Here's a few pictures I have created to start sparking ideas if you did want to get an early start!
This one I might use in a tweet that says: "On no, the Nazgul is after **#myfavoritethesaurus!**
Visit <http://writershelpingwriters.net/> to see why this # is a big deal."



I also have a collection of weird gnomes (In know, you guys are shocked, right?), so for this pic, I used one as a prop. :)

I could post this one on Facebook or to Instagram with a message suggesting people check out Rock The Vault and share their **#myfavoritethesaurus** picture to help unlock the prize vault, typing in the URL: <http://writershelpingwriters.net> so they know where to go (or they can tag me in the post and tell people to check out the link in my bio).

Here's a simple selfie one, with some of my owl collection.

(Yep, I collect those too. And books!)

And Tracy Perkins made this one above for a blog post she wrote about the Setting Thesaurus books (thank you Tracy!). I love how vintage it looks! I bet people would love this on Instagram.



So whatever you want to do (if you wish to participate), simple or framed, go for it. :)

I want this to be fun, easy, and give people a way to be creative if they want. People could even photoshop something crazy with a thesaurus book (yes please someone do this--like in the middle of a zombie apocalypse???) or use [picmonkey](#) to make a collage.

Anyway, I hope these pictures spark some ideas. :) I am not the most artistic person when it comes to photography but I have seen your posts on your blogs and social media and know that many of you are talented in this area. So I am looking forward to seeing what you come up with if you decide to participate!

That's it for now. :)

Happy picture-planning,

Angela

Launch Week Post HTML code attached: Group 3



Angela Ackerman

June 6 (6 days ago)

Hi Team Blogging! ***cheering***

Okay, the big day has arrived--I have a word document attached that has the Wordpress HTML code and the Blogger HTML code (whichever you need) for the blog post that I've asked you to put up sometime during launch week. (MANY HUGS) All you should need to do is cut and paste this code into your post window editor. If it works as it should, you can preview it and then should see all the formatting, pictures, etc. all looking nice and neat! (There's a screenshot in the document so you can see what it should look like.)

If you have any trouble at all, email me and I will work with you to get this post scheduled for any day during the week of June 13th to the 20th.



ALSO: Because there are so many bloggers involved, I have separated you guys into four groups (you're group #3) and created a unique post for each group. (The intro is different, and it links to a unique "secret setting" at Writers Helping Writers). I did this so if your readers happen to catch another post at a different blog that mentions our event first, chances are, the introduction information will be new to them and they'll have something fresh to read (and a different secret setting location to travel to!)

So, REALLY Important: Remember, before you hit "publish," make sure the post is **scheduled**, and it looks good when you preview it. :) Some of the links in your post are live pages, so we don't want people finding them before launch.

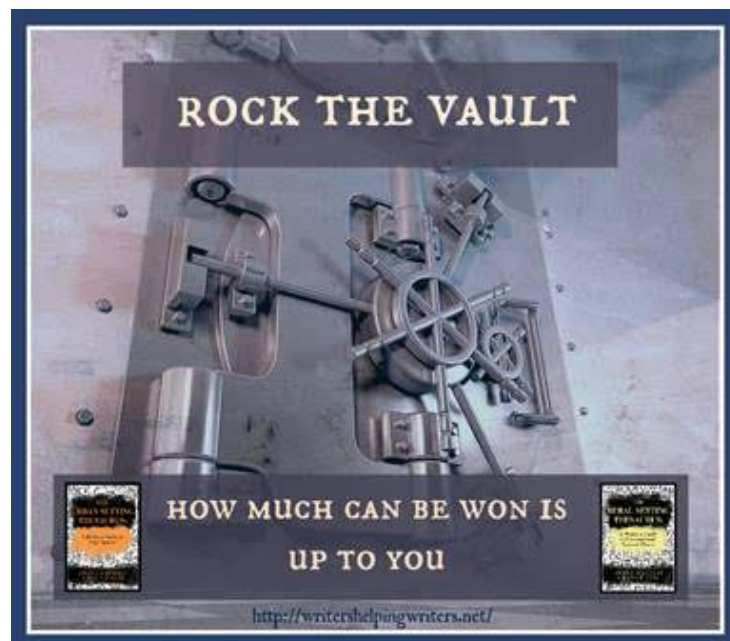
Also, if you use Blogger:

When you cut and paste this into your HTML post editor, switch it to COMPOSE before you preview or you may get an error message. If you get this message, don't do anything--just switch to compose. If you select "fix" when the error comes up, it will "break" the images and you'll have to upload them yourself and put them into the post.

If this happens, here's the main picture you would need:

I tested it, and if you hit preview and publish in COMPOSE the post works fine. :)

If you have another website other than WP or blogger, try the HTML and see if it works. If it doesn't, message me and I will give you the post in a word document, no HTML. :)





Rock The Vault Prize Page

Ready to ROCK THE VAULT? Here's what you could win...if the writing community works together to unlock these mega prizes!

(Contest runs from June 13th to June 20th, 6 PM EST. **The form to enter is at the bottom of this page.** Please ensure you read and understand the conditions and limitations of each prize.)

Bestselling Writing Resource eBooks

STATUS: 5 Prizes Unlocked So Far

Winners can pick one of the following ebooks:



Open Internationally

One Stop for Writers Gift Certificates

STATUS: 2 Prizes Unlocked So Far





Winners will receive a \$50 US Gift Certificate to be used at the [One Stop for Writers](#) site.

Open internationally

Setting Immersion: A Lunch or Dessert Date with Becca (Manhattan or Westchester County Area, New York)

STATUS: 0 Unlocked So Far



A restaurant setting! Food, drink, and sitting down to talk shop with Becca—what could be more fun? Pick her brain, discuss your latest project, or simply enjoy the time to visit. The winner of this prize will be contacted by Becca Puglisi to arrange a meet-up for dessert or lunch in the Manhattan or Westchester Country Area (NY) at a time and place agreed upon by both parties. The winner is solely responsible for getting to and from the chosen meeting spot, along with any expenses this may entail. Becca Puglisi will cover the dessert or lunch tab, of course!

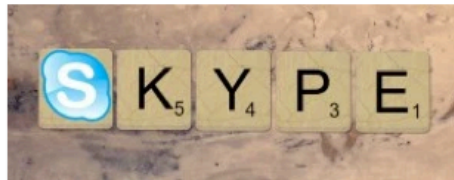
Open to individuals willing to commute to and from the named area above, at their own expense



Open Internationally

A 30-Minute Skype w/Becca to Workshop a Blurb, Logline, or 1st Page (Winner's Choice)

STATUS: 0 Unlocked So Far



After penning well over 1000 critiques (at some point you just stop counting), a person gets pretty good at distilling the essence of a story and creating first pages with pull. The winner will join Becca for a 30-minute skype at a mutually convenient date to workshop one or more of the above, as time allows. (To maximize your time together, Becca may request material in advance to prepare for the Skype.)

Open Internationally

A 45-Minute Skype w/Angela to Discuss Branding, Platform, or Marketing (Winner's Choice)

STATUS: 0 Unlocked So Far



As the marketing arm for not only Writers Helping Writers but also One Stop for Writers, Angela knows her audience and how to engage with them. From running successful online events to finding one's ideal audience and influencers to building a platform that emphasizes connection, Angela will strategize with the winner on any of the topics above. (Angela may request some information in advance regarding the winner's books and brand to better maximize time spent together.)

Open Internationally



A Seat in the 5-Week “Blueprint for a Book” Course, courtesy of Writing Coach Jennie Nash of Author Accelerator

STATUS: 1 Seat, Unlocked



Yes, saving the best for last! Jennie Nash, book coach and founder of [Author Accelerator](#) has generously offered up this amazing prize.



Blueprint for a Book is a **5-week course** that goes beyond simply plotting your book and drills down into the most important elements that will drive your story forward. Without these in place before you start writing, you could risk years of frustration and books that go nowhere.

Blueprint for a Book will match the winner with a book coach based on genre, writing level, and personality. The winner will gain access to assignments, course videos, lessons, and personal coach reviews to help narrow down their book's focus and plot so they can transition to writing it with confidence. This course is available for writers of fiction, nonfiction, memoir and speculative fiction. For a detailed list of the elements of this course, stop by [Author Accelerator](#).

US & Canada Only



Thank you all so, so, SO much! I am super excited for this, and our launch would barely make a splash if it weren't for you guys. Seriously, you are all the absolute best. <3

Angela :)

You need any help at all, or if you have questions, please reach out and I'm happy to help!

<http://writershelpingwriters.net/rock-vault-prize-page/>



Rock The Vault Starts Tomorrow



Angela Ackerman

3:53 PM (3 hours ago)

Hi everyone,

I will admit that what happened today in Orlando has dampened my spirit somewhat—it is a bit harder today to try and focus on next week, because in light of what happened, a fun, creativity-focused event seems...trivial. Becca and I both are still a bit in shock, and find it disheartening that with all our education, and all the advantages we have in North America, that some don't have a greater appreciation for life. All life. My heart goes out to everyone in Orlando, and to people elsewhere living in fear because things like this keep happening.

However, a lot of people (you!) have worked hard to get ready for Rock the Vault, **creating pictures** (I hope!) to share with the **#myfavoritethesaurus** hashtag, **scheduling blog posts**, and **sharing online** to boost awareness. So we will roll forward. It is my hope that the creative picture sharing we'll all be encouraging people will do may become a bright spot in what will be a heavy week for some. But of course, if there's anyone who is not feeling up to it, I completely understand. Some of you may need to divert your energy to helping others through this situation. Just know if there's anything I can do, please get in touch—I have two ears if you need to talk.

Okay, onward we go. I love you guys. **Here's just a recap of this week.**

Our goal is to encourage people to get involved in the **#myfavoritethesaurus** picture-sharing event by posting a picture of their favorite thesaurus (any thesaurus, not just ours) and use the hashtag so Becca and I can count these pictures. We all love writing, we all love learning, so why not celebrate it? Thesaurus books get a bit of a bad rap. Any tool, used with care, can greatly improve our skills, and the thesaurus is no exception. So we, the Thesaurus Club, will help reinforce this throughout the week as we share pictures and have some fun with this. And of course, the benefit is unlocking more prizes in the prize vault.

The rules go like this: the more original **#myfavoritethesaurus** pictures are shared this week, the more prizes we will unlock. Our goal is 500 unique thesaurus pictures. Becca and I really want to give away ALL of these prizes, not just some. Tomorrow's post at WHW will outline the rules, have the form to enter, and a full description of prizes.



WHAT'S IN THE WRITERS HELPING WRITERS PRIZE VAULT?

★ Bestselling Writing Resource eBooks UNLOCKED	★ 1st Five Pages Critiques UNLOCKED
★ Setting Immersion: A Lunch or Dessert Date with Becca "the Manhattan or Westchester County Areas of New York"	★ An "On Demand" Webinar Recording with Award-winning Author & Story Expert Jami Gold
★ Setting Immersion: A Lunch or Dessert Date with Angela "in Calgary, AB"	★ 30 Minute Skype w/ Becca to Workshop a Blurb, Logline, or 1st Page "Winner's Choice"
★ A Michael Hauge & Chris Vogler Hero's 2 Journeys Video Series	★ 45 Minute Skype w/ Angela to Discuss Branding, Platform, or Marketing "Winner's Choice"
★ A Mystery Sensory Setting Experience within the Winner's City or Town UNLOCKED	★ One Stop for Writers Gift Certificates UNLOCKED
★ A Seat in an Upcoming Webinar for Writers with Bestselling Author Kristen Lamb	★ A Seat in the 5-Week "Blueprint for a Book" Course, courtesy of Writing Coach Jennie Nash of Author Accelerator UNLOCKED

If you want to look at the prizes now, [GO HERE](#) (but please don't share this page with anyone yet as it is live, but Rock The Vault doesn't start until tomorrow.) I will hook up the form later tonight and of course you are all welcome to enter the draw.

INSTAGRAM FOLKS

I am hoping those of you who are active on Instagram can really help here as I'm still behind the learning curve as a "newer" user. **If you have a picture of a thesaurus, please share it on Instagram and in your comment, use the #myfavoritethesaurus hashtag and suggest people**



check out the Rock The Vault giveaway at Writers Helping Writers this week. You can tag me and tell people the URL is in my bio, or just cut and paste the URL: <http://writershelpingwriters.net/> whichever you prefer. I plan on posting a different Thesaurus picture each week. I hope some of you will too, or post a few.

The other thing you can do is like/comment on other pictures with the #myfavoritethesaurus hashtag.

This perhaps will encourage more to get involved. Also, something to think about, but if you are looking to build your network on Instagram, my guess is that anyone who is using this hashtag is a writer, if you are interested in finding and following more writers.

SOCIAL SHARERS

Just like on Instagram, our hope is that people get into the creative aspect of showing off their favorite thesaurus with a picture. **How you can support this is to help make the event discoverable** by 1) occasionally tweeting a link that points toward the event (such as a blog post from one of our bloggers listed in this [Pinterest board](#)), 2) share occasional sharable images I sent out to everyone in a previous email:

(you can also find all the Setting Thesaurus sharable images [here](#).)

And/Or by tweeting/sharing one of the following links/tweets:

Power Up Your Fiction With Sensory Description **#writing**

<http://elizabethspanncraig.com/blog/>

Setting Should Do More: Using It as a Vehicle For Conflict **#writing**

<http://elizabethspanncraig.com/4417/setting-as-conflict/>

How Writers Can Bring Setting To Life Using Personification (Bookmark!)

<http://www.livewritethrive.com/2016/06/06/how-writers-can-bring-setting-to-life/>

Find The Right Setting For Your Scene By Thinking Outside The Box **#writetip**

<http://writershelpingwriters.net/2016/05/level/>

How To Turn Your Setting Into An Obstacle Course (Bookmark!) **#writing**

<http://writershelpingwriters.net/2016/05/turn-setting-obstacle-course/>

3) occasionally RT a #myfavoritethesaurus image



4) Share this image below on FB, Twitter, Tumblr, or wherever you hang out + a description of the event & URL <http://writershelpingwriters.net> so people can find the Rock The Vault event:

You'll notice I used the word "occasionally" a lot. We have to be careful that we're not flooding the same tweets and images in our enthusiasm to the point that people start to feel spammed. **So share only what feels right for you, and to the people you feel right sharing with. Plus too, this should be fun for you, not work.**

BLOGGERS

Thank you all for offering to post for us this week! I am hoping that by now everyone has their posts scheduled and ready to go. If you don't, just email me and I'll be happy to help. The day the post goes live, just check it quickly to make sure it all looks as it should.

And I will make sure my WHW post is up at 12 AM on the 13th, EST. So if your posting on the 13th but your time zone is a bit off from EST, me posting early should hopefully mean my post is up when yours is so you have somewhere to send people.

If you are part of the reddit community and think a subreddit might be interested in this bit of fun, please feel free to link to Writers Helping Writers.

If you post about this in a Facebook group, please make sure the post doesn't seem promotional, and only if you are sure the group admins will be okay with the post. I really try to avoid promotion, and FB groups unfortunately get hit with a lot. **This week isn't about selling our books, just discoverability and some writing-related fun.**

If anyone has any questions, ideas, comments, just hit me up! I will be everywhere online this week as much as I can, visiting blogs, posting pictures, etc. If I see some really good pictures I might start a post to showcase them on our Writers Helping Writers [Facebook page](#). So if you see something awesome (or you made one yourself that's super creative), let me know! I'll ask the owner for permission to share it on my page.

Oh, one last thing: on each of the 4 "secret" setting pages we have at Writers Helping Writers (like the police car one), there is a 25% off coupon for One Stop For Writers, just a small bonus we've added to include a treasure hunt aspect (the blog posts all link to one of these 4 "secret" settings). I didn't know if any of you were members there, but if so, I wanted you to know about the coupon code so you can hopefully use it on your next invoice.



Okay, that's it. We're ready. **Here's to all the awesome Thesaurus Club members having a terrific week!** I hope you guys have fun with these pictures, and look forward to seeing what your **#myfavoritethesaurus** books are! And don't forget to enter the draw yourselves!

As always, thank you all so much. <3 If there's anything Becca and I can do to support you this week, let us know. :)

Angela



BLOG POST COPY

There's nothing better than becoming lost in the story world within minutes of starting a book. And as writers, this is what we're striving to do: pull the reader in, pull them down deep into the words, make them feel like they are experiencing the story right alongside the hero or heroine.

A big part of achieving this is **showing the character's surroundings** in a way that is textured and rich, delivering this description through a filter of emotion and mood. It means we have to be careful with each word we choose, and describe the setting in such a way that each sight, sound, taste, texture, and smell comes alive for readers. This is no easy task, especially since it is so easy to overdo it—killing the pace, slowing the action, and worst of all, boring the reader. **So how can we create a true unique experience for readers and make them feel part of the action while avoiding descriptive missteps that will hurt the story?**

Well, there's some good news on this front. Two new books have released this week that may change the description game for writers. [*The Urban Setting Thesaurus: A Writer's Guide to City Spaces*](#) and [*The Rural Setting Thesaurus: A Writer's Guide to Personal and Natural Spaces*](#) look at the sights, smells, tastes, textures, and sounds that a character might experience within 225 different contemporary settings. And this is only the start of what these books offer writers.

In fact, swing by and check out this hidden entry from the *Urban Setting Thesaurus*: [Antiques Shop](#).





And there's one more thing you might want to know more about....

Becca and Angela, authors of *The Emotion Thesaurus*, are celebrating their double release with a fun event going on from June 13-20th called [ROCK THE VAULT](#). At the heart of Writers Helping Writers is a tremendous vault, and these two ladies have been hoarding prizes of epic writerly proportions.

A safe full of prizes, ripe for the taking...if the writing community can work together to unlock it, of course.

Ready to do your part? Stop by [Writers Helping Writers](#) to find out more!



----- Forwarded message -----

From: **Angela Ackerman** <angela.ackerman@gmail.com>

Date: Wed, Jun 15, 2016 at 4:33 PM

Subject: Thesaurus Club Love

Hi guys! Well, here we are, three days into launch week, the books are out, no one saying anything horrific about them, so WOOT! (Seriously, the anxiety of book launches. Why do we do this again? Ah yes, because we love, love, love writing!)

I just wanted to give a BIG thank you from Becca and myself for all the love you've shown us and our books. You've taken time and energy from your own writing, and supported us with blogging and cheer-leading and social sharing and reviewing, and of course, kindly encouraging our Thesaurus-writing adventures by buying our books. You are they very best people out there. :)

I know it is not much, but Becca and I wanted to do a small, separate "Rock The Vault" just for you. So, if you like, [enter this form](#) to be entered in a draw open only to Thesaurus Club team members. :)

Also, another way I wanted to help was to **talk about the marketing side of book launches** but unfortunately I am leaving in two weeks for a month and am pretty swamped right now. Putting a webinar together just isn't something I can accomplish in that time, along with everything else.

So, as has happened several times now, in swoops the magnificent **Jennie Nash** of [Author Accelerator](#), offering to run an author interview-style webinar to discuss just this--**our Setting Thesaurus book launch, from the inside, looking at the strategy, challenges, and offer marketing insights that all authors can benefit from.** Not only is Jennie a writing coach and savvy businesswoman, she's been right here with us in The Thesaurus Club, so she's is the perfect insider to pepper me with questions. :)

I know marketing is difficult. Understanding how to find and connect with our exact audience is no easy feat. Building a following can be daunting, leading many to seek out (and waste time and money) on shortcuts. Any questions I can answer to help with this I will, because one thing that isn't a waste is learning from people who are doing the very things we need to learn how to do.

If attending this marketing interview sounds like pure coolness to you, the sign up is [HERE](#). The time is set for **June 24th at 12 PM EST** and there will be an open Q & A as I understand it. Plus,



Jennie's offering a **recording available** to anyone who signs up, in case the timing doesn't quite work out.

Feel free to cut and paste this link:

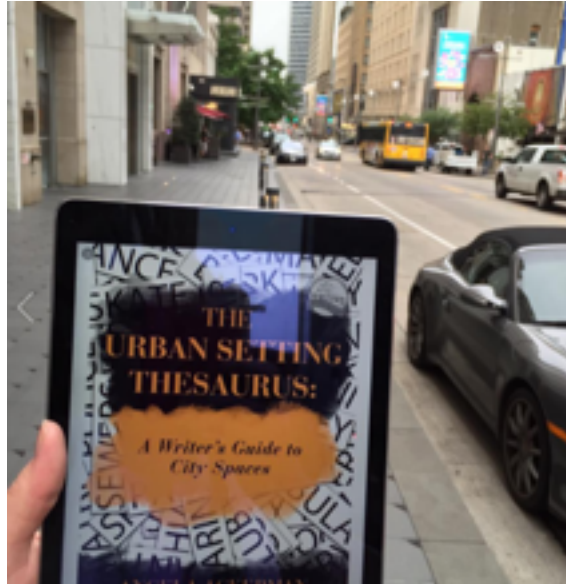
<https://app.webinarjam.net/register/19288/4e21c68272>

and give it to other authors who may wish to also attend. **(Please don't forward this email though as it contains the giveaway form, and that's just for you!)**

Finally, I am loving all the pictures you guys have been posting to Facebook, Twitter and Instagram using the #myfavoritethesaurus hashtag. I know it was a difficult start with the tragedy in Orlando, but I also think this is why posting these pictures is important. I am getting a lot of feedback from people that these #myfavoritethesaurus pics are fun and making them smile again. What could be better than that?

Here's just a few running around the internet...





I hope you guys will join the fun. Post a picture or two. My readers online are enjoying the interaction, and I bet yours will too. Let's celebrate our love of Thesaurus books (all of them!) together, right up to the 20th! :)

Happy week!

Angela



Angela Ackerman
to bcc: me

June 20 (1 day ago)



Well we did it! Or, I should say YOU DID IT, because so much of this launch was in your oh-so-capable hands. Becca and I so pleased with how this event went, and how much fun everyone had. This is all because of you guys, so thank you so much!

Truly, Becca and I appreciate all the hard work and time you gave over to this event. I can't tell you what it means to say, "Hey, I need some help?" and have 170 of you respond. It is just so mind blowing that so many believe in what we do, and were willing to give energy over to helping us. Thank you all so much!

I've closed down the private Thesaurus Club giveaway along with the Rock The Vault one, and will be in touch with the winners of each prize within the next 24 hours.



Now I don't have enough prizes to go around to all of you (even though you each deserve a bounty of chocolate boyfriends and so much more!) so I do hope you'll join me for [Friday's webinar with Jennie Nash](#) so I can hopefully answer some questions regarding marketing and give back a bit that way.

Also, I want to remind everyone that we do take guest posts at Writers Helping Writers as long as they center on a topic that pertains to writers that is fresh or has a new angle, are well crafted, and provide new ideas or tips our readers can ponder and use. Guest posts can help people find your blog, and give your book covers some visibility, as we pair a small book blurb and your cover with the post if you wish us to. :)

If you have a unique idea for a guest post, just go to the "[guest post guidelines](#)" in our menu and follow the instructions. Let us know that you are a Thesaurus Club member too, please!

Thank you all again, and especially too for providing feedback on this launch in the prize form. This helps me ensure the next one is even better and easier to participate in! :)

What else can I say other than you are all magnificent? Because you are, each and every one of you.

See you online, and stay in touch! :)

Angela & Becca



A note from Angela and Becca:

Hi everyone! I hope you found the webinar Q & A on book launches helpful, and hopefully this swipe file will give you a good idea of how to interact with your team and manage it before and during your launch. As you can see, there's a lot of work involved, but the rewards of creating an event that is fun and easy to do encourages great engagement and discoverability with your audience, and as authors, isn't this what we all want?

Planning and strategizing what you'll need in advance of the event is an important part of running a successful launch. That said, the biggest factor of your event's success isn't anything you do...it will come down to your team members and what they do. This is why infusing your communication with enthusiasm and strong team spirit is really important. We had an amazing Thesaurus Club team for this launch, and enough thanks cannot be given for all they did for Becca and me.



A very special thanks needs to go to Jennie Nash and her team at [Author Accelerator](#) who not only went above and beyond to help with our launch, they also organized this webinar Q & A and created this swipe file for you! Like Becca and I, they believe in community and how when writers work together, we succeed together. I hope you'll check them out sometime, especially if you are struggling with the next step of your writing path, and need someone in your corner because Jennie and her team are true advocates for writers.

One last thing--if you'd like a bit of extra help with Social Media Marketing and Planning Creative Book Launches, we have more PDF handouts (free, of course) at Writers Helping Writers on the [Tools For Writers](#) page. From the outside, marketing can seem overwhelming, but if you take it a step at a time and focus on connection, not promotion, you'll see it is very rewarding.

Here's to us all getting out there, building relationships with people who share and appreciate our passions, and connecting with our true audiences!

Happy writing,

Angela & Becca