



# LAUGHING BEAR 121 NEWSLETTER

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P.O. Box 613322, Dallas, TX 75261-3322; 817-858-9515; e-mail: editor@laughingbear.com

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## The Surviving Small Press: Credit Card Alternatives

If you've got a web site, you are going to want to be able to sell your books through it. It used to be you'd have to have a merchant account with a bank to take credit cards. That's expensive and you may not qualify. Fortunately, there are ways to take credit cards on the web without a merchant account or having to set up your own secure server storefront.

For the Laughing Bear site, I use CCNow (<http://www.ccnw.com>). This is one of a number of services that will let you take credit cards through their servers for a commission. CCNow charges 9% of each sale (8% during the Christmas season). In return they provide the shopping cart and handle all the paperwork.

The way it works is you list your books on your web site with a link for each to CCNow. When a customer clicks the link, they go to CCNow's site, fill in the shipping information, and provide their credit card number.

CCNow notifies you and when you have shipped the order you just go back to the CCNow site, mark the order as shipped, and every two weeks CCNow deposits the money, less their fee, in your checking or credit card account.

Since CCNow is in a tax free state, there are no sales taxes to worry about. CCNow acts as a

(Continued on page 4.)



## Web Design Essentials

By Maria Giudice with Anita Dennis

Adobe Press, pub. by Peachpit Press, 1249 8th St, Berkeley, CA 94710; 120 pp, 12" x 9", perfect \$40.00, <http://www.peachpit.com>

If you are using Adobe Photoshop 5.5 and Illustrator 8.0, this book will walk you through dozens of short projects you can add to your site to give it a more professional look and feel.

The book is broken into five sections: "Planning Production", "Preparing Graphics", "Managing Type", "HTML, Tables, and Frames", and "Animation and Rollovers".

The first section, "Planning Production", shows how to plan out a web site using flow charts, manage site content, and automate repetitive tasks. This gets your design organized and leads to a more consistent layout and smoother navigation of the site.

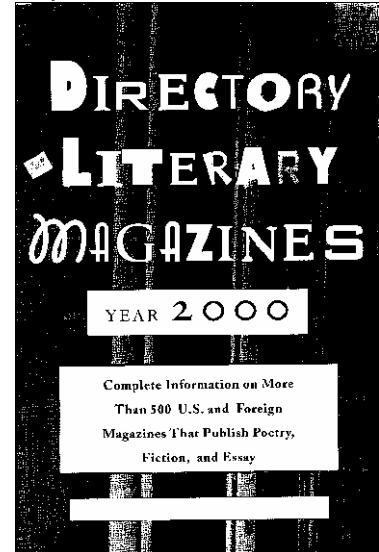
Each of the following sections contains a series of examples to show how to create many of the cool effects you see in professional sites.

Each step of each project in *Web Design Essentials* is clearly illustrated in full color.

## Directory of Literary Magazines, Year 2000

edited by the Council of Literary Magazines and Presses  
Asphodel Press, Kymbolde Way, Wakefield, RI 02879; 300 pp, 5½" x 8½", perfect, \$12.95

This year's directory lists over 600 CLMP member literary magazines that use poetry, fiction and essays.



This is an ideal directory for a literary writer who doesn't want to sift through *Writers Market* looking for literary publishers, but also doesn't want to buy separate directories for poetry and fiction.

Each listing has the name of editors to contact, a description of the magazine, the type of work published, recent contributors, payment, and circulation. You also don't need a magnifying glass to read the listings. And the index is arranged geographically.

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## Successful Nonfiction

by Dan Poynter

Para Publishing, PO Box 8206,  
Santa Barbara, CA 93118-8206;  
144 pp, 5 1/2" x 8 1/2", perfect,  
\$14.95

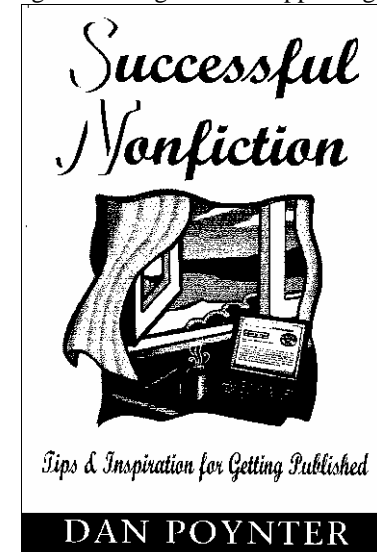
*Successful Nonfiction* is a collection of 109 inspirational tips to get you motivated and writing instead of finding excuses not to (my favorite pastime).

My only problem with this book is I couldn't put it down to start writing this until I finished it.

What I expect from a motivational book is a lot of feel good mumbo jumbo that sounds great while your reading it, but has no application in the real world. These tips, however, are practical lessons you can use right away.

Each item starts out with a paragraph or two introducing the subject. Poynter then illustrates it with an anecdote from one of the dozens writers interviewed for the book or from his own extensive experience. Then the point is summarized and the tip is wrapped up with a pithy quote that brings the whole concept together.

This is a great book to keep by your side for those times when the words aren't coming, your mind is drifting, and cleaning out the garage is starting to sound appealing.



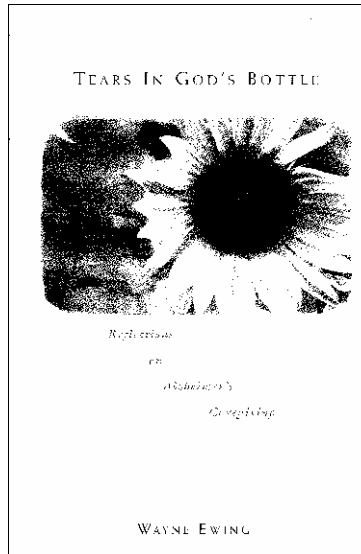
## Tears in God's Bottle: Reflections on Alzheimer's Caregiving

by Wayne Ewing

WhiteStone Circle Press, 300 E  
Marcy, Santa Fe, NM 87501; 120  
pp, 5 3/4" x 8 3/4", cloth, \$23.00

At age 55, Ann Ewing, a vibrant woman with a career and a future, was diagnosed with Alzheimer's Disease. She told her husband, "I don't think I'm going to make it to the end of my life."

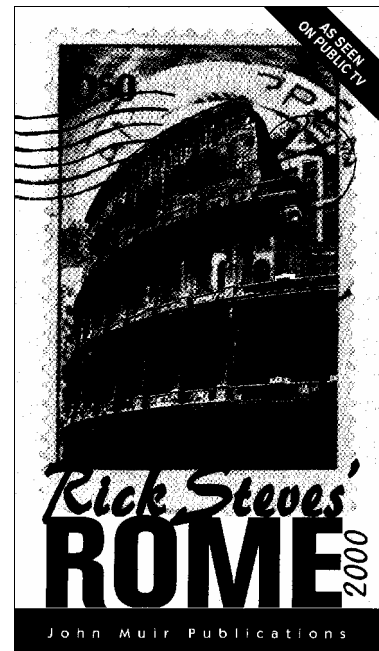
Wayne Ewing spent three years caring for her at home before she ultimately had to be admitted to an Alzheimer's center.



This book is a collection of reflections he wrote to help him work through the anger, pain, and loss. Each begins with a biblical quotation followed by an dilemma he faced because of the illness, his response, and how the opening verse helped him interpret the experience.

Ewing found that as his wife diminished, his faith grew stronger, giving him the strength to care for her and carry on as she would want him to, finding the good and positive in the worst possible situation.

To help others in the same situation, he collected his writings in this inspiring book.



## Rick Steve's Rome 2000

by Rick Steve's

John Muir Publications, PO Box  
613, Santa Fe, NM 87504; 224 pp,  
4 1/2" x 8", perfect, \$13.95

If you've never been to Rome, this is the year to go. With Jubilee Year 2000 going on and the exchange rate down, it's going to be more exciting and fun than ever.

The last time I went to Europe I took one of the Rick Steves books along with several others. I ended up using the Steves guide and using the others for suitcase ballast.

This little guide to Rome will fit in a jacket pocket. You'll want to keep it with you for quick reference. It has lots of maps and commentary on what you'll see. While it includes all the necessary travel tips, restaurants and hotels and list of sights, where this book stands out is it breaks the city down into clusters of sights and one-day tours. You can choose tours so you can get the most out of Rome no matter how much time you have there.

Rome is one of my favorite cities in the world, but it can seem like a maze. Steves lets you enjoy the city instead of getting lost in it.

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## Complete Publishing Resource Manual

by Linda Able

Florida Academic Press, PO Box 540, Gainesville, FL 32602-0540; 280 pp, 5 1/2" x 8 1/2", perfect, \$22.95

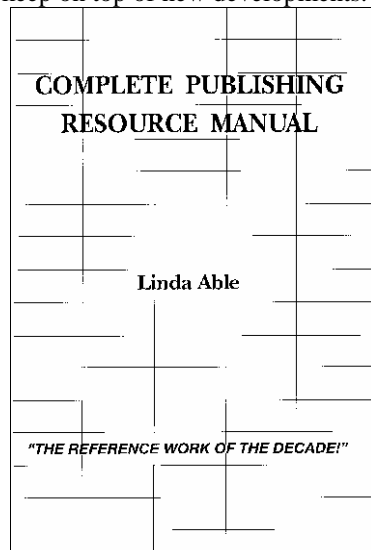
This is a *very* complete resource guide that I'm going to keep close by from now on. I just hope they come out with annual editions to keep it up to date.

The manual has three parts: bibliography, glossary, and resources.

The 180 page bibliography lists virtually every book on publishing or writing that is in print to date. Also includes books on marketing, building web sites, public speaking and seminars, and other subjects related to the publishing business.

The glossary covers nearly 2,000 terms used in publishing, printing, and graphic designs. Very handy for translating contracts with those suppliers into English.

The resource section has addresses, phone numbers, and internet addresses for printers, media, review outlets, organizations and vendors. It also has hard-to-find addresses for publishing chat groups and list-servs to help you keep on top of new developments.

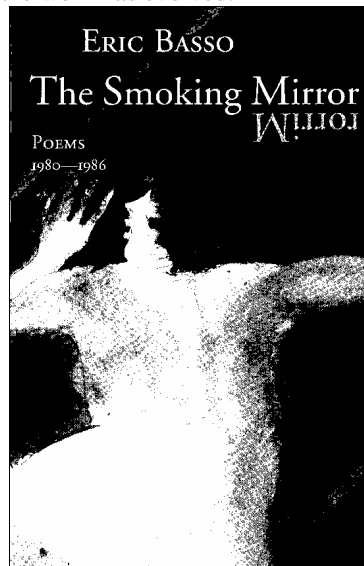


## The Smoking Mirror: Poems 1980-1986, Catafalques: Poems 1987-1989, Ghost Light: Poems 1990-1994

by Eric Basso

Asylum Arts, 5847 Sawmill Rd, Paradise, CA 95969; 134 pp, 192 pp, 182 pp; 5 1/2" x 8 1/2", perfect; \$12.00, \$13.00, \$14.00 respectively

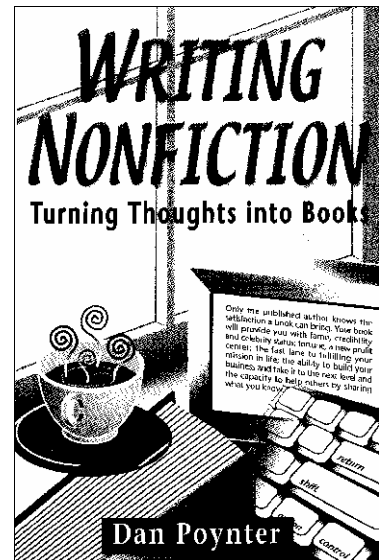
It is interesting when a poet's work is presented chronologically, with a substantial body of poems spread out over the years, to see where he has come from and how the work has evolved.



Asylum Arts has done this and more with Eric Basso. They have published his dramas and poetry collections over the past few years, finally making this prolific writer's 25 or so years of work public. Basso appeared in literary magazines all along, but you never felt the power of his collected work.

In *The Smoking Mirror*, Basso is a storyteller. *Catafalques* has more touches of mythology and mysticism. In *Ghost Light*, the poems are more spartan, focused, and mature.

Thanks, Eric for "The Assassin" in *Smoking Mirror*; I've roughed out a hole for a window.



## Writing Nonfiction

by Dan Poynter

Para Publishing, PO Box 8206, Santa Barbara, CA 93118-8206; 156 pp, 5 1/2" x 8 1/2", perfect, \$14.95

Another great little book from Dan Poynter. This one is about how to write a nonfiction book by breaking the writing down into manageable tasks rather than facing it as one overwhelming project.

Each chapter is a self-contained component of the whole book, which allows you to reuse the standalone pieces for ebooks, CD-ROMs, seminars, articles, etc.

This is a very efficient way to put a book together, and it's a method I've used for years as a technical writer to put together manuals that are hundreds of pages long in a relatively short period of time. I haven't seen the method applied in a book about nonfiction writing before, nor have I seen it explained as well as Poynter does here.

Besides helping you get organized and explaining how to write in drafts, Poynter shows you how to do research using the internet, find outside help if you need it, and decide whether you will publish the book yourself or find a publisher for it.

A very concise little guide.

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## Credit Cards (continued)

retailer. They take an order from a customer, order the book from you as wholesaler, and you drop ship directly to the customer.

CCNow also handles the customer service since they are seen as the company that is selling the book. The customer is given a toll free number to call if there are any problems with the order. If they complain the book is late, CCNow contacts you.

So, for 9% of sales gross, CCNow provides the merchant account, a secure server shopping cart, and 24 hour customer service while you have total control over which books go on sale and pricing. That seems like a bargain to me, but there is another alternative.

PayPal (<http://www.paypal.com>) is a hugely popular way to take credit cards for online auctions. And it is completely free. In fact when you sign up, they'll give you \$5.00. Then you'll get \$5.00 for every customer you refer.

PayPal acts as a middleman for credit card transactions. You'll have to provide some instructions on your site for placing orders because PayPal doesn't have a shopping cart to keep track of orders.

When a customer wants to buy a book, they will have to click a link to PayPal and log in. They'll need to manually enter the cost with shipping, book title, and your e-mail address. (Their shipping address is saved in the system.)

When the customer submits the order, PayPal sends you an e-mail and it's up to you from there. PayPal doesn't provide customer service. They just let anyone with an e-mail address send money to anyone else with an e-mail address, and they do it well.

To get your money from PayPal, you just go to your PayPal account and request that it be credited to your checking or credit card account.

## Announcements

- **Thompson-Shore Quality Book Manufacturing** (<http://www.tshore.com>) has got an excellent web site with lots of helpful information about printing. They also have a nifty little Spine Bulk Program you can download for free. The program asks how many pages the book will have, then you choose from a large selection of paper stock. It will tell you spine widths for your book for half a dozen different bindings and even print out diagrams for cover, jacket and cloth cover, making your cover design a snap. You can download the program at <http://www.tshore.com/lib/software/spinfo.html>. Be sure to check out the rest of the site as well.

- **Maui Writers Conference** (P.O. Box 1118, Kihei, Maui, HI 96753; 888-974-8373, <http://www.mauiwriters.com>) will be held September 1-4, 2000 with a writers retreat August 26-31. This is an opportunity to sharpen writing skills, meet agents, and learn from bestselling authors.

- **Feminist Collections: A Quarterly of Women's Studies Resources** (Phyllis Holman Weisbard, pub.; University of Wisconsin System, Women's Studies Librarian, 430 Memorial Library, Madison, WI 53706; <http://www.library.wisc.edu/libraries/WomensStudies>) is a review magazine of feminist publications by and about women and gender. They are interested in copies of small press books on those subjects. They do not routinely cover fiction or children's literature.

- **Skye Wentworth Public Relations** (Skye Wentworth, literary publicist; 8R Holbrook Ct., Rockport, MA 01966; 978-546-3257, [skye\\_pr@nii.net](mailto:skye_pr@nii.net)) is a new firm focusing on literary promotion for book publishers and authors. Ms. Wentworth has 15 years experience.

- **edit-it-orial** (Chris Roerden, senior ed.; Edit It, 3683 Waterwheel Court, Greensboro, NC 27409-8976; 877-BookEdit; <http://www.milwaukeeusa.com/roerden>) is the annual newsletter from Edit It. Check out the web site for lots of information about hiring and utilizing an editor.

- **Small Press Center** (20 West 44th St., New York, NY 10036; <http://www.smallpress.org>) is offering members listing on their web site with links to the members' sites, which should help with promotion of the member publishers and their sites. They are also offering new and renewing members free audio tapes from their spring workshop series until June 30. The next Small Press Book Fair, sponsored by Small Press Center, will take place March 24-25, 2001, in conjunction with Small Press Month.

- **Autographed By Author** (<http://www.autographedbyauthor.com>; contact: Rick Kamen, [heirloom.stories@juno.com](mailto:heirloom.stories@juno.com)) is a site that increases web sales for authors by promoting something only they can provide – their signatures. No registration fee if you sign up before June 30, 2000.

Advertising: Insert ads, in the form of flyers to be inserted in newsletter mailings, are welcome. Send 200 copies of the ad with \$50, and the ad will be mailed with the next issue of the newsletter. Contest and other events or promotions that solicit money in the form of reading or other entry fees will not be accepted.

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