

COFFEE ON SUNDAYS



The Monthly Newsletter for Heather Hiestand, Eilis Flynn, and Anh Leod

JANUARY 2008

Jumping Jiminy, it's January!

Here it is a brand-new year, and Heather and Eilis are hard at work at getting the word out about their latest books, the contemporary gothic romance *Gunshot Grange* (from Heather) (who also just sold another novella in her other persona as Anh Leod—details to follow when there are some!), and the romantic fantasy *Introducing Sonika* (from Eilis). This involves a great deal of marketing promotion, most of it

orchestrated by Eilis' Hub, who is a marketing professional.

Marketing promotion, you see, involves a great deal of a metaphorical tap on the shoulder of strangers and asking them if they know about the latest books from [fill in person here]. Sometimes that tap on the shoulder comes in exotic forms, designed to get the attention of the tappee, and you can bet that the tapping has to be pretty persistent, because otherwise folks

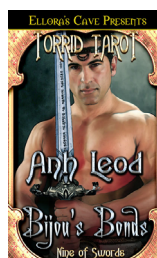
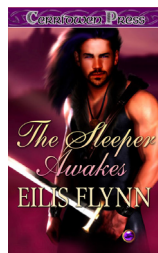
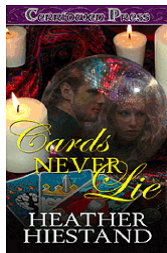
just don't remember or they forget easily.

And that's why Heather and Eilis are spending a lot of their time

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Miss a newsletter?

You're in luck! Our *Coffee On Sundays* newsletter archive is available at www.coffeeonsundays.info!



Heather, Eilis, and Anh have all been busy!



ON SALE NOW

Heather Hiestand

- *Cards Never Lie* (Cerridwen Press)
- *One Juror Down* (Cerridwen)
- *Gunshot Grange* (Cerridwen)

Eilis Flynn

- *The Sleeper Awakes* (Cerridwen)
- *Festival of Stars* (Cerridwen)
- "30-Day Guarantee" (MyRomanceStory.com)
- *Introducing Sonika* (Cerridwen)

Anh Leod (Ellora's Cave)

- "Lucky Number Seven"
- "Aphrodite's Necklace"
- "Bijou's Bonds"

UPCOMING RELEASES

- March 13, 2008: *Two on the Hunt* by Heather Hiestand (Cerridwen)
- April 25, 2008: *Recreating John Doe* by Anh Leod (Ellora's Cave)
- June 12, 2008: *In Flight* by Heather Hiestand (Cerridwen)
- Mid-2008: "Claudia's Pleasure Script" by Anh Leod (Ellora's Cave)
- Late 2008: *Journey to Neotia Prime* by Eilis Flynn (Cerridwen)

Jumping January Jitters: Promo!, CONTINUED

telling people about their stories and their books. They're telling people from ship to shore, from mountain to the valley, and so forth and so on. Eilis is going crazy, running from event to event, interview to interview, doing the online version of a promotional junket, talking up *Introducing Sonika*. (Heather is a little more calm, mainly because she's suffering from a bad flu and bronchitis. Right now, she's scheduled to teach an online class in March, breathing as much as she can.)

Eilis took advantage of old friends Carol A. Strickland and Nancy Northcott, first persuading Carol to join her in a two-person talk about romantic fiction and superheroes (see the OtherWorldDiner blog on December 13), and then wheedling Nancy to let her post on her blog (on January 2) about writing what you know (the adventure of the heart, you see). Eilis didn't know Kim Watters, but asked to be interviewed about *Sonika* (January 4) at her blog, then asked a couple of other Cerridwen Press authors, Jenyfer Matthews and Liz Jasper, for some space on their blogs. Shameless!

There's more, and Eilis is taking full advantage of it—check out the list of appearances elsewhere on this page. But that's what you've got to do to make sure people know about your work.

(Of course, you could always tell *your* friends, too...)

Out there, it may be a wet, cold, and soggy month (unless, of course, it's too oddly warm and dry where you are right now — the weather is downright weird currently), but you can always snuggle indoors and fire up your computer or ereading device and peruse a book or two that way. Or check out the promotional hoo-hah. Or read Eilis and Heather's newsletters. If nothing else, it may amuse you!

Next month, we'll be talking about how reading our ebooks is good for the environment, and how we and some of our fellow Cerridwen Press authors are making an effort to let people know about it!



COFFEE ON SUNDAYS

Edition 11, January 2008

Featuring Heather Hiestand and Eilis Flynn

For more information, see

www.coffeeonsundays.info

www.heatherhiestand.com

www.eilisflynn.com

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Q&A

Why is Heather's short story "Looking Forward, Looking Back" no longer on her On Sale Now list?

Lavender Isis is no longer a publishing entity (though they still offer an e-zine and you can read a poem of Heather's at <http://www.lavenderisis.com/heatherpoetry.html>). She has signed with Romance at Heart (<http://rahpubs.com/>) and hopes to have a science fiction story duo published soon including LFLB, as well as a contemporary short story anthology.

I keep looking for Eilis' and Heather/Anh's books on Fictionwise, but I can never find them! Why aren't they available there?

Cerridwen Press is currently working on having CP books on sale there, so keep reading this newsletter for updates about this!

APPEARANCES (TENTATIVE)

Eilis Flynn:

- "Writing What You Want To Read—In This Case, Superhero Romance," OtherWorldDiner.blogspot.com, interview with Carol A. Strickland, December 13, 2007
- "Write What You Know?! But I Don't Know Anything," NancyNorthcott.com blog, January 2, 2008
- "Introducing Sonika," MuchCheaperThanTherapy.blogspot.com, January 4
- Cerridwen Press authors chat, <http://groups.yahoo.com/group/cerridwenchat/>, January 10
- "A Talk About *Sonika*," Jenyfer Matthews blog, <http://jenyfermatthews.blogspot.com/>, January 11
- "Interview with Liz Jasper," <http://pinkfuzzyslipperwriters.blogspot.com/>, January 18
- "Jobs And Personalities," <http://www.myspace.com/LizJasper> blog, January 25
- Romance Excerpts Only, <http://groups.yahoo.com/group/romanceexcerptsonly/>, February 1
- "Introducing Sonika," Long and Short Reviews, <http://longandshortreviews.blogspot.com/>, February 19
- "GreenBookFriends" MySpace event to be named later, early March
- "Faeries Along the Silk Road," with Jacquie Rogers, workshop, Eastside Writers, Issaquah, WA, March 11
- Readers' Luncheon, Portland, OR, April 26, 2008
- Romance Writers of America National Conference, San Francisco, CA, July 30–August 2
- Dragon*Con, Atlanta, GA, August 29–September 1

Heather Hiestand/Anh Leod:

- "Resurrecting Your Rejected Manuscript," with Jenna Bayley-Burke, Rose City RWA chapter, March 8
- "Salvaging Your Rejected Category Romance," AskAnAuthorPro Yahoo! loop, March 17–28, 2008
- Readers' Luncheon, Portland, OR, April 26, 2008

Got a question? Drop us a line at eilisflynn@aol.com or heather@heatherhiestand.com. Maybe we'll have an answer! What we don't know we'll gladly make up. ☕ Next month we will be answering your questions, discussing our writing styles and telling you what we have in store for the coming months.