



August 12, 2018



Redwood Writers presents...**M. M. Allen**



**Writing – Editing – Marketing
It's All One Process**

As writers we experience euphoric moments where our words are flowing; it seems there is no stopping a great creative writing day. Then the drudgery sets in. It's the dreaded editing and marketing. What I discovered is that writing, editing and marketing fit into a single process. It is getting into the same rhythm mentally. When we give editing and marketing the same respect we do our writing time, we experience the joy of our work. The changes we make and the discoveries we experience give our writing more depth.

My career started as an English teacher which led to communications at the university level. In 1999 I published a children's book, *Let's Play Ball*, and soon began working in consulting & marketing with Dream Flight Productions on musical CDs for children, and then with Walt Disney Buena Vista Records, where we produced *The Floppy Sleep Game*, *The Inside Out Blessing Game*, and *The Christmas Dream*.

A middle grade fantasy, *Wishapick Tickety Boo* and *The Black Trunk*, were published in 2015 in collaboration with composer Deborah Wynne, who created a companion musical CD to accompany the book. We received awards from The Readers Favorite Award & the Moonbeam Gold Award for Book & Music.

I have an extensive background in marketing, working with a variety of businesses for both profit and non-profit. I enjoy all things that spread goodwill which presently includes collaborating on a musical production of *Wishapick*. When I am not writing I love to read, tend my rose garden and enjoy my West Highland Terriers Pip & Peaches.

Meeting Date: August 12, 2018 2:30-4:30 p.m. (Arrive at 2pm to register & network)

Flamingo Hotel – Empire Room - 2777 Fourth St, Santa Rosa, 95405 (707-523-4745)

Member Fee = \$5 Non-Member Fee = \$10