

Tina Gallagher's Words of Wisdom

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[Author Interview – Marcia James](#)

November 4, 2009 by galsalla

Today I'm welcoming Marcia James to my blog. Marcia and I will be on the Million Dollar Marketing Plan panel with Sutton Fox at the Romantic Times convention in April 2010.



An animal lover, Marcia donated a story to the anthology *Tails of Love*, which benefits a no-kill animal shelter and has raised \$10,000 so far. This benefit anthology is the pet project (pun intended) of *New York Times* bestselling author Lori Foster, who contributes a story along with those of award-winning and bestselling authors Kate Angell, Stella Cameron, Dianne Castell, Anne Christopher, Marcia James, Donna MacMeans, Sarah McCarty, Patricia Sargeant, and Sue-Ellen Welfonder.

In Marcia's "Rescue Me" story, ex-quarterback Adam "Nuke" Baumgardner saves a starving stray, and the Chinese crested hairless dog returns the favor by reuniting him with his lost love, veterinarian Claire Mendelsohn.

Here's what Marcia had to say...

What is your writing process? Are you a plotter, a pantsler, or somewhere in-between?

I'm a plotter who works hard to create three-dimensional characters. I wish I were a pantsler, since most of the books on readers' "keeper" shelves are written by pantslers. As for my writing process, I often come up with a funny scene or a great title and develop my stories from that point. Unfortunately, I don't have characters talking to me in my head. 😊

Since I know you speak on marketing and public relations, can you share your favorite self-marketing idea(s)?

There is so much pressure on authors to promote themselves and their work, but no one thing works for each person or every book. For example, marketing an e-book is different from marketing a print one. And promoting a category romance that is only on the shelf for a month is different than promoting a single title novel. I always urge authors to learn about the PR options available and then make an educated decision about which to pursue, based on their time, money, books, and personality.

By the way, I am ALL for guilt-free promotion. If authors are going to be squeezing promotion into their busy days, the PR should at least be something they enjoy. That is the core message in the promotion workshops I present. I'll teach two online PR workshops in 2010. The information can be found on my Web site's "Schedule" page: <http://www.marciajames.net/schedule.html>

Writers who want to learn more about promotional options can get my free 245-page PR file. All they have to do is visit my Web site (www.MarciaJames.net), go to the "Contact Me" page, and send me an email that way, requesting the file. I'll attach the file to my reply.

When you're not writing, what do you do for fun?

I love to read, of course, as well as play golf and go to charity fundraising events. (I LOVE silent auctions!) I'd say hanging out with my husband tops my "Fun" list!

What is your advice to new writers?

Treat publishing as the business it is. You can be writing the "book of your heart" and studying the craft of writing, but also simultaneously learn about the business side of publishing. For example, promotion/marketing is part of the business of being an author. And there is a lot you can do to promote your "author brand" before you get The Call. So don't wait until you've sold a manuscript to lock in your pen name and domain name, design your Web site (at least on paper), and learn about branding and promoting.

What are you currently working on?

I'm revising the first manuscript I ever wrote, a funny romantic mystery set on a clothing-optional Caribbean resort. I've always loved the story, so I'm using what I've learned in the last couple of years to polish this manuscript.

Thanks Marcia!

Here's a little bit about Marcia's latest release, *At Her Command*, available at Cerridwen Press...

DEA agent Domino Petracelli is chasing a career-making promotion and nothing will keep her from getting her man. Okay, so she'd rather infiltrate a Columbian drug cartel than go undercover as a dominatrix at D.C.'s Xecutive Branch sex club. But she's up to

the task. As the leather-clad Mistress Bella, Domino investigates the club's drug ring while juggling a surreal roster of kinky submissives—and resisting one sexy client who's not what he seems.

Police detective Dalton Cutter is a man with a mission—avenging his partner, who was murdered investigating the Executive Branch. Retracing his partner's steps, he goes undercover as a club client. Dalton's handled killers, junkies and pimps, but can the Alpha-male cop act submissive long enough to fool Mistress Bella? And will their sexual chemistry, crackling louder than Bella's whip, derail Dalton's investigation?

This romantic suspense pokes a bit of fun at the alphabet soup of D.C. law enforcement agencies, famous for their lack of interdepartmental cooperation. Imagine what could happen if several agencies unknowingly put operatives undercover at the same location—let the sparks fly!

To find out more about Marcia and what she's working on, visit www.marciajames.net.