



THE *Red* INK

WHAT'S GOING ON AT GRAMMAR CHIC, INC.

Greetings to everyone! I hope that 2011 has been treating you well. I realize it has been some time since Grammar Chic's last newsletter was released. However, there is a good reason for our lack of communication. We have been growing and are excited to serve all of our clients better than ever before!

Since the beginning of the New Year, we have welcomed two talented writers to our team, Josh Hurst and Marissa McNeilly. I am so excited to continue expansion at Grammar Chic and furthermore, am eager for all of the Grammar Chic clients to get to know both Josh and Marissa as they have become integral to all that we do!

Josh is a graduate of Maryville University in Maryville, Tennessee and has most recently contributed to *Christianity Today* as a film and music critic as well as a staff reviewer for the rock and roll revue Stereo Subversion. He has also been published in *Image* and *Relevant* magazines. Marissa is a graduate of the State University of Brockport in New York. A recent transplant to Charlotte, NC, she has brought her unique wordsmithing and applied it to a variety of sales, marketing and website copy projects while also working to help improve the message of Grammar Chic business clients.

Outside of adding new employees, we have continued to grow and expand on what we deliver to clients. We recently updated our website with a new and improved service offering to fit the needs of authors and writers, business professionals, as well as members of the academic community. Please check out www.grammarchic.net to learn about all that we are able to do for you and do not hesitate to contact us if you have any questions.

Grammar Chic, Inc. is also on Facebook. We have re-established our presence with regard to social media and invite all of our clients to "Like" Grammar Chic, Inc. on Facebook. We regularly update our profile with relevant information that appeals to all, whether you are a "Grammar Geek," or just want to stay in the know with what is happening around our office!

Finally, since there are so many of us, we have also re-established the Grammar Chic blog. Log on to www.grammarchicblog.com to read postings from Ashley, Josh, Marissa, Kevin (yes...even our Director of Sales) and myself. We update our blog on a weekly basis and regularly feature creative writing, book reviews, along with whatever happens to be on our minds. Let us know your thoughts. We would love to hear from you!

Thank you for all of the support that you, our clients, have given to us over the past two years. Without you, *Grammar Chic* would not be where it is today! I feel so honored to be the president of a company that has had the ability to create jobs and opportunity that are based on creativity and the written word!

Best Wishes and Happy Writing!

~ *Amanda E. Clark*
President and Editor-in Chief

TO BLOG OR NOT TO BLOG... THAT IS THE QUESTION

A conversation about blogging by two experienced "Bloggers" and new Grammar Chic, Inc. writers, Josh Hurst and Marissa McNeilly.

JH: So, Marissa. You've done some blogging for a fashion designer. Would you say that blogging is a pretty important tool for different kinds of businesses—or is it only so much fluff?

MM: I'd say it can be pretty important. Businesses are always looking for ways to get their products out there and this is the perfect medium. When I blogged for a fashion designer I was able to highlight all of her new and upcoming handbags and was also able to show consumers how to best style the designer's handbags with their clothes. I had the opportunity to stay in touch with consumers and was able to provide them with a look into the future. It provided an outlet for the fashion designer to keep her fans updated while keeping the company on the forefront of consumer's minds.

Josh, I know you did blogging for a magazine. Do you find that magazines and other publications need a blog, or can they just say what they need to through their publication?

JH: Well, I think a lot of people might wonder the same thing, but it's important to remember that a magazine is, in fact, a business, so in that sense it's not too different from the designer you worked for, or whatever other business you care to name. The magazine wants to keep its name in front of readers, and to highlight its product—that is, its content. And a blog is a great way to do that.

I also think a blog is a great way to enhance and expand a magazine's content; there is a certain level of formality to an article that appears in print, but in a blog you can ramble a

little more, or round up whatever stray thoughts you may have. Which leads me to this question: What makes blogging so special? Do you think it's a better tool for businesses or magazines than a more formal kind of writing?

MM: I definitely think it's a better tool for businesses and magazines to express creative writing outside of traditional formats. Although it could be used for formal writing, that kind of format usually follows a specific set of rules and guidelines. When you're blogging you should feel free to insert your opinions, ideas and suggestions; no holding back. I think that's why blogging has become such a phenomenon in the first place.

THINK YOU HAVE A PROJECT? CALL US!

If you have a project, Grammar Chic, Inc. can handle it. Whether you are contemplating a series of SEO articles, need new web content for your site, have a manuscript that you need help on, would like to speak about book formatting options or just require a sounding board for your creative ideas, we are here for you! Furthermore, we can also help you with book cover design, website design and development, audio book creation and other marketing services through strategic and trusted partnerships. Call today to discuss your project and let us assist as you develop your ideas!

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AUTHOR SPOTLIGHT: AL BAIRD

North Carolina's Ocean Fishing Piers: From Kitty Hawk to Sunset Beach

Al Baird grew up fishing the North Carolina coast and to this day remains loyal to its many piers. When his family first started their annual vacations to the coast, Jennette's Pier was their location of choice. Since then, Al has been casting his line over piers regularly and has made it his mission to ensure that other kids have the opportunity to experience the same tranquil yet exciting interaction with both nature and other fishing enthusiasts. As the founder of the North Carolina Fishing Pier Society, Al has done massive amounts of research in his efforts to preserve the piers along the North Carolina coast and to get people excited about pier fishing. His new book, *North Carolina's Ocean Fishing Piers: From Kitty Hawk to Sunset Beach*, chronicles the dangers the piers have faced over the years and shares the triumphs of many fisherman, young and old, who have held their own against the waters of the Atlantic and taken home their prize.

Published by The History Press, *North Carolina's Ocean Fishing Piers* will be released to the public in March of 2011. The History Press is a publishing house located in Charleston, South Carolina, and we here at Grammar Chic, Inc. are delighted that such a great press recognized Al's wonderful work.

Grammar Chic, Inc. is excited about the upcoming release of *North Carolina's Ocean Fishing Piers* and is so proud of Al Baird for the success he has achieved. Congratulations, Al!

SELF PUBLISHING VS. TRADITIONAL PUBLISHERS: WHY EDITING COUNTS

For many writers, the option to self-publish is highly attractive. Traditional publishing houses are very selective and the process of sending out query letters and waiting for a response can seem overwhelming. While the self-publishing industry has gained a lot of popularity over the last few years, writers should be wary about which company they choose to work with. A common trend with self-publishers has been emerging, one that forgoes quality for quantity and is seemingly focused only on the monetary gains of the publishing industry, not the literary value of its products.

The biggest problem with self-publishing is that most self-publishing companies do not have proper quality management controls in place. Editing has become an optional task, not a given part of the process, and as a result many manuscripts are sent to print laden with grammatical

errors, plot inconsistencies and typos. This has given self-publishing a bad rap, as many see it as a subpar version of traditional print publications. While this attitude should not be accurate, the failure of both writers and self-publishers to ensure the quality of their product has resulted in a less than perfect reputation for the industry.

Regardless, self-publishing can be a useful tool for many authors as long as they have their work appropriately edited and ensure that their manuscripts are polished and complete before sending them to print. Many people will refuse to read or review a book that is self-published due to this unfortunate reputation that the industry has gained. But if authors take the time to ensure the quality of the work this reputation can be turned around and self-published authors who produce great books can be recognized.

Grammar Chic, Inc. encourages all writers to have their work professionally edited. Remember your book is part of your legacy; make it shine!

