

DARA NEWS



Shayla Black

5 Ways to Maximize Your Profit as a Romance Author

Writing romance can be both your passion or your career—but are you leaving money on the table? In this industry, success is no longer simply about launching your next book; it’s about leveraging multiple income streams to build a sustainable, thriving career. Shayla Black, New York Times and USA Today bestselling romance author of over 100 books and nearly three decades in publishing, will break down five proven strategies to increase your profits beyond book releases. You’ll learn practical, scalable methods to grow your income while keeping readers engaged.

Whether you're just starting or looking to level up your earnings, this is the roadmap to turning your romance empire into a well-oiled profit machine!

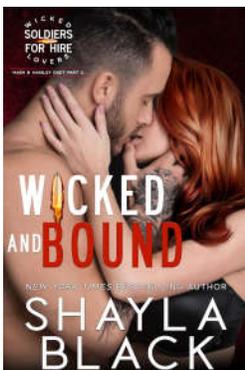
Shayla’s Bio:

Shayla Black is the New York Times and USA Today bestselling author of nearly one hundred contemporary, romantic suspense, erotic, paranormal, and historical romances. Her books have sold millions of copies and been published in a dozen languages.

As an only child, Shayla occupied herself by daydreaming, much to the chagrin of her teachers. In college, she found her love for reading and started pursuing a publishing career. Though she graduated with a degree in Marketing/Advertising and embarked on a stint in corporate America, her heart was with her stories and characters, so she left her pantyhose and power suits behind.

Shayla currently lives in North Texas with her wonderfully supportive husband, her daughter, and two spoiled tabbies. In her “free” time, she enjoys reality TV, gaming, and listening to an eclectic blend of music.

Website: <https://shaylackstore.com/>



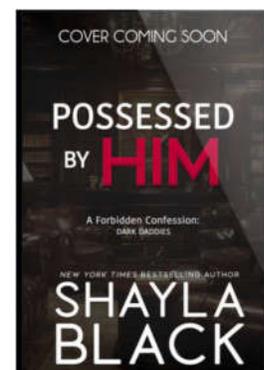
Shayla’s Latest Release!

Wicked and Bound

With shadowy forces tightening their grip, one wrong move could mean losing everything. And trusting in the love that refuses to die might be their only chance at survival.

Coming Soon!

Possessed By Him



President's Letter

If you want to lift yourself up, lift up someone else. – Booker T. Washington

Happy St. Patrick's Day and Women's History Month!

March serves as the month to honor achievements made by women throughout history. This year's theme, which is selected by The National Women's History Alliance, is "**Moving Forward Together! Women Educating & Inspiring Generations**". The theme aligns perfectly to acknowledge the women who were trailblazers in romance fiction.



When you think of the pioneering women whose works have shaped the evolution of the romance fiction genre, Kathleen E. Woodiwiss comes to mind. Her 1972 novel, *The Flame and the Flower*, revolutionized the historical romances and paved the way for future authors in that genre.

Beverly Jenkins is a trailblazing author renowned for her writing which highlights African American history that is frequently overlooked. Her 1994 debut novel, *Night Song*, blends romance with historical depth.

Sherry Thomas gained prominence with her 2008 debut novel, *Private Arrangements*. She earned critical acclaim with her ability to intertwine romance with diverse genres.

These authors, among others, have played pivotal roles in shaping romance fiction, introducing diverse narratives and complex characters that continue to influence the genre today.

As a romance writer, you too are making a difference for other upcoming writers. You help widen the space for all to create their own HEAs! Keep writing!

—Donna McGoldrick

Hybrid Meeting In March

Don't forget! We will meet in-person for our March 2025 meeting at the **Fretz Park Branch Library**. The location information is as follows: **6990 Belt Line Road, Dallas, TX 75254**. There is parking out front.

The library does not allow food inside, but you can bring a drink.

The meeting will also be broadcast on Zoom for anyone who cannot make it to the library.

Zoom Meeting For March 22nd. Social Time: 9am. Business Meeting: 9:30 am. Speaker: 10am.

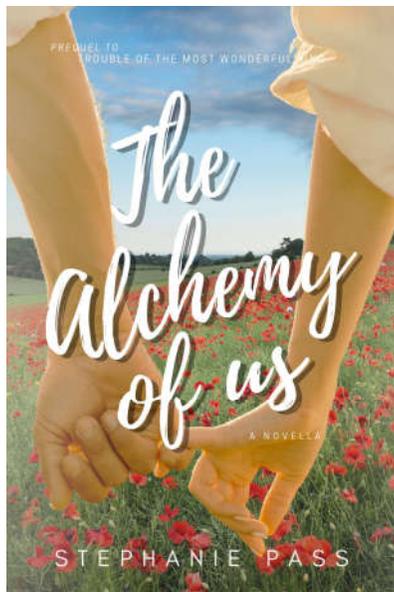
Join Zoom Meeting

<https://us02web.zoom.us/j/89546354660?pwd=u21xAD6ii05leZd0bb6pCDwX8KyRiM.1>

Meeting ID: 895 4635 4660

Passcode: 897562

New Releases



Title: The Alchemy of Us
Author: Stephanie Pass
Release Date: February 3, 2025
Available In: Kindle and Paperback
Length: 146 Pages
First/Subsequent Sale: First Sale

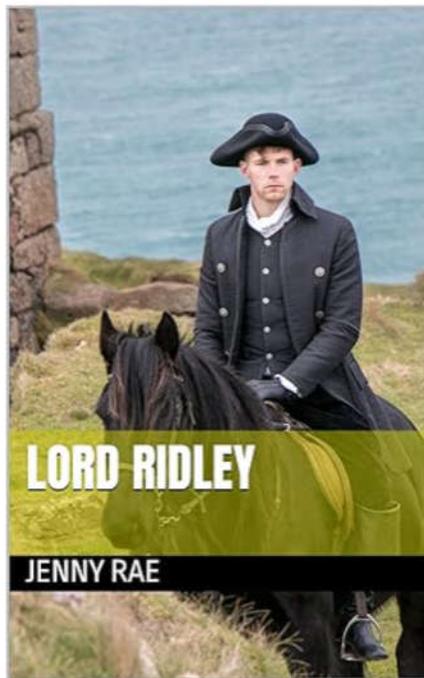
When Claire gets a text from her roommate asking how her blind date is going, she realizes she's over an hour late. She bursts into the coffee shop searching for "blond hair, red shirt" and sees Sonny sitting in a booth in the back, the only guy who fits the description. Except when she walks up, Sonny has no idea who she is.

He wasn't expecting anyone, let alone a gorgeous woman with a smile that could melt glaciers. But something about Claire's flustered charm sparks his interest, and in a spur-of-the-moment decision, he decides to play along.

Three stolen days later, they both know this has turned into something way more than just a blind date. They have this unexplainable connection that feels like home, and Sonny can see forever with her. Did this twist of fate lead them straight to their

soulmates?

This spicy tale has instalove, a dash of magic, and no dark moment. Join Claire and Sonny as a wrong turn leads to the right person—and an unforgettable love story.



Title: Lord Ridley
Author: Jenny Rae
Release Date: March 23, 2025
Available In: Kindle and Paperback
Length: 319 Pages
First/Subsequent Sale: Subsequent Sale

Lord Ridley is sent off to America during the war of 1812, by Blakeney, to look into the safety of the Kerr-Hicks family. He feels like his mission will be that of a nursemaid, tracking down Lady Diane Kerr-Hicks and returning her safely to Savannah. Lady Diane joined her cousin Lucy Stewart in a trek from Savannah, Georgia to Fort St. John near New Orleans, where Lucy will join her husband, Captain Robert Stewart.

While the dangers of travel to New Orleans provided more adventure than Lady Diane expected, including crossing the Creek Nation, getting back to Savannah, as the war erupts around her is proving to be more challenging than anticipated.

Can Lord Ridley retrieve Lady Diane from Fort St. John? Can he get her back safely, not only to Savannah, but the entire family back to London?

It will take all of Ridley's resources, cunning, and skills to make this mission successful.

Author Interview with Janet Leigh



Submitted by Donna McGoldrick

Janet Leigh writes the Jennifer Cloud series. She combines romantic comedy with a fantasy time travel story. Janet is a full-time chiropractor and acupuncturist who splits her time between seeing patients and working on her next Jennifer Cloud novel.

Welcome Janet, and thank you for taking the time for this interview.

Tell us a little about yourself.

Thanks so much for interviewing me.

I'm a Southern girl and have lived in Texas my entire life, mainly in the burbs around Dallas. I attended Texas A&M (Whoop!) and Texas Woman's University with a premed major. I graduated from medical school in 1994 and am currently the clinic director of a chiropractic and acupuncture functional medicine clinic. I've always loved reading. I decided to take my love of books and my funny family stories and weave them into my Jennifer Cloud series.

I'm married to my half-Scottish, half-Polish college sweetheart. We have three grown children and one mini-me granddaughter, who is the only other redhead in the family. I spend my time treating patients, traveling, and working on my next novel.

What is your favorite aspect of writing?

I love creating the story. I don't have a background in English and my grammar would grant me a true *Bless your heart*. I lean on my editor for my poor punctuation and focus on the story's backbone, creating the characters and putting them into as many tight spots as possible.

What do you think are the key elements that keep your readers engaged?

I have a snarky sense of humor, and I always add mystery and surprise to my work. I love a good twist that makes the reader turn the page. I began writing time travel because history fascinates me. Digging around in the past is my jam. If I can find an interesting story that's an obscure tidbit about a well-known historical figure or event, I'll go down the rabbit hole until I can braid it into my WIP.

What is your typical writing process? How do you stay focused? And do you use writing software tools?

I write on the days that I don't work at the clinic. I find



Janet Leigh Continued

early morning is way more productive for me. I try to take my coffee and my Boston Terrier into my office around 6:00 AM and work until noon. After I pry myself out of my chair, I exercise because sitting is the new Diabetes. I usually do an hour of Pilates or walk the treadmill. I save the afternoons for marketing or planning for my next writing session. I'm a total Pantser, but I do plot as I go. So, I guess I'm a Plantser. I use Plottr to record the scenes after I've written them so I can move them around as needed. Once I get my first draft on the page, I organize everything in Scrivener and start the editing process.

I only write after dark on Monday nights at the DARA writing sprints or during NaNoWriMo (National Novel Writing Month). Most evenings are reserved for Pickleball with my husband or Netflix.

How do you keep details straight while writing a series?

I use Plottr to keep my series organized. It allows me to store my characters, settings, story facts, and timeline in one place. I can keep each series within the software. It also syncs with Scrivener, so if I make any changes, I can update them.

What is it like as an Indie published author? What challenges have you faced?

I knew from the beginning I loved my job as a chiropractor and writing would be my second job. Self-publishing offered me the flexibility to do both. As far as challenges, I had to learn not only story structure, but how to market my work and myself. I wasn't born into this world full of social media and fingertip technology, so learning how to market using platforms like Tik Tok and Instagram and putting myself out there has been the biggest challenge.

Can you talk about your current work in progress?

I recently finished *Stilettoes & Secrets on the 7 Seas*, the 7th book in my Jennifer Cloud Time Travel Romance series. Each novel travels back to different times in history. *Stilettoes & Secrets* takes place during the Golden Age of Piracy in the year 1718. It's currently with my editor and should be on pre-order by the end of March.

Here's a short blurb of *Stilettoes & Secrets on the 7 Seas*: **When a Time-Traveling Chiropractic Assistant meets a Rowdy Band of Pirates, trouble is in the wind, and the Golden Age of Piracy may never be the same.**



Jennifer Cloud, a transporter for the World Traveler Federation, is determined to lead a mission, but only male Defenders get that job. Her current defender, the hunky, He-man Marco Ferrari, has decided, against her better judgment, to stay in Nassau 1718, an island run by unscrupulous pirates, shady smugglers, and convenient courtesans.

When Marco doesn't return to the present, Jennifer's boss gives her the green light to save him, but her current beau, the impossibly handsome Scotsman Caiyan McGregor, isn't happy about her solo mission –or that she's helping the He-man. If she accepts the mission, it could delay the much-anticipated marriage proposal from her sexy and secretive Scottish lover.

Janet Leigh Continued

However, the tides turn after Jennifer embarks on the mission and finds herself aboard a ship captained by the infamous pirate Charles Vane. While looking for a lost relic, roadblocking a ruthless brigand, rescuing her defender, and saving a past historical figure from losing his life, she finds herself engaged to not one but two men.

At least she brought her lucky red stilettos.

With the help of her fellow transporter, Ace, and a bit of luck, Jennifer makes waves on the seven seas by ensuring the unruly pirate captains do as history has recorded. But will she get her sea legs in time to prevent the bloodthirsty brigands from plundering all her hard work?

Stilettos & Secrets on the 7 Seas braids adventure and romance into an action-packed tale through time. Join Jennifer Cloud on this heart-pounding and humorous maritime journey.

AUTHOR NOTE: Book 7 in the Jennifer Cloud series may be read as a stand-alone. If you love sexy, hunky heroes and courageous heroines with sass, you'll love this time travel romance series. Join the adventure today.

Visit Janet's website at <https://janetleighbbooks.com>

2025 PRISM Contest for Published Works

Greetings from the Fantasy, Futuristic, & Paranormal chapter. We've taken a short break from our stories that feature shifters, elves, magic, time travel, dystopian societies, worm holes, and more, because we wanted to let your chapter members know that we have two opportunities with our 2025 PRISM Contest for published romance works:

First, FF&P's 2025 PRISM contest is now accepting entries for fantasy, futuristic, and paranormal romance books published in 2023 and 2024.

Entrants don't have to be a chapter member (though members do get a bit of a price break), or even a member of RWA to enter. With nine categories, the PRISM values and celebrates the aspects that make each subgenre under the FF&P umbrella special. Here's the direct link to enter: <https://ffprwa.com/prism-2025-contest/>

Second, for those who love reading these types of romance stories, please consider signing up to judge for the PRISM. We allow you to select your preferred subgenres, heat levels, number of entries you'd like to judge, and identify any triggers for your comfort. If you'd like to judge in the 2025 PRISM, here's the link to sign up, and we can't thank you enough in advance: <https://ffprwa.com/prism-2025-judge-signup/>

If you've made it this far, thank you so much, and we hope you will consider entering or judging or even both!

Happy writing,

Lisa Fenley
Amanda Reid
Co-Chairpersons
FF&P Chapter 2025 PRISM Contest



Lisa Fenley



Amanda Reid

Podcast Announcement



Are you an author with a story to tell?

I'm looking for authors—of all levels and genres—to join me on Miles Beyond the Page, my podcast series where we dive into the writing and publishing journey. Whether you're a debut author or a seasoned pro, this is your chance to share your experiences, insights, and advice with fellow writers and readers.

Each episode is a fun, casual 30-minute chat where we talk about your books, your process, and what you've learned along the way. If you'd like to be a guest, let's connect!

Podcast is available on YouTube, Spotify, Apple Podcasts, Amazon Music, and iHeartRadio.

Fill out this intake form! Click here: <https://forms.gle/y61egyw392CMHmL39>

Schedule your interview here: <https://calendly.com/mlmiles21/miles-beyond-the-page>

If you don't see a date/time that will work for you, let me know and I'll work with you to get it scheduled. Send an email to mlmiles21@gmail.com.

Thanks!

Michelle Miles
Magical Worlds, Daring Adventures, Unforgettable Romance

[Miles Beyond the Page Trailer:](#)

https://www.youtube.com/watch?v=xIuP-xIWu_o

<https://michellemiles.net/>



2025 Speaker Lineup

Mar 22 - Shayla Black - Strategies and Money Making Tactics

April 26 - Wren Valentino - Marketing

May 24 - Candie Moonshower - Craft

June 28 - Michelle Miles - World Building

Aug 23 - Susan Gable - Character Mottos

Sept 27 - Lexi Blake - Building suspense

Dec 6 - Jane Porter - TBA



DARA Newsletter

Our Mission: To inform the membership about chapter events, RWA news and classes, our member’s good news, and other things important to our members.

DARA welcomes letters, comments, and articles on writing and publishing. The DARA News is seeking articles that cover self and traditional publishing, author interviews, genre and subgenre writing techniques, grammar, reports from conferences, marketing / promotions, social media, and many other writing advise and tips. You don’t need to be a published author to submit an article. Send your submissions in MS Word format to Donna McGoldrick at dsmcgold@donnamcgold.com

The DARA News is published monthly from January through November. DARA does not publish a news- letter in December. **DEADLINE FOR SUBMISSION is the 10th of each month.**

SUBMISSION POLICY

In the interest of good journalism the editor reserves the right to refuse or edit any material that could offend our readers and the right to edit to meet space requirements. Accuracy of the articles, announcements, and informative statements are the sole responsibility of the submitting author and not this publications or its supporting Executive Board. DARA does not endorse any person, firm, partnership, or corporation mentioned in this newsletter. Readers are urged to determine for themselves the reliability, integrity, and financial responsibility of those with whom they deal. DARA makes no warranties or representation, either expressed or implied.

To our sister Chapters: We invite you to use any part of our publication with proper credit to the author and chapter.

If you have a new release, send your information to Michelle Miles at mlmiles21@gmail.com.

Please include your name, title, date of publication, publisher, format, and whether or not it’s your first publication.



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- Member Awards (Roses) - Michelle Miles
- Communications (Newsletter / Website) - Donna McGoldrick
- Pan Liaison—Open
- Pro Liaison—Open