

NAME:	ANDREA NEIDLE 
Profile: <i>(Tell us about yourself; how long have you been writing? What inspires you to write? how long have you been a member of Watford Writers? What are your favourite reads?)</i>	I've been a member of Watford Writers for about ten years. I began writing poetry while still at junior school so it feels as if I have been writing all my life! I find the writing prompts and competitions at WW very helpful and motivating. In the past I worked as a copywriter, writing advertisements and TV commercials for many well-known brands. I then moved into teaching at West Herts College where I was a senior lecturer in advertising. I ran the Watford postgraduate Diploma in Advertising course (now sadly defunct) which trained graduates for the many different careers in the advertising industry. I feel that the skills I learnt as a copywriter have helped me to write succinctly and on brief.
Main writing interests <i>(Novelist, Poet, Playwright, Biographer, Historian, Academic, Researcher, other etc?)</i>	Before joining Watford Writers I had very little experience of writing short stories and none of writing flash fiction. Now I find I enjoy this almost as much as writing poetry! I was working on a book about life in France but I have lost interest in it with the advent of Brexit. I have also written poems and short stories for children. I have a blog, My Life in Poems (andreaneidle.wordpress.com) which I started in 2011 intending it to just focus on poetry. Then Covid came along and I began posting my thoughts, flash fiction and poetry on a daily basis. I find writing a blog is akin to keeping a diary. The discipline of knowing I have to post

	something at least once a week keeps my brain active (!) and it's very rewarding to see people's comments and to know that my writing has resonated with them.
Do you have a special place in which to write?	I have my own study overlooking the garden and work straight on to a PC. But you don't need a special place in which to write. In my advertising days I was known to scribble ideas on the back of a cigarette packet! Now, if I am out somewhere and I have an idea I send it to myself in an email!
Do you have a preferred time of day for writing?	I write when the mood takes me and when inspiration strikes! See above!
Have you been published or have self-published? <i>(Please list your publications)</i>	At the end of 2019 I self-published an anthology of my poetry, "Wonderland". I designed the cover myself, formatted all the poems and used the services of a local printer to get it published. "Wonderland" is on sale at Watford Museum and at "By the Book" in Hunstanton, Norfolk. For those of you who can't get to Norfolk (!) copies are also available from me. Over the years some of my poems have been published in poetry magazines, both here and in the USA. One year my poem, "Charity Begins at Selfridges" was chosen as the New Year's Eve close-down poem on Harlech TV after it had been published in The Anglo-Welsh Review! In the distant past I have read my poems on, "Poetry Now" (George MacBeth, Radio 3) and on Radio London where I was guest poet for a week! In 2000, on the back of my Master's dissertation on training for the advertising industry, my book, "How to Get Into Advertising" was published by Cassell. It sold well and I was asked to write a new edition in 2002 (Thompson Learning). It became known as "the advertising students' bible."
Do you have any special techniques for writing? Specialist equipment or writing aids?	My imagination and my brain.
Have you been involved with any other writing activities? <i>(e.g. workshops, organising writing events, attending external workshops, retreats?)</i>	After retiring from full time teaching, I ran my own workshops in London helping people find work in the advertising industry. The most popular workshop was in creative writing (copywriting and art direction) – helping would-be copywriters and art directors to come up with ideas for advertising campaigns and build a portfolio of work that would help them get a job as a creative in an advertising agency. I had my own website, "Get Into Advertising" which I kept up to date with information about the workshops, photographs and student feedback. And, when I was teaching at Watford, I wrote all my own course literature, handouts and publicity material.
What writing project are you currently working on (or intend to start)?	I am working on a family tree. It's not an easy task because my family has only been in this country for two generations.
Do you have other interests and/or member of other groups/societies?	I am a member of the Watford Area Arts Forum and the ALCS (Authors' Licensing and Collecting Society). In the past I was a member of the Poetry Society and took part in public readings.

	I am a member of the Bushey U3A, where I attend classes to improve my French and also run a monthly poetry group. I play table tennis (doubles) most weeks and have won trophies in tournaments. I enjoy cooking, gardening, walking, word games such as Scrabble and Upwords, watercolour painting and spending time with our six grandchildren who range in age from 4 to 14. I am currently learning bridge. I also get pleasure from visiting art galleries, reading, cinema and theatre going. I am occasionally asked to read my poetry to local groups. This is something I very much enjoy and am happy to do it for free. If anyone reading this would like me to read to a group, please do get in touch via Watford Writers.
Do you have a website; Facebook, Twitter; Instagram? or write a blog?	I have a blog, "My Life in Poems", where I have been regularly posting my thoughts, poems and short stories since 2011. www.andreaneidle.wordpress.com I am also on Facebook and LinkedIn.
What message would you like to give to other writers / would-be writers?	Don't wait for the right time to write – just do it! Join a group like Watford Writers for ideas, writing challenges, support and feedback. Don't be afraid to share your work – that's how you will learn. Also, read as much as you can. The more you read - whether it be poetry, fiction, plays, scripts or non-fiction – the better you will write!
Do you have favourite author or book?	Anita Shreve, Maggie O'Farrell, Douglas Kennedy, Philip Roth and Ian McEwan are among my favourite authors. I enjoy reading the war poets, Robert Louis Stevenson's verses for children, Leonard Cohen, Adrian Mitchell, Robert Frost and A.A.Milne among others.