



February Meeting

Sarah Geringer will present a program titled “My First Adventure in Self-Publishing, Part 2.” She will focus on blogging in this discussion, addressing questions like these:

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| <i>Snippets</i> | 3 | 5) What are some simple ways to increase blog traffic? 6) How do you use your blog for promotion and marketing? 7) What in the world are linkups? 8) Can you explain basic code and SEO? 9) What is the most important element I need to include on my blog? 10) What are some examples of lead magnets? |

Bring your questions about self-publishing and blogging to the meeting, and we'll gain lots of support from this discussion!

A Writer's Story by Mary Ann Heinsman

A red SUV pulled up to the curb, and the driver turned off the engine. She surveyed the brick house and wondered what stories it could tell.

She gathered her belongings, opened the car door and climbed the concrete steps to the front door. The winter wind breezed across the porch and hugged her like a cloak.

“This was a mistake,” she thought with a shiver. But, determined not to lose her courage, she reached for the doorknob.

“What awaits me on the other side? What stories will *I* tell?”

Make plans to attend the next meeting of The Heartland Writers Guild. We meet at the Steck House, next to the First Presbyterian Church, 206 East Washington, Jackson, Missouri, on the third Sunday of the month from 2:00-4:00 p.m.

What awaits *you* behind the door of the Steck House? What stories will *you* tell in 2017?

Next Meeting Date

Sunday, February 19

2:00 p.m.

First Presbyterian
Church Steck House

Jackson, Missouri

January Meeting Minutes

Twenty members and three guests attended the January meeting. Due to the cancellation of the December meeting, a gift exchange was held. All in attendance enjoyed the giving and receiving of gifts that pertain to writing.

Sarah Geringer presented the program entitled, "My First Adventure in Self-Publishing, Part 1" She shared valuable information on self-publishing and an informative discussion followed.

Business Meeting:

President **Mary Rechenberg** opened the business meeting.

Election of Officers

Mary presented the following slate of officers for 2017:

Mary Rechenberg, President
Tim Morgan, Vice-President
Mary Ann Heinsman, Secretary
John Fisher, Treasurer

Bill Hopkins moved to accept the slate of officers. Motion passed unanimously with no nays.

Election of board members

Carol Fisher explained that Carol and John Fisher and Sharon Holder have served on the board during the past year. **Sharon Hopkins** moved to let the board remain intact with the same members for 2017.

Donna Essner seconded the motion. The motion passed unanimously.

Report on Heartland Book Festival on the Mississippi

Tim Morgan reported on the progress of the book festival. Discussion followed on using the Osage Center in Cape Girardeau as a venue, the date of the festival, and the possibility of including writers from states surrounding the Bootheel as well as Missouri. Tim and his committee members will work to have more details in place by the February meeting.

Payment for use of the Steck House

Carol Fisher moved to pay the yearly fee for using the Steck House for our monthly meetings.

Sharon Hopkins seconded. The motion passed unanimously. Fee was paid.

The meeting concluded with members sharing success stories. Highlights include:

Carol Fisher has pitched her book idea to McFarland Publishing.

Dee Kesterson has published *Mim's Story: How the Robin Got Her Red Breast* through Archway Publishing.

Carl Armstrong has published *Elmwood's 1000 Year Dalbousie Castle Legacy* through Silver & Dayspring Publishers.

Gwen Beaudean Thoma has published *Living with Murder for Thirty Years* through XLIBRIS publishers.

Several members have submitted pieces to the Well Versed Anthology sponsored by the Columbia Chapter of the Missouri Writers Guild.

Respectfully submitted,
Mary Ann Heinsman

Snippets

By Sarah Geringer, Editor

I've been learning some new tips about marketing and branding this month. Here are a few I think you'll find helpful.

1. Try some paid promo services and test your results. On the day I promoted my book on [Buckbooks](#) (spent \$29), I had 33 sales. The day I ran a promo on [GospelEBooks](#) (spent \$50), I had 29 sales. The day I ran a promo on [eBookChristian](#) (spent \$5), I had 9 sales. Even though I didn't break even, I still consider this a decent return on investment as I grow my platform, and I plan to use these services again.
2. [Watch this very informative video series](#) (you must enter your email address to access) from Donald Miller, an author I deeply respect. I plan to put his simple, easy-to-understand advice into play before I launch my next book in March.
3. Speaking of book launches, if any of you wish to serve on my launch team for "The Fruitful Life: Addressing Common Sins and Growing in Faith" (a study on the fruits of the Spirit), email me at sarah@sarahgeringer.com. I will email you a free pdf around Feb. 20 in exchange for your Amazon review the week of March 5.

Have you found an interesting snippet of online writing advice?

Email me at

sarah@sarahgeringer.com

and I'll include it in the next newsletter!

The Heartland Writers Guild Journal

Submit newsletter info by the 15th of the month to:

Sarah Geringer, Editor
sarah@sarahgeringer.com

heartlandwriters.org



Member submissions to *The Journal* are encouraged.

No fee will be paid, but a byline will be given if info is provided.

All submissions are subject to editing and will be printed on a space-available basis.

A word count of up to 200 words is requested.

Welcome topics include guild news, awards and achievements, and family occurrences. Photos must be in .jpg format and 1 MB or less.

Some forms of advertising, such as new publication information for member books and member book signings, are also accepted.

Articles printed with member by-line are considered "credits" by other publishers for that writers' portfolio.