



Photo by Sarah Geringer

April Program Speaker: Rachel Ashworth

Rachel Ashworth will present the April program.

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Rachel Ashworth dubbed herself a freelance writer in January 2016, bought a new laptop, and set a schedule. She started with three clients and has built it up to 24 in one year. As the jobs came in, Rachel realized a truth about writing: if you can write and do it well, you can write anything. People pay for writing. This is why Rachel earns an income writing about chimneys, flooring, and tooth extracts, she says, "to find the dream."

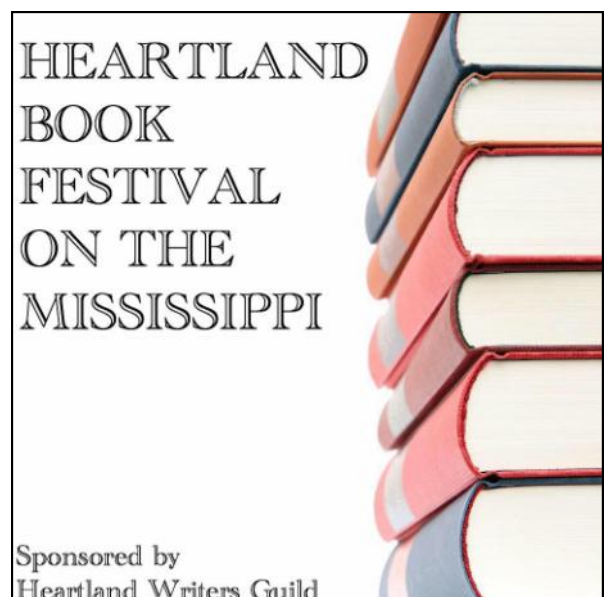
Plan to come to the April meeting to hear Rachel tell us all about her freelance life and share great writing tips. If time allows, Rachel will also share some Facebook tips! She is serving on the promotion committee for the Heartland Book Festival on the Mississippi and has lots of valuable social media tips to share.

Update on Heartland Book Festival

Be sure to like and SHARE the Facebook page and posts for [The Heartland Book Festival on the Mississippi](#).

At the April meeting we will vote on several important decisions regarding the event, so please plan to attend, and learn how you can register for booth space.

Save the Date: October 28, 2017
Osage Center, Cape Girardeau



Next Meeting Date
 Sunday, April 23
 2:00 p.m.
 First Presbyterian
 Church Steck House
 Jackson, Missouri

March Meeting Minutes

March 19, 2017

Mary Rechenberg opened the meeting. Fourteen members were present. Members introduced themselves and shared their writing interests.

Adrienne Ross presented the program. Adrienne is a former teacher, author, copywriter for Breitbart, columnist for the Southeast Missourian, and a motivational speaker. Adrienne motivated members to renew their passion for writing and finish their projects.

Business Meeting:

Report on the Heartland Book Festival on the Mississippi:

Carol Fisher reported on the meeting with the videographer. He quoted a price of \$65 for a 30-minute session or \$90 for a longer session. Discussion on length of sessions to offer followed.

Dee Kesterson-Booker motioned that we offer a single session that can run from 5-30 minutes for \$65 to authors at the festival. If more time is needed and space is available, the author may purchase 2 timeslots. **Carol Fisher** seconded the motion. Motion carried unanimously.

Donna Essner was asked about HWG setting up a table to register authors for the festival at the AWN! Conference. Donna will check on that and get back to us.

The number of tables available and the prices to charge for the tables was discussed. It was decided that authors may reserve one table with 2 chairs for \$55 or two tables with chairs for \$100. Tables are 6 feet long and will require skirting to give a professional appearance. Authors may rent skirting for an additional fee or use a twin-sized sheet.

Discussion on whether to allow crafters into the festival was held. Pro's include that crafts will draw in a bigger crowd.

Some members felt vendors should only be literary in nature. It was suggested that we see how many authors sign up by Aug. 1, and if more vendors are needed, then open it up to crafters. Further discussion was tabled to another time. It was suggested that the table prices listed above be early bird prices for authors. The fee would go up slightly after August 1.

Entertainment in addition to book sales was discussed. **Carol Fisher** will contact local high schools about providing storytelling and other oral presentations. **Donna Essner** suggested having poetic performers such as **Adrienne Ross** and **Treasure Redman**. Adrienne consented to performing poetry at the festival. Another suggestion was the Ukes of Hazard ukulele group.

Registration and Publicity were discussed. It was suggested that authors be given the option to pay the registration fee either by PayPal or check. Some concern was voiced about the safety of PayPal. **John Fisher** will check with the bank about setting up PayPal. **Rachel Ashworth** reported that the posts about the festival on Facebook are already beginning to generate interest. She suggested putting information on the website so that there is somewhere to direct questions to. **Dee Kesterson-Booker** presented a rough draft for a registration form and general information sheet about the festival. Several suggestions were given to fine-tune the forms. It was agreed that no porn will be allowed at the festival. **Carol Fisher** will use this form to upload information to the website.

Sarah Geringer indicated that she will develop a logo for the festival in the next couple of weeks.

Report on the All Write Now! Conference:

Donna Essner announced that **Brian Klem** from Writer's Digest will be the keynote speaker for this year's conference.

It will be held Saturday, July 15, 2017 with much the same format as last year. In addition, Master Classes will be offered on Sunday morning, July 16, 2017 from 9-12 noon.

The cost of the conference will be \$85 for early bird registration until April 30, 2017 and \$95 after that. A Masters Class will be an additional \$50. Critiques will be \$35 and Pitches are free.

Contests this year will include fiction, non-fiction, flash fiction, poetry, and an illustrator's contest this year. The committee is still in search of a contest chair.

The conference will again include a bookstore for published authors to sell their books.

Mary Rechenberg closed the meeting.

Respectfully submitted,

Mary Ann Heinsman, Secretary

Lazy Good-For-Nothings and Impounded Cows

By Mary Ann Heinsman

Are you looking for fresh inspiration for stories or articles? Try some “old” sources, and you may find a new twist!

Classified Ads from old newspapers

In his blog post, *What Can You Learn from Classified Ads*, written for Fish Wrap, the official blog of Newspapers.com, Trevor Hammond shares an interesting tidbit from an 1859 Melbourne, Australia newspaper. “All Cows, Pigs, or Goats found Straying on any of the streets of the city after Wednesday next [...] will be impounded.” A housewife with an impounded cow would be a great character!

Family Word of Mouth

In her written genealogy, my great-aunt Olive shared how our ancestor, Samuel Taylor, traveled the Mississippi River in 1861 looking for work in a foundry. My Uncle John added rich insight into Samuel’s character when he called him a lazy good-for-nothing that couldn’t hold down a job. John’s grandparents were probably eye witnesses to Samuel’s character!

Cemeteries

In June 2016, journalist Karen Simons spoke to HWG about gleaning information from local cemeteries. She shared stories of circus performers, an ecdysiast’s shoes, and even murder. What will turn up in your local cemetery?

Use Facebook to Promote Your Writing

By Sarah Geringer

At several recent meetings, we’ve discussed using Facebook to promote our writing. Here’s a list of ways you can use Facebook to increase your reach and grow your audience:

Author Page

An author page is in addition to your personal page. Several group members have Facebook author pages. On your author page, you can share links to blog posts or Amazon listings, quotes, links to other interesting articles, pictures, and videos. You can poll your audience and ask for feedback too.

Private Group

You can create a private discussion group for your book. I have found great success in getting readers to interact on my group page.

Video

It’s easier than ever to create a video on your smartphone and upload it to Facebook. Currently Facebook is heavily promoting video shares, so you can quickly reach new groups of readers.

Facebook Ads

Experts say this is the best return-on-investment for your advertising dollars. Plan to attend the April meeting to learn more about placing Facebook ads!

Snippets

By Sarah Geringer, Editor

I'm having to unlearn some old habits as I learn how to write for pay. Here are two things I've had to unlearn in this time of change:

1. No double space after a sentence. This is in direct opposition to what I learned, and it's hard to unlearn. Fortunately, CTRL + F in Microsoft Word helps me find my double spaces and replace them with single spaces. I've heard that most editors want your manuscript to only have single spaces between sentences, so I'm working hard to unlearn this old habit.

2. Drop the Oxford comma. This comma comes before the preposition in a series and has fallen out of fashion. I rather like this little comma because I like lists, and it's hard to say goodbye.

Instead of writing: butter, eggs, and cheese

Now I write: butter, eggs and cheese

This still feels awkward and just plain wrong to me, but I'm slowly changing my ways.

How about you? Have you had to unlearn a writing habit?

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.