



January Meeting

Since bad weather cancelled our December meeting, we will hold a New Year's party at our January meeting.

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Please bring a favorite snack to share, along with a writing-themed gift to share in an exchange.

At the January meeting, Sarah Geringer will present a program titled "My First Adventure in Self-Publishing." She will discuss questions like these:

- 1) What is your writing schedule?
- 2) How did you balance your time while writing the book?
- 3) What pitfalls did you encounter your first time self-publishing?
- 4) Why did you choose to publish exclusively in e-book format?
- 5) What's your experience with promotion and marketing?
- 6) What in the world are linkups?
- 7) How will you do things differently next time?

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

Voting for 2017 Officers

Votes will be cast for the 2017 HWG board members at the January meeting. The slate of officers follows:

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

If you cannot attend the meeting, please send your votes via email to Carol Fisher at vcarolfisher@yahoo.com.

Next Meeting Date

Sunday, January 15

2:00 p.m.

First Presbyterian
Church Steck House

Jackson, Missouri

A Writer's Manifesto for the New Year

By Sarah Geringer

Do you make a list of new year's resolutions? How about trying a writer's manifesto instead? My blogging friend Kelly, who writes at mrsdisciple.com, shared this great idea. You can see her 2017 manifesto when you [visit this link](#). Kelly shares a quote from author Kathi Lipp:

The purpose of your personal manifesto isn't to limit you; it's to help you focus your time, energy and even money on the areas important to you.

I took an online course by Michael Hyatt last year, and in it he shared his writing motivations. I adapted them for my own use and made a plaque for my desk (see at right). Every morning I glance at these statements for inspiration and encouragement.

How might a writer's manifesto help you focus your time, energy, and resources?

What kind of motivational statements might inspire you?

Where can you place your manifesto so you can receive daily encouragement?



Call for Contest Entries

The Columbia Chapter of the Missouri Writers' Guild is hosting a Well-Versed contest. Here's an excerpt of contest rules:

All entries must be received via email (hard copy is not necessary) no later than **January 15, 2017**.

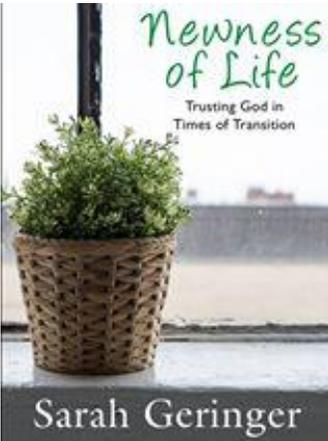
Entries must be unpublished at the time of submission.

Individuals are limited to three prose and five poetry entries. The fee for nonmembers is \$5 per prose entry and \$5 for up to three poems.

[For more information visit this link.](#)

Snippets

By Sarah Geringer, Editor



My second self-published book, *Newness of Life*, will go live on Amazon on January 8. I'm busy working with my launch team and preparing promos for my blog.

Here are some tips I'm using from the Facebook writer groups I participate in:

1. Look into a service called Bookbucks. I'm hearing lots of buzz about this being a helpful boost to sales. Once I find out more, I'll let you know.
2. Placing most of my focus on building my email subscriber list. According to most industry experts, this is the most important proof to a major publisher that you have a following worth taking a chance on. I'll talk more about this at the January meeting.
3. I'm signing up for KDP Select to test whether I get more exposure. This method will allow me to run my book for free for certain periods. My main goal is to build a fan base, so I'm hoping the freebie period will boost traffic and win subscribers.

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.