

Photo by Sarah Geringer, Pinecrest Azalea Farm, 2016

May Program Speaker

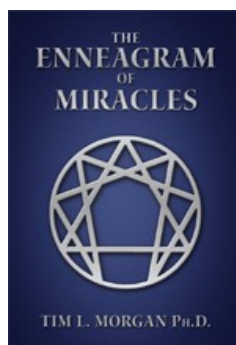
Dr. Tim Morgan will present the May program. He is the author of *The Enneagram of Miracles*.



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In the past, he has been a professional speaker, a National Guild Of Hypnotists Instructor, a Hyperbaric Company owner (Air Wizard), and an ordained minister. He is a certified Handwriting Analyst and continues to serve as a Court Document Examiner.



As an ordained minister, Dr. Tim Morgan founded and directed the Light of The Soul Center in Kelso, Missouri.

His undergraduate work was accomplished at Rutgers University, New Brunswick, New Jersey.

His Ph.D. and Th.D. were awarded by Alameda University, Boise, Idaho. He graduated from the New Jersey State Trooper's Police Academy and has a Master's in Science in Criminal Justice Administration. He is a graduate of The

Soul-Esteem Center Ministerial School in St. Louis, Missouri. He trained physician clinics in Hyperbaric Medicine, gave lectures on autism and was editor-in-chief of "Mild Hyperbaric Research Group of North America" newsletter. He served as a guest lecturer at the Southeast Missouri State University in the Psychology Department as well as the Sociology and English Department.

He trained Hypnotherapists on the use of the Enneagram as a psychological assessment tool for twenty years. Prior to his retirement, he taught, lectured, counselled and presented a weekly Sunday Service called Light Of The Soul Center where "*A Course In Miracles*" was taught every Sunday morning.

Dr. Tim Morgan lives in Kelso, Missouri, and is available for speaking and workshop engagements. Learn more at enneagramofmiracles.com.

Next Meeting Date

Sunday, May 15

2:00 p.m.

First Presbyterian Church

Jackson, Missouri

5 Blogging Tips You Can't Afford to Ignore

By Sarah Geringer, Editor



Since this February, I've gotten serious about blogging for the first time in six years. I blogged daily from mid-February to the end of March, then set a new schedule of four times weekly in April. Along the way I've learned so many tips for blogging success. I'm sharing five of them in hopes they will help you in your own blogging adventures.

1. Make a plan and stick to it.

The reason I'm on my fourth blog in six years is because I didn't have a plan. I started out too ambitiously and petered out too soon. One day this March, I had an unexpected day off. I used two hours of that day to map out a blog schedule with weekly topics for the rest of 2016. **That plan has kept me on track for the last eight weeks.** Since I work at a school, I'm geared up for summer when I can write ahead and schedule posts for the busy fall season. Having a plan has made all the difference in gaining momentum and followers.

2. Write for yourself first.

I gained this tip from Jeff Goins, who has taught me much from his Intentional Blog series. He encourages bloggers to **worry less about finding readers and worry more about creating great content that you, the writer, would love to read.** I've decided to apply that approach to my blog posts. I have sought out books on topics that interest me, and I rarely find ones that contain just what I am craving. On my blog I'm writing the book I could fall in love with, the one I could drink in. Goins says that passion is the key to writing great content, and writing for yourself first puts you in touch with your passion. What's your passion that can inspire you for high quality content generation?

On my blog I'm writing the book I could fall in love with, the one I could drink in.

3. Determine your level of commitment.

Can you commit to posting once per week? That's the minimum recommended frequency. Most professionals recommend using Wordpress for blogging. I have tried Blogger and Wordpress.com, both free options. **Recently, I switched to a self-hosted wordpress.org blog, which involves cost. But it allows me greater control and more options, which I hope will bring my work to a more professional level.** Just this weekend I created an eBook from my posts, using a plugin from Beacon, to use as a free giveaway for email subscribers. This option wasn't available to me on Wordpress.com, and I'm excited to see if it brings new followers to my blog. I'll keep you posted!

4. Keep a teachable spirit.

Even though I prefer to write poetry over any other medium, and I include regular poetry posts on my blog, **I am testing which genres get the most reader support** by also including essays and devotions. I want to remain flexible and teachable, not bound to my own preferences, in an effort to provide the best product to my followers.

5. When you hit the wall, push through.

I've experienced quite a learning curve with my recent blog switchover. When chat support sessions made me want to scream, I took a deep breath and called the help desk. It took several tries, but finally my new blog was up and running, better than ever. I am gaining more technical knowledge than I ever thought I'd need, but **I'm growing from being stretched.** Also, on the days I write when I don't really feel like it, I feel prouder with the end result than the days the muse is with me. How do you cope on the days you hit the wall?

If you have blogging tips to share, let's chat about them at upcoming meetings, or email me and I'll include them in future newsletters!

April 2016 Meeting Minutes

Thirteen people were present at the meeting. Each person introduced themselves and shared current writing projects.

Program

Bill Hopkins presented a program on grammar usage. Participants took a 20-question test, then discussed answers. This proved to be a fun, educational review of grammar rules for the group.

Old Business

Don't forget...

May 15 is the contest deadline for the AWN Conference.

[Click here](#) for more info.

The All Write Now! Conference currently has 20 registrants. The goal is to have 85 or more registrants. There are a total of 23 ad and sponsor sales and 10 critiques have been received. **No contest entries have been received as of April 17, and members are strongly encouraged to submit contest pieces by the May 15 deadline.**

All contests now have sponsors. Current needs are to sell more ads, solicit contest entries, share deadlines, and enter critiques, contests, and slush pile readings. Members are encouraged to share conference info on Facebook and Twitter and any other social media outlets they frequent. Blog interviews are complete. University Center rooms and Chartwells catering are booked. Pepsi wants to provide drinks, and Donna Essner is checking on that possibility.

Professional photograph opportunities will be offered by Allan DeYung. More information and cost options will be provided soon and shared with all registrants.

Register for the conference and find more information by [clicking here.](#)

New Business

Tim Morgan reported on his findings about establishing the **“Heartland Book Festival on the Mississippi.”**

- He is ordering a personal large-scale printer to be used for posters, banners, and other signage.
- He obtained a special event permit from Cape Girardeau City Hall, which states that the festival must have security, trash pickup, cleanup crews, signs, location clearance, insurance liability, and a list of food and drink (not alcohol) vendors.
- He wants to hold the event **on a Friday and Saturday in September 2017** and prefers a downtown location near the riverfront area.
- He wants to enlist the services of SEMO University students to produce YouTube-ready author interviews which can be played on screens during the festival.

Members discussed his findings and suggested that a committee be formed. Several members volunteered for various committee roles. The pros and cons of different locations were also discussed.

The meeting was adjourned by Mary Rechenberg, president.

Snippets

By Sarah Geringer, Editor

[How to Launch a Self-Hosted Wordpress Blog in 20 Minutes or Less: A Step-By-Step Guide](#)

On page 2 of this month's newsletter, I mentioned my switchover from a free blog to a self-hosted blog. This is the guide that walked me through the process. I only wish I had used it when I first began blogging!

Have you found an interesting snippet of online writing advice? Email me at sarahgeringercreates@gmail.com and I'll include it in the next newsletter!

[The Short Guide to Launching a Self-Hosted Blog in 8 Minutes or Less](#)

This is another link I found helpful when switching over. The process took me a little longer than 8 minutes (or even 20 minutes), but that's because I wasn't starting from scratch. If you follow the steps, the process is easy and shouldn't take very long.

[Self-Hosted Wordpress.org vs. Free Wordpress.com Infograph](#)

I carefully reviewed the pros and cons on this infograph before proceeding with my decision to switch. This website also features many helpful tips for users of either Wordpress format.

Which option is best for you? I'd love to hear what you think! Send me an email or catch up with me at a meeting.

The Heartland Writers Guild Journal

Submit newsletter info
by the 15th of the month to:
Sarah Geringer, Editor
sarahgeringercreates@gmail.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.