



Photo by Sarah Geringer, 2016

September Program Speaker

John C. Fisher is a freelance writer and speaker. He is the author of three books, two of which were co-authored with his wife and writing partner, Carol Fisher.

Inside this issue:

Meeting Minutes 2

Notes on Self-Publishing 2

Snippets 3

He has also written numerous magazine articles. Writing topics include Missouri history, food history, small farm agriculture, drainage of the Southeast Missouri lowlands, gardening, devotionals, restaurant reviews, and travel.

In 2007 John received a Brownlee Research Grant from the State Historical Society of Missouri, and in 2009 he was awarded first place in the Best Newspaper/Magazine Column category in the Missouri Writers' Guild conference contest.

Fisher was born in Kennett and grew up on a farm north of Kennett near Holcomb. His was the last generation to pick cotton by hand. During that time, schools dismissed for six weeks each fall to allow students to work in the cotton harvest.

After high school, he attended Southeast Missouri State University, earning a degree in geology. Following graduate work in geology at the University of Missouri-Columbia, he returned to the Bootheel to operate a diversified row crop and vegetable farm in Dunklin and New Madrid counties.

Fisher managed a road side produce stand featuring sweet corn, melons, purple hull peas, and other vegetables. He retired from farming in 2000 and began his career as a full-time freelance writer.

New HWG Website and Social Media Presence

Carol Fisher is currently working on an overhaul of our website. The website is temporarily unavailable but will return fresh, clean, and updated. Check out heartlandwriters.org in mid-September to view the changes.

Sarah Geringer is working on the creation of a HWG Facebook Group. This will be an easy way to network with other members and view updates. Keep watching for information in your email and in the October newsletter.

Next Meeting Date
Sunday, September 18
2:00 p.m.

First Presbyterian
Church Steck House
Jackson, Missouri

August 2016 Meeting Minutes

Mary Rechenberg brought the meeting to order with seventeen members and five guests in attendance.

Dorinda Miller presented a program on self-publishing, based on her interview with Liz Schulte, a presenter at the All Write Now! Conference in July 2016.

John Fisher will conduct the next program; Dawn Bollinger is now slated for November 20.

Tim Morgan gave updates about the **Heartland Book Festival on the Mississippi**. The Cape Girardeau Public Library will host video filming for free. Members discussed the idea of switching the date to October due to several other area events scheduled for September. Members also discussed the possibility of indoor venues such as the Osage Center or the Isle Casino. Fundraising and grant-writing needs to be explored.

The group discussed ideas for a **field trip**. The group will travel to the Hemingway house in Piggott, Arkansas.

Marcie Upchurch motioned for the date of **October 22**, and **Dorinda Miller** seconded. More details about departure times and plans to meet at the Fisher house will be finalized at the September meeting.

Donna Essner reported on the All Write Now! Conference. The conference finished in the black with 94 registrants. Feedback indicated too many workshops, and the idea of an all-day masterclass is a possibility.

The conference needs a new chairperson, and other committee seats are also be available. Contact Donna if you are interested in serving on the next conference committee.

Sarah Geringer was added as assistant to the secretary by **Carol Fisher**.

Submitted by Sarah Geringer

Notes on Self-Publishing

By Sarah Geringer

I attended Liz Schulte's workshop at the All Write Now! Conference, the workshop Dorinda based her program upon at last month's meeting. Since so many of us expressed interest in this topic at the meeting, I want to share some of my notes from the workshop with you.

- **Use beta readers** to test your market. Use Facebook to find 25 people who are willing to read your book about one month prior to release. Then send them a reminder to post an Amazon review the week of the e-book release. Amazon reviews make or break new authors—this is very important!
- **Her trick for catching mistakes:** listen to the audio version. Open your document as a pdf, go to Tools, select Read Aloud, and listen for mistakes one paragraph at a time.
- **Pricing guidelines:** Don't price an e-book over \$5.00. On Amazon, your royalties are 35% for e-books under \$2.00, 70% for e-books between \$2.00 and \$9.99, and 35% for e-books \$10 and over. Liz recommends your first e-book is free or \$0.99. This will hopefully sell other books to come.
- **Everyone needs a regular newsletter** as a means to advertise new releases. She puts the link for her newsletter on Facebook and uses Mailchimp for delivery to email subscribers.
- **She self-promotes on social media**, but she cautioned against using social media you don't like using, because your readers will know.
- **Google these links for advertising:** Ereader News Today, Fussy Librarian, The Frugal EReaders, Digital Book Today, Kindle Boards. Stack ads on different days to keep the momentum going.
- **Writing one book per year is not enough** for steady income. Liz writes four to six novels per year, all 50K to 100K words each. She works every day, taking no weekends or holidays, and aggressively self-promotes. After only three-and-a-half years of writing, she makes \$100,000 annual income as a self-published author.

Find out more about
Liz Schulte on her
website:
lizschulte.com

Snippets

By Sarah Geringer, Editor

At our last meeting we enjoyed a lively discussion about self-publishing and marketing. I've been researching these topics as I prepare to launch my first e-book in October 2016.

[E-junkie.com](#)

For the cost of \$5 per month, this site publishes copy-deterrent PDFs of your e-book, and you retain 100% of the profits.

[Booklaunch.io](#)

Use this site to create a free landing page for your book—this is a must according to industry experts.

[How to Plan a Successful Book Launch](#)

Tim Grahl, author of [Your First 1,000 Copies](#), gives advice on the three steps of a book launch.

[Facebook for Authors—Getting Started Guide](#)

This article helps you think through why a Facebook author page may or may not be a good fit for you.

[7 Simple Steps to a Powerful Facebook Author Page](#)

A very easy-to-understand explanation on how to set up a Facebook author page.

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 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.