

# KWI: KANSAS WRITER'S INK

Newsletter Vol. 17 No. 14

March 21st, 2017

## March Meeting

By: Morgan Chilson

Max Wirestone, author of *The Unfortunate Decisions of Dahlia Moss* and *The Astonishing Mistakes of Dahlia Moss*, will share writing tips and insights into his writing journey at the KWI March meeting.

Max's books have been published by Redhook, a fiction imprint of Hachette Book Group. He has completed the third book in the series.

Here's more information about Max, who lives in Lawrence, from his website, [www.maxwirestone.com](http://www.maxwirestone.com):

"Max is a graduate from the Alabama School of Mathematics and Science and has degrees in English and German from Washington University in St. Louis. Max spent his twenties as a librarian-nomad, crossing the United States, and shelving (and reading) a lot of books along the way.

After moving to New England, Max became the director of a small-town library, where he could unite his love of books, mysteries, and geekery. Since then, he's taught a lot of small children how to dust for fingerprints, helped teens and tweens build competitive Lego Mindstorm robots, and became his town's definitive source on how to correctly pronounce character names in *Game of Thrones*.

Max cleverly married an editor, and the two have a 5-year-old son. They recently relocated to a thriving college town in the Midwest and welcomed an exceptionally needy dog into the family.

Currently, Max is busy working on Dahlia Moss's next adventure. That, or he's just playing *The Legend of Zelda: Breath of the Wild*.

## 2016-2017 KWI Board Members

**President:** Billie-Renee Knight

**Vice-President:** Morgan Chilson

**Secretary:** Leslie Galbraith

**Treasurer:** Shayne Sawyer

**Membership:** Bobbie Johnston

**Newsletter:** Romie Chavez

**Advisor to the President:** Tish Glasson

## In This Issue

- March Meeting
- PR & Marketing Tips
- Publishing Workshop
- Retreat Final Call
- Kudos
- Further Reading
- Financials



## PR and Marketing Tips - Becoming and Staying the Expert

Special Thanks to Vice President, Morgan Chilson for forwarding on this article for the newsletter.

\*\*\*\*\*

One of the best ways to become known as the expert in your field is to regularly send out articles to targeted databases showcasing tips that you know best. Seems simple enough, but so many just don't do it. And because of that, they are missing out on major opportunities, clients, and most important of all, exposure for their business.

Articles are known to inform and educate. These can be especially beneficial when changes are made that people need to be aware of (i.e., Facebook adding in job search options). And in business that happens frequently. People then look to you for guidance on topics when new changes happen and you become the hero always having the answer.

So absolutely, write on new topics and wear that hero's cape. However, don't just write articles on new things that are happening. Write articles on what you do daily in your business. To you it might seem like the same ole' same ole, but to others it can be just the information they are seeking. And when they do a Google search and you routinely come up with what they need, guess what, they will want to do business with you.

I personally love top tips articles...say for example, 5 ways to get more PR for your business or 5 ways to build your brand. Write these articles with the following guidelines:

- Awesome engaging title
- First paragraph that describes the article and clearly grabs the attention of your audience
- A list of tips bulleted or numbered
- Closing paragraph that wraps it all up
- Bio – shows your website, contact, media mentions and also any links to programs you run

What is especially great is when you pitch out these informative articles is oftentimes a publication will run the entire article. So consider this, instead of a publication adding a sentence or two with your quote, the entire article is written by you and every tip is yours. That is prime real estate, baby! It doesn't always happen, but when it does it's magical.

But to send it out to the media, you need to create a pitch. They need to know why they would be interested in that article and who you are. So let's break down the pitch. The pitch consists of a killer subject line that will have those who receive it, want to open it and know more. Also, I often include the word "article" with the name of the article in the subject line. This allows those who receive it to know what to expect.

## **Expert Marketing... (continued from page 2)**

The opening paragraph packs a punch with facts or statistics and newsworthy points on the topic you are writing on. Then add in language such as “how the author of the article addresses these issues in her latest article,” name the article, and say “here are her tips.” (ex.: Diana Ennen addresses these issues in her latest article, 5 Ways to Build Your Brand.) After that, add one line to say what the tips are (5 tips to increase your brand include :) followed by bullet points that convey what is in the article and the tip summarization. Now, you are not putting all the information in from the article, but more the heading and one or two sentences to support it but keep it from being too long. Follow this with your updated bio clearly stating your media mentions, etc. And there you go, you have a pitch and article ready to pitch out to targeted databases. Now you just need to compile a listing of databases and send it out.

Here are additional tips to make it work.

**Use a Consistent Format -** Use the same format for pitches. It can take time to get the magic formula for a client’s pitch. But once you do, use that same pitch and only customize it for the article or pitch you are sending. Those who receive it will become familiar with your style and pay more attention to you as they have that relationship. This is especially beneficial if they have accepted your articles in the past. Your article too should be similar each month so others become familiar with you. For example one example is to include an opening paragraph outlining what the article is about.

**Add Media Mentions –** One great way to prove your expertise is to add your recent media mentions to the bio and also to the pitch. In the beginning you might not have a great deal of media to add to your articles, pitch, but as you gain more, be sure to add those to your bio in the article and the pitch itself. If you have TV coverage, say so.

**Address the Right Audience -** Be sure to use the appropriate language. If you are sending out to TV you don’t want to say “your readers.” Seems simple enough, but you wouldn’t believe how many pitches I see with this mistake. When in doubt, use “your audience.” That works like a charm every time.

**Make it Easy to Be Removed From Your Database -** Add a P.S. that states something along the lines of “If you’d like to be removed from our database, please let us know and we will do so promptly.” Then make sure you do. Nothing gives you a bigger black eye than someone asking to be removed and you keep sending to them. Not as big of mistake as the Oscars naming the wrong best picture, but still not good.

These tips should help you build your brand and exposure. And remember, you can always hire an expert who specializes in this for additional help.

Diana Ennen, President of Virtual Word Publishing, [www.virtualwordpublishing.com](http://www.virtualwordpublishing.com) offers PR and Marketing services, book marketing services, and PR and Virtual Assistant Coaching. She’s the co-author of Virtual Assistant - The Series: Become a Highly Successful, Sought After VA. Follow her on social media at <https://www.facebook.com/VirtualWordPublishing/> and <https://twitter.com/DianaEnnen>

## How to Get Published Workshop

Billie-Renee has graciously forwarded this announcement about a special workshop opportunity for writers. Below you will find a brief summary of this workshop. More information can be found on the website listed below.

\*\*\*\*\*

My name is Chuck Sambuchino and I am the editor of the 2017 GUIDE TO LITERARY AGENTS (Writer's Digest Books). I know this is late notice (sorry), but I just wanted to write and say that I've been asked to instruct at a "How to Get Published" workshop in KC soon — the Las Kansas City Writing Workshop on Saturday, March 25, 2017 — if you were interested in sharing that information with your KWI group or newsletter or social media or ListServ, etc. I didn't know if this was something you could share with members. If it is, thank you! Again, sorry for the late contact. The official website for the workshop (with much more information) is:

<http://kansaswritingworkshop.com/>

In addition to me speaking, there are several literary agents at the event to meet with writers and take pitches for books. It looks to be a great one-day event.

Thank you for considering any promotion of this writing event. E-mail me if you need me or have questions.

Thanks again!

best,  
 Chuck Sambuchino  
 @chucksambuchino  
<http://www.chucksambuchino.com>  
 cell 513-827-1580

## KWI RETREAT 2017: LAST CALL

This year's retreat is fast approaching. We've booked April 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> at the Basswood Lodge. A **\$50.00 deposit** is required to secure your spot for the weekend. We will not have our regular meeting due to the retreat so consider being apart of this great opportunity. It's always a good time when writers get together.

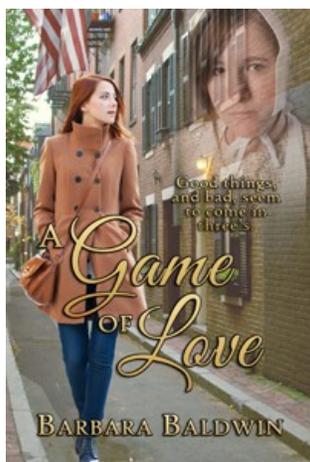
This year we've established a '**Pick Your Bed**' for the first 10 members who get their deposits to Shayne. When she receives your check, she'll contact you to find out where in the Lodge you wish to sleep—she'll then reserve that spot for you.

**An update on beds: There are still couch beds available, but all the rooms have been reserved.**

Mail your deposits to:

Shayne Sawyer  
 2601 SW Western Ave  
 Topeka, KS 66611

## Kudos



KWI Member, Barb Baldwin has sold her latest contemporary to Books We Love. Here is blurb from her new book, *Game of Love*. The book should be out by the Easter Holiday.

"Good things, and bad, seem to come in three's.

#1 -- Megan Anderson is an out of work cyber-crime investigative reporter. She decides to take a job as a guide in historic Boston, but as she conducts tours along the Charles River, a Revolutionary War era ghost makes her presence known and threatens Megan's peace of mind.

#2 – Megan returns to the cyber field when Cal Garrett, a Boston police detective, pulls her into a murder investigation involving an internet treasure hunting game. She doesn't anticipate that her childhood crush, now a devastatingly handsome law man, will awaken a passion neither of them wants to ignore.

#3 -- Megan has always been the best friend of Cal's sister, but when she returns to Boston all grown up, his feelings dramatically change from brotherly friendship to something highly combustible. However, her belief in ghosts and Cal's belief in scientific police work will put them at odds. When Cal allows Megan to enter the game to help solve a crime, he puts her in danger and only solving the riddle of the game will save her. That, and suspending his disbelief to ask a ghost for help."

Congrats Barb!!!

Kudos to KWI member, Lily Ann Fouts, whose autobiography was the main featured on The Lapse, a storytelling podcast "true stories, gussied up." They are edited with added dramatization and sound effects to bring them to life.

Here is the link to the episode: <http://www.thelapse.org/taken-lily-ann-fouts-episode-47/>

It's chilling! Check it out!

Congrats to Lily for getting your story out there!

## *Further Reading*

### **7 Tips to Help You on Your Way to Blogging Full Time**

<https://problogger.com/7-tips-help-way-blogging-full-time/>

### **A Reminder of What Makes a Real Writer**

<http://terribleminds.com/ramble/2017/03/20/a-reminder-of-what-makes-a-real-writer/>

### **Internet Research—When Is a Search Legal And When Will It Bring the FBI**

<http://www.sidebarsaturdays.com/2017/03/11/httpwp-mep7vddb-ph/>

### **A Newbie Writer's Guide to Getting Your First Bookbub Add (or other major advertising)**

<http://pattyjansen.com/blog/2016/05/27/a-newbie-writers-guide-to-getting-your-first-bookbub-ad-or-other-major-advertising/>

### **Lack of Oxford Comma Could Cost Main Company Millions in Overtime Dispute**

[https://www.nytimes.com/2017/03/16/us/oxford-comma-lawsuit.html?partner=msft\\_msn&\\_r=0](https://www.nytimes.com/2017/03/16/us/oxford-comma-lawsuit.html?partner=msft_msn&_r=0)

### **The 4 Self-Publishing Mistakes Killing Your Sales**

<http://www.knockinbooks.com/blog/the-4-self-publishing-mistakes-killing-your-sales>

### **Science Fiction and Fantasy Writing: How to Build Fantastic Worlds**

<http://www.writersdigest.com/online-editor/science-fiction-fantasy-writing-build-fantastic-worlds>

### **Three Reasons to Use a Pen Name**

<http://www.writersdigest.com/online-editor/three-reasons-use-pen-name>

### **The Differences Between a Crime Novel, Mystery Novel and Thriller Novel**

<http://www.writersdigest.com/online-editor/differences-crime-novel-mystery-novel-thriller-novel>

## **KWI Blog**

Are you interested in writing a blog for KWI? Contact Tish 'Bear' Glasson by e-mail: [bearwmnkwi@gmail.com](mailto:bearwmnkwi@gmail.com).

## KWI Meetings

### Next Meeting:

When: March 25th, 2017

Where: Topeka Shawnee County Public Library (Anton Room)

Topic: Max Wirestone presenting on writing tips and insight into his writing journey

### Future Meeting:

April 2017

No meeting. Retreat at the Basswood Lodge April 7th, 8th, & 9th.

May 27th, 2017

Topic: TBA

---

All meetings begin as follows:

Time: 9:30am –3:30pm

Writing/Critique/Tape

Open Writing: 9:30am-10:00am

Critiquing: 10:00am –11:30

Board meeting: 11:30am -12:00am

Member Meeting: 12:30pm -1:00pm

Program Topic: 1:00pm –2:30pm

## Financials

<b>Beginning Balance</b>	<b>\$3,587.53</b>
<b>Income</b>	<b>\$175.00</b>
<b>Expenses</b>	<b>\$25.00</b>
<b>Ending Balance</b>	<b>\$3,737.53</b>

Visit us online at:

[www.kswritersinc.com](http://www.kswritersinc.com)  
[www.kswriters.wordpress.com](http://www.kswriters.wordpress.com)