

# KWI: Kansas Writers Ink

Volume 15, No. 5

May 2013

## KWI'S 2013

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## Morgan's Musings

Marketing yourself as a writer requires that you do some soul searching.

The first step to marketing a product is that you get to know it intimately. Take the toaster sitting on my kitchen counter. If I decided to sell it to you, I'd focus on the positives. It works quickly and efficiently. You can set the dial to get darkly toasted bread, or a light caramel-colored toast. You can toast frozen items with the click of a button.

The second step is that you get to know your

potential customers. What are they looking for? You may be super-impressed with how high that toaster tosses the bread into the air when it's done. But if your customer doesn't care about that, you certainly don't want to focus your marketing on that quality.

It's the same with your writing career. First, know thyself. Ask questions:

How am I willing to promote myself? Talk to groups? Write a blog?

Am I outgoing? Shy? Touchy about personal questions from strangers?

What am I passionate about? My book? The writing process? Historical research?

How much money am I willing to spend on marketing? Do I believe in the marketing process – that it will sell books and make a difference to my career?

*Continued on page 3*

## 2013 RT Booklover's Convention

The 2013 RT Booklover's Convention celebrated their 30th Anniversary this year by having their annual event in Kansas City from May 1-5. Our writer's group was kind enough to help with registration fees so I could attend and partici-

pate in many of the published author activities. This was a great opportunity for me to continue my writing education, and network with other writers and fans. But most importantly, it gave me an opportunity to seek out a new publisher

and try to find a literary agent to represent me in the future.

*Continued on page 3*

# June Workshops Online

by Angela Johnson

## Creating the Perfect Predator

Date: June 1, 2013

Presenter: LD Madison. FMI, <http://www.rwamysterysuspense.org/coffin.html>.

## What Marketing Authors Need to Know

Date: June 1, 2013

Presenter: Deborah Riley-Magnus. FMI, <http://www.rwamysterysuspense.org/coffin.html>.

## Confessions of a Newbie Author

Dates: June 1–29, 2013

Presenter: Alexa Bourne. FMI, <http://lowcountryrwa.com/workshops/all-workshops/#JUN>.

## Unforgettable Characters

Dates: June 1–29, 2013

Presenter: Kit Frazier. FMI, <http://lowcountryrwa.com/workshops/all-workshops/#JUN>.

## Faeries & Other Magic Folk

Dates: June 1–30, 2013

Presenter: Sharron Gunn. FMI, <http://www.celtichearts.org/workshops>.

## Lesson of Firefly: Learning from the works of Joss Whedon

Date: June 1–30, 2013

Presenter: Jacqui Jacoby. FMI, <http://www.oirwa.com/forum/campus/#JUN1>.

## Scottish Border Lands

Dates: June 1–30, 2013

Presenter: Jody Allen. FMI, <http://www.celtichearts.org/workshops>.

## Seven Deadly Sins of Fiction

Date: June 1–30, 2013

Presenter: Susan Palmquist. FMI, <http://www.oirwa.com/forum/campus/#JUN3>.

## How to Design and Teach an Online Workshop

Date: June 2–14, 2013

Presenter: Catherine Chant. FMI, <http://www.oirwa.com/forum/campus/#JUN2>.

## The Secret to Building an Effective Fiction Writer's Platform

Dates: June 3–14, 2013

Presenters: Ann Charles & Jacquie Rogers. FMI, visit <http://crw-rwa.ning.com/page/2013-onlineworkshops>.

## Conflict: How to Build it, Sustain it, & Resolve It

Date: June 3–14, 2013

Presenter: Jaye Roycraft. FMI, e-mail [neorwaonline@gmail.com](mailto:neorwaonline@gmail.com) or visit <http://www.neorwa.com/index.php/Workshops/Workshops>.

## Genre Cliches

Dates: June 3–14, 2013

Presenter: MM Pollard. FMI, visit <http://crw-rwa.ning.com/page/2013-onlineworkshops>.

## Witchcraft for the Paranormal Author

Date: June 3–14, 2013

Presenter: Deborah Blake. FMI, <http://romance-ffp.com/page/workshops>.

## Avoid the Rough: Turning Your Story Idea into a Workable Plot with a Broad Strokes Outline

Dates: June 3–21, 2013

Presenter: Catherine Chant. FMI, visit <http://crw-rwa.ning.com/page/2013-onlineworkshops>.

## Yummy Heroes

Dates: June 3–18, 2013

Presenters: Jackie Ivie & Teresa Bodwell. FMI, <http://www.carolinaromancewriters.com/online-workshop-schedule.html>.

## Crafting Memorable Dialogue

Date: June 3–28, 2013

Presenter: Joni M. Fisher. FMI, <http://www.yosemiteromancewriters.com/workshops.html>.

## Cross Marketing Magic

Dates: June 3–28, 2013

Presenter: Deborah Riley-Magnus. FMI, visit <http://crw-rwa.ning.com/page/2013-onlineworkshops>.

## Herbal Lore

Date: June 3–30, 2013

Presenter: Beth Trissel. FMI, <http://www.rwa.org/p/cm/ld/fid=773>.

## Psychic Research

Date: June 3–30, 2013

Presenter: Mary O'Gara. FMI, <http://www.rwa.org/p/cm/ld/fid=769>.

## Conflict and the Category Romance

Date: June 5–30, 2013

Presenter: Susan Meier, FMI, <http://www.starrwa.org/carol-henry@frontiernet.net>.

## Self-Editing

Dates: June 6–19, 2013

Presenter: Monette Michaels. FMI, <http://lowcountryrwa.com/workshops/all-workshops/#JUN>.

## A Writer's Guide to Psychology

Dates: June 10–14, 2013

Presenter: Sandy James. FMI, visit <http://crw-rwa.ning.com/page/2013-onlineworkshops>.

## Writing from the Male POV to Create Stronger Heroes

Date: June 10–16, 2013

Presenter: Sascha Illyvich. FMI, <http://www.rwa.org/p/cm/ld/fid=820>.

## Inside the Male Mind: Writing Male POV

Date: June 17–28, 2013

Presenter: Cynthia Richards. FMI, <http://www.carolinaromancewriters.com/online-workshop-schedule.html>.

## How to Develop a Persona from Your Pen Name

Date: June 24–July 15, 2013

Presenter: Ezra Barany. <http://www.rwa.org/p/cm/ld/fid=776>.

## Personalities Welcome

Dates: June 29–July 22, 2013

Presenter: Cynthia Richards, M.Ed. FMI, <http://www.fthrw.com/workshops/classes.php> or e-mail [workshops@fthrw.com](mailto:workshops@fthrw.com).

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## Marketing Your Writing

By Morgan Chilson-Rothenberger

How tech savvy am I? Can I maintain a basic website? (Or do I need to hire someone to have it done?) Do I like Tweeting or posting on Facebook?

What is my mission? My goal?

You get the idea. I can preach about how important it is for writers to have a website. But if you don't internalize that concept – really believe that it's necessary – then you won't maintain it, you won't make it interesting and it won't work. But answering those questions isn't just about discovering your comfort zone and staying there. It's about acknowledging who you are and then – just maybe – saying, “I am willing to step outside this comfort zone.

Talking to groups is going to be hard for me. But I can and will do it to be a successful writer.”

After an honest inventory of your willingness to market yourself, you'll focus on what your customers want.

Are your customers online? Where do they congregate? Where will they buy your book?

What are their demographics – age, gender, economic backgrounds, education?

Why is my audience interested in me and my book?

What do I want my audience to know?

What message are you marketing? What feelings does your product evoke? A great example

online pointed out that perfume manufacturers are selling romance, sex, dreams. You're selling the benefits of your product – your book – so what are those benefits?

I think many authors make the mistake of believing they are “just” writers. And yes, of course, a high-quality, well-written book is critical to your career. But these days, with publishers spending fewer dollars on marketing and many people self-publishing, you must be a marketer as well.

Happy writing (and selling)!  
Morgan

## Booklover's Convention

By Angela Johnson & Joe Cowdin

To that point, I'm pleased to announce that several editors I pitched my third novel to have requested a full manuscript. It's a medieval romance titled...*Knight of Redemption*. Three agents requested to see a full submission as well. Now, I just need to finish the darned book and get it to them in the next few weeks!

I want to officially thank KWI for helping with the convention fees and for giving me an opportunity to reach my goals. I repeatedly tell aspiring authors that one of the best things they can do is to get involved with a local writers' group because it will help move them toward their ultimate goal of getting published.

Because I'm now under a very tight writing deadline, I've asked my husband (Joe) to give you an overview of the convention and mention some of the highlights it had to offer. Thanks again...KWI.

Happy writing,  
~Angela Johnson

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## Romantic Times Conference Overview

By Angela Johnson & Joe Cowdin

I attended the convention with Angela and it was exhausting at times, but I must admit, it was very rewarding, and a lot of fun too. There were, of course, so many events to choose from that narrowing down your choices of activities was not an easy task.

In general, the daytime hours offered a smorgasbord of writing workshops to attend. Most were paneled by seasoned published authors and lasted 45 minutes to an hour long. In addition to many workshops on the craft of writing, there were numerous presentations on related topics such as: the business of writing, e-publishing, self-publishing, print on demand, vanity, and social networking.

Genre's that were represented at the convention was far-reaching too, and included the likes of historical, contemporary, young adult, fantasy, paranormal, romantic suspense, erotic romance,

erotica, graphic novels, and much more.

Representatives from seventeen publishers presented workshops (Publisher Spotlights) to aspiring and published authors to let them know which type of book and which genres they are acquiring, the word length and any other information an author may need to know to determine if their book is right for their company. They also discussed submission requirements.

The following publishers who attended were Omnific Lit, Choc Lit, Entangled Publishing, El-lora's Cave, Carina Press, Loose ID, Sourcebooks Inc., Harper-Collins/Avon Books, Grand Central/Forever and more. During the day on Friday they offered an event called "Pitch-A-Palooza"...which gave writers an opportunity to pitch their latest novel to editors and agents. It

was kind of like "Speed Dating" in that you only had three minutes in front of each editor or agent. On Saturday they hosted the -- Giant Book Fair -- which was basically a gigantic book signing event that had over 450 published authors selling and autographing books for their fans.

A lot of the wilder fun-events were held on various nights, and though we didn't attend any of them, they were described as a milder version of "Girls Gone Wild."

In hindsight, I can now see why RT Booklover's Conventions are so popular. They can be a very nice way to further a writing career while having fun doing it.

To your writing success,  
~ Joe Cowdin

## Bloody Gavel and First Line Contests Anthology

Carey Kennedy has volunteered to help push along publication of the Bloody Gavel and First Line Contests' Anthology. She will not be able to attend the May KWI meeting due to a carnival at her children's school, but it was mentioned at the April meeting that perhaps those who wrote stories could stay after the May meeting to discuss the project. Romie Chavez has volunteered to lead

the discussion at that meeting. There are several things to be thinking about concerning this project:

1. Anthology title
2. Cover art
3. If we want to publish this outside of Kindle
4. How to divvy up the millions of dollars we're going to make in royalties

5. Editing
6. Deadlines

If you have questions or comments please email Carey at [crkennedy3@gmail.com](mailto:crkennedy3@gmail.com) or bring them to the May meeting. This could be a fun learning experience for all of us.

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# Enthusiasm

By Elanor Liu

ENTHUSIASM is a remarkable word. The ancient Greeks used it to describe an inspired person: “en” means “in” and “theos” means “God”. Literally “God in us”. The enthusiastic person they thought, was one who reflected the presence of an in-dwelling God. The Greeks, as usual, not only had a word for it, but the right word.

No other single human characteristic (with the possible exception of kindness) contributes so much to happy and successful living. Wise men have always known this. “Nothing great was ever achieved without enthusiasm”. - a quote from Emerson.

It can be defined as the ability to react with eagerness. The enthusiastic person

has the capacity for generating excitement about ideas, people, events – anything. He responds to the stimuli of life not only with his five senses and his brain, but with his emotions as well. He feels things, he cares.

Enthusiasm is more than simple excitement, though. It involves affection for the object that arouses it. The enthusiastic person loves the thing he feels excited about, great or small, important or unimportant, a marriage partner or an ice cream cone. When he feels enthusiastic, he gives out love, and this – I’m sure – is the in-dwelling that the Greeks had in mind – or perhaps a fragment of the Kingdom of God that the Bible says is within us.

Because it has optimism in it, and is

closely allied with cheerfulness, enthusiasm has the power to lift people over the rough places in life. Enthusiasm, the love power inside, can support us in those times.

Enthusiasm has to be selective – one does not have to be enthusiastic about everything.

One wonderful thing about enthusiasm is that it is so easy to kindle a blaze if the spark is there. Each of us has some of that divine spark, more perhaps than we know. Enthusiasm, like any other form of love power, needs to be expressed.

Enthusiasm– the greatest gift in the world! But to keep it, you have to give it away.

## The Importance of Writing Goals

By B. R. Knight

I tell my high school creative writing students at the beginning of each semester about the importance of setting writing goals and then sticking to them. I talk about two kinds of writing goals – daily and long term. As writers we all know the importance of having a goal to write on a daily basis. If we don’t religiously practice our craft our skills become rusty and our impetus to write tends to fade. I know if I skip a day of writing it is much easier to do it on subsequent days and before I know it an entire week or month has flown past with no writing to show for it.

Beginning students are often concerned about the need to write daily. Their usual question is how many words or pages do they *have* to write each day? That is a difficult question to answer because writing is such an individual activity, but as students they feel they must have a quantitative response in terms of number of words and/or pages. I start by sharing my daily writing goal, which is ten manuscript pages per day. This is usually a scary number for beginning students, so we talk about what they would feel comfortable with as a starting point. Many initially feel 100 or so words a day is a worthy goal. Fortunately, most of them discover by the end of the

first week they tend to write closer to 1000. By semester’s end many are writing even more.

Once we’ve mastered the daily writing hurdle, we talk about long term goals. For me these goals are usually written in my journal as a reminder of what I would like to accomplish over a period of time. Like most writers I have several projects I’m working on simultaneously, so I have multiple long term goals. I try to write out these goals with specific deadlines in mind and I do my best to stick to them. My students often ask if I meet every goal and deadline. Of course not, but I come darn close. This gives me the opportunity to talk to them about flexibility. Goals are not carved in stone; just because you don’t finish a novel or story on the date you originally were shooting for doesn’t mean you have to stop or give up.

One of the things I find myself stressing over and over to my students is how important it is to set realistic goals. Too many times I see initial goals where students believe they will be able to write an 80,000 word novel in the twenty weeks we have in class. While it is possible, it’s highly unlikely and the students run the risk of disappointment and frustration when they

discover they cannot meet their goal. Too many of them use this as an excuse to quit. I tell them it’s better to set a realistic goal, such as completing an outline of a novel by the end of the semester or completing four to five chapters of a novel or two or three really well written short stories. For some students even the completion of a single short story, done well, is a worthy goal for a semester long class.

Some of my adult writer friends sometimes lament over the fact they cannot find time to write each day. My recommendation would be to go back to the basics and set a short term, doable writing goal of 500 to 1000 words a day and one short term goal of completing a short story or personal essay over a period of three months to get back into the swing of things, especially if the writer had been avoiding the daily writing practice for a while and is a little rusty. A little focused practice goes a long way and the long term pay offs could be great.

www.kswritersinc.com  
www.kswriters.wordpress.com

### Financial update

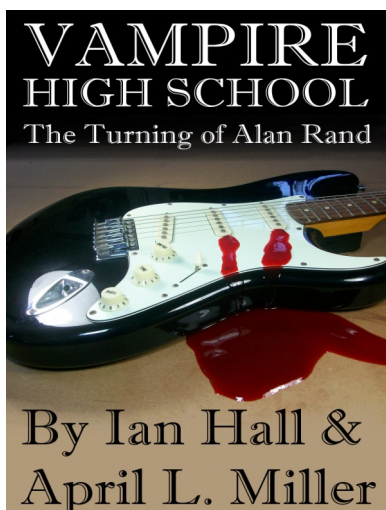
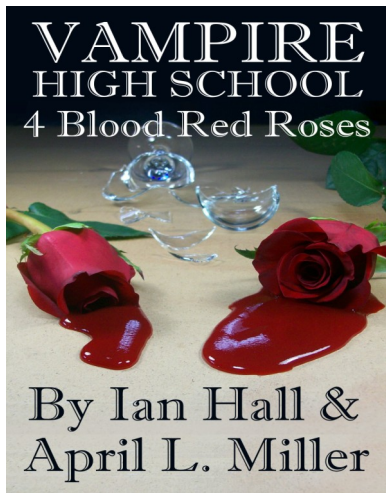
Beginning Balance:

\$3068.70

Receipts: \$125.00

Ending Balance: \$3193.70

Next Meeting on May 25th,  
2013 @10:00. At 1:00 p.m.  
Morgan will present on efficient  
ways to market your novel.



## Kudos

Mark Bouton will be speaking about The Nuts and Bolts of Novel Writing at the Tallgrass Writing Workshop, held June 1 and 2, 2013 at Emporia State University, Emporia, KS.

Angela Johnson attended the RT Booklovers Convention in KC on May 1-4, 2013. Deb Werksman at Sourcebooks Inc., and Nicole Resciniti of the Semour Agency requested her manuscript, Knight of Redemption (Lost Knights, Book # 1). Angela also received requests for her book from editors at HQN and Avon Books, plus from several other New York literary agents. All of this would not have happened without the financial assistance she received from KS Writers Inc. Thank you to Kansas Writers Inc., and everyone in the group for their unwavering commitment, dedication, and support. ~Angela

Romie Chavez finished his second novel, currently entitled The Mourning Sage. The new novel tells the story of Sage Washington, a former paranormal bounty hunter, who is recruited by her twin sister in order to help rescue their brother and destroy an old family enemy.

Congrats to the KWI Short Story contest winners: 1st Place "Short Story." By Morgan Chilson, 2nd Place "Midnight Madness" By Carey Kennedy, and 3rd Place "Protocol" by Ian Hall.

### Ian Hall and April Miller Update

News from the writing stable of Ian Hall and April L. Miller; authors of "Vampire High School".

Our latest volume "Vampire High School Book 4: Blood Red Roses" is out on kindle and paperback, and selling well. We also have a FREE story; "Vampire High School: The Turning of Alan Rand" on kindle.

It contains the first four chapters of Vampire High School and has been downloaded thousands of times. Covers (by me) attached.

We're both hard at work on Vampire High School Book 5: Mandy Goes Walkabout (working title), and have 20,000 words in the can already.

I have started a new vampire series; "A Connecticut Vampire in King Arthur's Court", torn from Mark Twain's title.

I

have 29,000 words on paper after only three weeks of writing. I plan a trilogy at least.

And that's the end of the news...