



The Newsletter of West Texas Writers, Inc.

APRIL 2015 www.westtexaswriters.org 432-634-0139



OUR NEXT MEETING WILL BE MAY 2, 2015

AT THE MIDLAND CENTENNIAL LIBRARY 2:00 PM

**OUR SPEAKER FOR MAY WILL BE LAURA DRAKE – BACK
STORY WEAVING**

OUR JUNE SPEAKER WILL BE TRACY THOMASON

www.15MinuteMondays.com

Session Description

As authors across the globe compete for the time, attention, and even money of their readers, having a website is no longer a luxury, it's a necessity. For many authors, a professional web presence can be time consuming and expensive. Through the 15 Minute Mondays system, you, a non-webmaster needing a website, will receive the skills, tools, and confidence to quickly develop a

professional website and, in just fifteen minutes a week, promote that website, thereby promoting your writing and outshining your competition.

Intended Audience Description

The 15 Minute Mondays presentation is targeted at small businesses, organizations, and authors who want the marketing advantages of a professional website without the high cost or the equally expensive time required to build it. The presentation is relatively low-tech and is aimed at anyone who can use a word processor and a Facebook account.

Presentation Objectives

When attending the presentation, you will learn:

- How to get a professional website together easily and inexpensively,
- How to get more people to visit your website,
- Once you get them there, how to engage them so they turn from web surfers into readers and fans,
- And how to keep all this going in just 15 minutes per week.

Handouts & Resources

- A one page handout with contact information, online references, and space for note taking.
- I will provide a customized West Texas Writers page on my website which will include a 15 minute per week marketing plan customized for authors, follow up information (for questions that come up during the presentation but cannot be answered due to time constraints,) and other pertinent information specific to presentation to the WTW.
- With permission, I would also bring my book, "15 Minute Mondays," and make it available for purchase at the discounted rate of \$10. If this is not allowed at the WTW meetings, I am perfectly happy not offering the book for sale. The presentation contains enough information for someone to get started and be successful with the website. The book simply provides more and in-depth information. Please note that I do not sell from the stage or beat the audience over the head marketing the book. While I believe it is a useful resource, the book only receives a 30 to 60 second mention at the end of my presentation.

Texans about Texas

Brown Books Publishing Group is launching THE TEXAS PRESS a new publishing company dedicated exclusively for Texas books. **They are actively seeking manuscripts.**

For more information or to submit a manuscript please contact Beth Robinson at 972-381-0009 or beth.robinson@brownbooks.com.

Houston Writers Guild www.houstonwritersguild.org

May 23 in Austin -- Austin Author Affair

The Guild is purchasing a table for this new and exciting event in Austin, TX. Cost is \$75 for each 3 hour increment with up to 3 authors at each table for Saturday 8 - 5 p.m. Contact Andrea Barbosa at ipanemario@sbcglobal.net by Jan. 19 if you are interested in attending, how much time you want, etc. Payment will be due by Feb 28 to hold your spot.

Check the website for contests, speakers and lots more.

Abilene Writers- abilenewritersguild.org P.O. Box 2562 Abilene, TX 79604

They have lots of contests and specials for members. I think this is open to public.

Schedule for 2015 West Texas Writers:

March 7 – Discussion and writing prompt

May 2 – Laura Drake – Backstory Weaving

May – Memberships due

June 6 – TRACY THOMASON –YOU NEED A WEBSITE

July 4 - TBA

August 1 – TBA

September 5 – Roger Manning - Point of View Workshop

October 3 – Laura Drake – Bleeding on the Page (writing emotion)

November 7 – Jerry Rodgers – TBA

**December 5 – Sharing Holiday stories, made up of memories.
Sweets and punch and fun Holiday Cheer.**