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March 2018 NTRWA Newsletter

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North Texas Romance Writers of America

Audra Dunn

March 17th, 11:00 am

GET PUBLISHED 10:00 to 10:30

BUSINESS MEETING & LUNCH 12:15 to 1:30

The Heart to Heart

NTRWA
Founded March 1983
Chapter 33, Region 5
March 2018
Volume 36, Issue 2

2018 BOARD

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Effective Email Marketing

There are rumors going around that email is dead. But that is far from the truth. Effective Email Marketing is alive and well. There is a fine line to being effective and staying engaged with your audience and being considered spam. Let's discuss how you can use email to maintain a connection with your fans and continue to drive web traffic and sales through an effective email marketing strategy.



Audra Dunn has long held a passion for utilizing technology to drive marketing and communications efforts. In the ever-changing world of digital marketing, Audra has spent the past fifteen years refining her industry knowledge and

applying her expertise in helping small businesses and non-profits tell their stories and effectively engage their audiences. With her comprehensive

Program Director

Linda Bolton

YOU CAN BE A PART OF THE
NT MACHINE!! CONTACT MIA.

2018 Committee Chairs

PAN Liaison

Chrissy Szarek

PRO Liaison

Ranee Leigh

Bylaws

Angi Morgan

The Carolyn

Jen FitzGerald

Great Expectations

Amanda McMurrey,
Susan Miller,
Carolyn Rae

Hospitality

Amanda McMurrey

Spotlight

Angi Morgan

Writing Incentives

Kim Miller

35th Anniversary

Jen FitzGerald

Two Step 2019 Conference

Open

understanding of what works best for reaching the intended market, Andra is committed to making sure her clients have a thorough understanding of the process. She is equally instrumental in working alongside each client so that they acquire the knowledge to independently manage their electronic and social media platforms.

[Convertible Communications Consulting](#) helps businesses deploy effective digital marketing and communications strategies by defining goals, developing a comprehensive plan, and then executing digital campaigns to achieve success. Services offered include marketing consulting, strategy development, set-up and management of social media tools, email marketing, and training/coaching on social media best practices.



Get Published Chrissy Szarek

10:00 to 10:30



Chrissy Szarek will discuss the importance of polishing and editing, how to find an editor, and what to expect when working with someone freelance or at a publishing house.

#GetPublished initiative in March.



From the President

Mia London

Let's talk some more about goal setting.

Many people feel as if they're adrift in the world. They work hard, but they don't seem to get anywhere worthwhile.

A key reason they feel this way is that they haven't spent enough time thinking about what they want from life, and haven't set themselves formal goals. After all, would you set out on a major journey with no real idea of your destination? Probably not!

Who regularly sets goals?

Goal setting is a powerful process for thinking about your ideal future, and for motivating yourself to turn your vision of this future into reality.

The process of setting goals helps you choose where you want to go in life. By knowing precisely what you want to achieve, you know where you have to concentrate your efforts. You'll also quickly spot the distractions that can, so easily, lead you astray.

Every January, my husband and I sit down and plan what we want to accomplish for the year. Perhaps individual things (i.e. dental work) or whole family things (i.e. spring break trip). We look at several areas: travel, extended family, house/household, financial, etc.

A list like this keeps us on track. We agree on this list, and if something unexpected crops up (like the 'burning need' to go to Cancun), we discuss it. The fact that it wasn't *originally* on the list means it may not happen.

This isn't complicated, but the impact is huge. Wouldn't you agree?

We have good things coming for 2018. Glad you are a part of the fun! My door is always open. J Hugs!
~Audra



by **Linda Bolton**

In planning the programs for this year, it was suggested I see if Bria Quinlan was available to talk about her AuthorLife Planner. I had never heard of her or her planner. I went to her website to see what the hubbub was about.

Her planner sounded interesting, so to Amazon I went. After reading sample upon sample, I decided to purchase one. I used to love to make lists, about everything, but as the years have gone by, I've moved away



from them. Oh, I still use them for packing and grocery shopping, but that's about it.

As soon as the box arrived, I dug into the planner. Page after page of realizing how much time I waste and that I really want my writing to be a priority. I work full-time and have a five year old living with me so I tend to be lazy often. I know some of you are going thru the same type schedules and it's hard to find balance. I haven't started setting up my month yet, that's coming this week. I'm really looking forward to making my time count. I have already started writing more regularly and more that my charm requires each month. It works for me to know I have spent money on something I need to be accountable to.

I'll update you as the months go by on how this planner is assisting me with my schedule. If you're looking for something to help you prioritize your time, you might want to [check this out](#). (By the way, she won't be in our area any time in the near future. Sorry.)



BY CINDY DEES



An aspiring romance author asked me recently for advice on how to stay motivated to write when, every time she turns around, the industry news is discouraging. She has astutely put her finger on perhaps the most important question facing all romance writers today. How do we continue to write in the face of overwhelming odds against achieving sales success?

My short answer to that question is: write for the love of it or don't bother writing.

The long answer is: It's a saturated market and competition is beyond fierce for readers and sales. At some point, you have to ask yourself why you write at all. If you're doing it to make a lot of money, I would immediately reconsider your career choices. The odds simply aren't ever in your favor to make significant income. If you're doing it because you're a story teller, all the way down to your soul, and you can't help but write your stories, then write on...and don't think about the challenges in the business end of writing.

Success in the romance biz these days has a lot to do with luck, word of mouth, a good book, and happening to come out with the right story at the right time. The only part of that you can control is the good book. Write the best book you can and then let go of what happens to it. Put it out in the universe and move on to telling your next story. Maybe your book gets discovered, and maybe not.

Yes, you can do a certain amount of reasonable marketing, and you have to package the book well and create excellent metadata for the book. But at the end of the day, you can't force readers to buy your book. They're going to have to come to it organically and tell their friends about it organically.

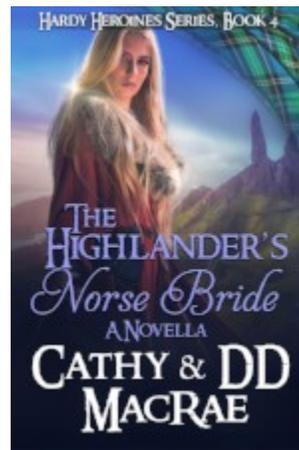
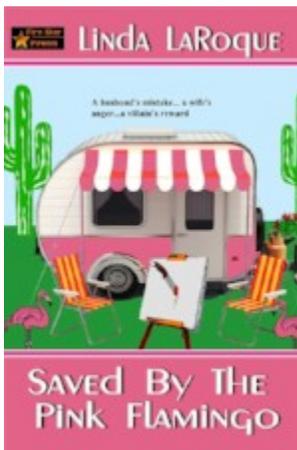
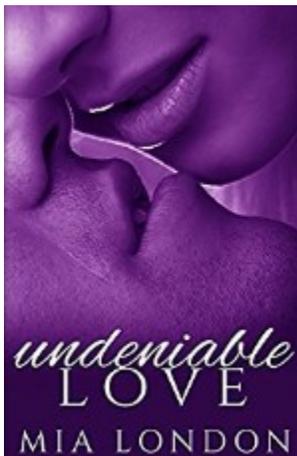
Writers tend to be deeply invested in their books, so letting go of control after we publish our babies is hard. But it's also necessary for our sanity. Authors juggle two worlds: the art of writing and the business of selling books. You have to set aside the business portion of being an author when it's time to sit down

and let fly with your art. Otherwise, the business concerns will, indeed, choke off the art inside you altogether.

Find the love for your story and live entirely in that space while you're writing. The business side of selling books will still be there waiting for you when you're done writing.



MARCH ~ Don't forget to share book birthdays!



Dear North Texas RWA

from Agent, Sara Megibow

Thank you so much for inviting me to attend your meeting in January – it was wonderful to meet you all! I love connecting with other romance



readers and romance lovers.

At that meeting, I heard about your 2018 Call To Action – the #GetPublished campaign – and I wanted to send along my thoughts.

First of all, congratulations! This is a wonderful motto and I'm going to be cheering for you all. I went to Northwestern University in the early 90s and our motto at NU was "Expect Victory!" My senior year of college, the football team went to the Rose Bowl and I still have that 1995 "Expect Victory" Rose Bowl t-shirt. I wish you all an Expect Victory! Get Published! Year.

My three pieces of advice are: keep writing, do your research and read widely in your genre.

Let's just focus on that last one for today and if y'all have other questions, feel free to reach out to me on twitter @SaraMegibow where I try to answer professional questions as time allows.

Read widely in your genre!

Why? Because you love romance novels as much as I do (at least I hope you do if you are pursuing a publishing deal). Also, read widely in your genre to get a sense of the voices and stories that readers are loving right now.

Here are three guidelines to your reading:

1. read books published in the past two years
2. read books published by major publishers
3. read books by debut authors

I frequently see query letters from writers who say, "I would like you to review my historical romance novel – I recently read Julia Quinn's BRIDGERTON series and loved it." This writer has done 1/3 of the above list correctly. Yes! Julia Quinn is one of my favorite historical romance authors. But, in order to get a competitive sense of what is selling now and what readers are loving now – remember to read books published in the past two years – especially ones by debut authors.

Love paranormal romance? Read THE GLAMOUR THIEVES by Don Allmon (debut author from Riptide Publishing, August 2017)

What about historical romance? Try YOU MAY KISS THE BRIDE by Lisa Berne (debut author from Avon/HarperCollins, March 2017)

Want to get published in romantic suspense. Read the upcoming EVERY LAST BREATH by Juno Rushdan (debut author from Sourcebooks Casablanca in early 2018)

You get the idea – read widely! Enjoy the amazing romance novels being published by our peers. And remember – specifically choose books published by major publishing houses in the past two years by debut authors.

I hope that helps – keep writing and I look forward to seeing you at RWA Nationals in Denver! Cheers,



Check out the Social Media Cheat Sheet from [Louise Myers](#).

1.2018
EDITION

social media cheat sheet

min, optimal, and max photo sizes

	minimum	optimal	maximum
Facebook Page Photo Sizes			
• Cover Photo	400 x 150	1200 x 675	see template ¹
• Group Cover	not specified	1640 x 859	see template ¹
• Profile Picture	170 x 170	340 x 340	crops square + round
• Link Image	600 x 314	1200 x 628	(1.91:1 ratio)
• Photo Post	476 x var ² <small>²on wall</small>	940 x 788 ³ <small>³news feed</small>	2048 x 2048 ⁴ <small>⁴photo viewer</small>
Twitter Photo Sizes			
• Header		1500 x 500	see template ¹
• Profile Photo	400 x 400	400 x 400	crops round
• Tweeted Image	600 x 335	1200 x 675	any height when clicked
• Twitter Card (link)	600 x 314	1200 x 628	(1.91:1 ratio)
Google+ Photo Sizes			
• Cover Photo	480 x 270	1080 x 608	2120 x 1192
• Profile Photo	250 x 250		crops round
LinkedIn Photo Sizes			
• Profile Banner		1584 x 396	(4:1 ratio)
• Profile Avatar		400 x 400	20,000 any side
• Update/blog post	600 x 314	1200 x 628	(1.91:1 ratio)
• Company Cover	1192 x 220	1536 x 768 ¹	2 MB
• Company Logo	300 x 300	300 x 300	4 MB
Pinterest Photo Sizes			
• Profile Photo	180 x 180	600 x 600	600 x 600
• Pins	100 x 200	600 x 900	800 x infinite
• Board Cover	340 x 340	600 x 600	(pins when clicked are 564 x scaled height)
Instagram Photo Sizes			
• Profile Photo	110 x 110	180 x 180	crops round
• Photo Post	1080 x 566	1080 x 1080	1080 x 1350 ⁵
	<small>⁵larger sizes will work - these are sized to the feed</small>		
YouTube Photo Sizes			
• Channel Art	1546 x 423	2560 x 1440	see template ¹
• Video Thumbnail	640 x 360	1280 x 720	
• Channel Icon		800 x 800	

¹crops differently per device, see template

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Jen Johnson (above) kicks things off. Kathleen Baldwin (right) was a featured speaker.

Lonestar.Inc Conference

In February, Lonestar.ink completed its inaugural writing conference with huge success. We had 200 people come to hear industry experts who are not only accomplished in their field but excellent presenters. Our feedback has been almost completely positive. The success has convinced me we can expect many more years of the same. I'm already working on 2019.



GENERAL MEETING MINUTES of FEBRUARY 17, 2018

A regular meeting for the North Texas Romance Writers of America (NTRWA) was held on **Saturday, February 17, 2018** at the La Hacienda Restaurant in Colleyville, Texas. The President and the President-Elect were present. The meeting was called to order at 10:35 a.m.

President: Audra Lewandowski reported: Three volunteers are needed to audit the books. No experience is necessary. Two of the volunteers cannot be current board members. From 10-10:30 meetings will focus on the Get Published Program. Focus will be on working towards getting members published. Mentors are needed. If you are interested in joining as a mentor or mentee contact mia@mialondon.com. The next Get Published speaker is Chrissy Szarek speaking about editing.

Secretary: Robin Nelson reported: The January 20, 2017 meeting minutes were approved and filed for audit.

Treasurer: Cindy Dees reported: No Report.

Program Director: Linda Bolton reported: Programs are all full for 2018. The program for March is Email Marketing by Andra Dunn.

Membership Director: Randee Paraskevopoulos reported: All renewals are due at this time. Emails sent to those renewed. Twenty-four paid memberships at this time.

Communications Director: Angi Morgan reported: The newsletter will now be coming out the first week of the month.

Contests Director: Lisa Fenley Reported: Great Expectations Contest: There are 119 entries. Please sign up to judge. Angi Morgan has graciously stepped up to help. **Carolyn Contest:** A volunteer is still needed to step up for next year and mirror Jen Fitzgerald to see how the contest is put together. Help is still needed for basic administrative tasks.

PAN Liaison: Chrissy Szarek reported: RWA pins for milestones (starting at 5 books published.) Pins are \$10 apiece. Order through RWA. If you make PAN let Chrissy Szarek know. Pencils given to Chrissy Szarek, Jen Fitzgerald, Audra Lewandowski, Cindy Dees and Cathy McRae

PRO Liaison: Randee Paraskevopoulos reported: If you are not a PRO member, please see Randee for application information. PRO pins must be purchased from RWA. PRO membership allows you on the NT PRO loop, where training and information are provided to our chapter PRO members. Will be emailing members to discuss what you need to happen to get published this year.

35th Anniversary Committee: Chrissy Szarek reported on Charm Program: One more month left. Everyone who finished a book needs to pick out a special charm. Let Chrissy know if you finished a book and you don't get a link to pick a charm out. Every month participated in you get a special charm. **Jen FitzGerald reported Anthology / Continuity:** 17 stories 13 authors, Edits coming out soon. Each author gets a dedication and short bio.

Unfinished Business: No unfinished business to report.

New Business: No new business to report.

Next Business Meeting: 10:30 a.m. on March 17, 2018 at La Hacienda.

The meeting adjourned at 1:14 p.m. Submitted electronically by Robin Nelson.



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