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HIGH PLAINS WRITERS

Here's the BUZZ

Meeting this coming Saturday, January 21

The Oasis, 8201 Canyon Drive, Amarillo (335 Loop/Hollywood Road)

9:30 AM Registration (Order Box Lunch \$10)

10:00 AM Business Meeting/Announcements

10:15 AM Program

12:15 PM Lunch and Networking

1:00 PM Critique Sessions for those who can stay

Kim Black presents "*Saying the Most with an Internet Post*"

Janet Taylor shares "*The Basics of Mailchimp: An Email Marketing Platform*"



THPW President, Kim Black, will be speaking about creating a social presence that will help boost your writing career without draining your time and resources. She will introduce us to several different social media sites and help us determine which ones are the best fit. She'll examine tools to make posts more effective, interactions easier, and our time spent online be more productive. Learn about how to find followers, engage them safely, and promote your work without wearing out your welcome. Other topics include:

Where and How to Post

What to/ Not to Post

Tools for managing your Brand

Tools to enrich your writing and sales

Tips to make your website/ blog/ newsletter more successful

How not to get trapped (and waste your whole day) in Internet

Quicksand

Kim was born and raised almost entirely in Texas, and she holds a

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30 years this September. She also volunteers as a children's Bible teacher, and she sells Young Living Essential Oils. Her hobbies include watching movies, crafting, getting together with friends and family, and deep conversations with her dog. Married for 32 years, she has two grown sons and a lovely daughter-in-law. She loves reading mysteries, suspense, sci-fi, and stories about strong women. Her favorite classic authors include Louisa May Alcott, Laura Ingalls Wilder, Daphne DuMaurier, Agatha Christie, Ian Fleming, Rex Stout, Ray Bradbury, and Raymond Chandler. Learn more about Kim and her books at her website <http://kimblackink.com> and check out her movie blog **Cinema Toast**. Find Kim on Twitter, Facebook, LinkedIn, Instagram, and Pinterest. Kim is currently serving her third term as President of Texas High Plains Writers.



TPHW Board member, Janet Taylor, will speak about Mailchimp and how authors can use this as part of their email marketing platform. Established in 2001 as an email marketing service, by June 2014 it was sending over 10 billion emails per month. Learn why you should use an email service provider like Mailchimp rather than Outlook or Gmail to promote your writing. Janet will cover the basics of setting up a newsletter template and how to send out your first campaign.

Janet was previously the newsletter editor, and now serves as our newly elected Treasurer. She has worked as the THPW youth writing contest coordinator, organizing hundreds of entries and recognizing these aspiring writers with an awards reception. She has been a legal secretary for 42 years, with proficiency in a myriad of different software programs both for work and pleasure.

Upcoming Events

January 23, 2017

Jodi Thomas signs her latest release in the Ransom Canyon Series, *WILD HORSE SPRINGS*, 5:00 to 7:00 PM, The Bookshelf, 4310 S. Western in Amarillo.

jodithomas.com

March 18, 2017

Bestselling author **Bethany Claire** is a *USA Today* Bestselling Author of the Scottish time travel romance novels. This highly productive author is super organized, describing herself as an insane notetaker, outliner and storyboard user. She is also a whiz at social media. bethanyclaire.com

May 20, 2017

Author **Karen Witemeyer** from Abilene will join us in May. Her books have

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she is a multiple RITA and National Reader's Choice finalist. Find her on the web at <http://www.karenwitemeyer.com/>



BLOOD DEBT is a crime novel set in Lubbock by THPW member Kyle Word.

Blood Debt is the first of what I hope to be several novels set on the Llano Estacado, all in the same genre. While not really a series, I plan for them to be in a shared universe, meaning that crossovers are possible from one book to another. The idea for this novel came to me over a decade ago. I wanted to capture that moment high-tone writers call "frisson", when you're in a position that suddenly spins out of control and you experience that "ice water poured over you" sensation, and when you know things are not going to end well.

The first draft of this book was written in 2006 during NaNoWriMo. Like many novels it was put on a shelf for a long time. It was only last year that I pulled it down and

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Read BLOOD DEBT free through Kindle Unlimited, on Amazon.com. Find out more about Kyle and his work on Twitter@kyleword, his website is Kyle Word | Home of author Kyle Word, or email him at kyle@kyleword.com

Do you have any news for the BUZZ? THPW members send notices to natalie@nataliebright.com. Be sure to include your bookcover jpg and author photo, plus bio, book and event information.



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