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The Window

Official eNewsletter of Panhandle Professional Writers
d/b/a Texas High Plains Writers



HIGH PLAINS WRITERS

Spetember 2019

A Bi-Monthly Newsletter

In this edition

- Meet Shayla Raquel, September Special Guest
- Fired-up for Fall
- Special Feature - Mathis B. Rogers, How To Create a Facebook Cover Video

September Meeting

Saturday, September 21, 2019

The Edward Davis Room

9th Floor

First Bank Southwest Tower (formerly Chase Tower)

600 S Tyler St., Amarillo, TX 79101

9:30 Registration 10:00 Meeting

Board member meeting to follow

September Special Guest Shayla Lee Raquel

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The Recipe for Sizzling Sales!



An expert editor, seasoned writer, and author-centric marketer, Shayla Raquel works one-on-one with authors and business owners every day. A lifelong lover of books, she has edited over 300 books and has launched several Amazon bestsellers for her clients.

Her award-winning blog teaches new and established authors how to write, publish, and market their books.

Fired-Up for Fall

Kristine Brorman

Summer's over. School is in full swing. The morning's are coming later and evenings sooner. Fall may usher in more quiet time or it may mean more weekends spent away. Maybe those goals we set in January or May have lost some steam. Here are a few tips to keep the fires lit especially as many of us prepare for NaNoWriMo in November.

1. Forget Perfection

- In our writing
- In our environment
- In ourselves

"Perfectionism is stagnation," Get the words on the page. Fold the laundry after you've written the chapter. The dishes can be put away after that query is submitted. Plastic forks are okay too.

2. Seize Opportunities

- Submit to agents/publishers/newsletters/magazines
- Start a blog or Facebook group

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Let the world meet you and see your work.

3. Write, Write, Write (we know this one)

- Even if you're afraid
- Even if you don't feel motivated
- Even if you think you have no ideas

Every - and I mean EVERY, successful author, when asked for advice says the same thing. Write.

4. Evaluate and Assess

- Write down goals and steps to reach them
- Print the manuscript, HOLD your accomplishment in your hands
- Accept rejection as a part of the process, learn from it and move on

5. Own the Dream (This is my favorite)

- Give yourself permission to pursue a writing career. Not everyone will see it as more than a "hobby," and no one can take it seriously for us. Stop putting everything and everyone else before your writing.

How to create a Facebook Cover Video

By Mathis B. Rogers

I don't spend a lot of time looking through Facebook business pages, so I haven't seen any pages with a video cover. I play a game in Messenger with a few people (Words with Friends) and between the time I play and the time my tiles are accepted on the board, I always get an advertisement. Generally, I just wait for it to finish and then I go on to the next game or off to do whatever. And, yes, the whatever should be writing this book I'm supposed to be working on. But this time it was an ad for me to "Click here to get a free Facebook Cover Video for your Real estate Business."

I didn't know I had started a Real estate business, but I *had* to click it. It did say I would get my free cover by email within 24 hours. Still haven't received the video, but I have received an email from someone who wants to help me "build a **digital**

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So I headed to the world of Google searching to find out how to make a Facebook Cover Video for myself.

Apparently, this has been an option for business pages since sometime in 2017.

We can use sound, but it will be up to the visitor to choose to turn the sound on when they arrive at your page. You cannot set it to automatically come on for them.

Pretty much everyone has a smart phone that records video these days, but you might not have a tripod. It is highly recommended that you get one if you want to make good quality videos. If you can't afford one, at least find a good place for you to sit, and a table where you can set the phone so it doesn't jiggle, because you're not going to be able to hold it perfectly still, no matter how hard you try while you're talking. I do a live stream to Facebook at church every Sunday where I video the Worship Leader inviting everyone to come to church. Although I firmly plant my elbows against my sides, when I look back at the video, it's jittery. Someone said it's because I'm either breathing or my heart's beating. Two things I really can't control. Luckily, these clips are about a minute, so it doesn't really matter, but for your Facebook cover video, you want to make sure it's still.

You can also use stock videos from several places online. Some offer video clips for free, but you do have to search for them.

Place all your video clips, pictures, and music clips you want to use in your video into one folder on your computer, so you'll have easy access to them. Make sure that you're only using media that you have the full rights to, because Facebook Police will be checking. I used an audio clip that came with my video program for the music, and I received an email from Facebook stating it "might" belong to someone else, so they were muting it in some countries. I was able to assure them I have the rights to it, and it's now playing all the way through, but once a human looks at it, it might turn into another issue.

After you get all your files together, and decide the layout of the video, and what text you're going to put on the screen, you'll need to get an NLE (Non-Linear Video Editor) if you don't have one. Also make sure to set a Call to Action at the end of the video.

Depending on the computer you have, there may be one that came with it. I think Mac Computers come with iMovie. I used to work on the AppleCare Project, and they were talking about adding it back for free to the new Macs right before I left in 2017. If you have a Windows PC, depending on the operating system, you may still have Windows Media Player. I'm on Windows 10 Home now and I looked for it and

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how to do what they wanted to, if it was possible. Now that it's gone, I won't be able to assist them anymore.

I use Corel VideoStudio Ultimate 2019. I started using VideoStudio somewhere between 1998 and 2004 and have upgraded through the years.

A Facebook cover video must be a minimum of 820x312 pixels, with an official recommendation of 820x462 pixels. The video length must be between 20 and 90 seconds. If your video is too long, you'll need to shorten it before uploading it to Facebook.

Most of the NLEs available out there do allow either a seven day or 30-day trial that won't watermark or limit your video. However, I did download the new Windows Movie Maker, and it not only watermarked my video it wouldn't allow me to change any of the presets or create a new preset to anything, much less the 820x312 that I needed to. It is currently available for purchase for \$49.95 for a lifetime license. It has been updated and does a lot more than the free version did, so if you're planning to make other videos beside the Facebook Cover Video, it might be worth it. But I do recommend you look around to see what other options are out there before dropping any money for a program you might not be able to conquer.

In my research, it looks like Adobe Premier CC (Creative Cloud) and Final Cut Pro (Mac Only) will allow you to set the size needed.

Even in my version of VideoStudio, I had to reach out to the Corel Community to find out how to create a preset, but I have it set now.

There are a few online NLEs that I tried. [Wave.video](#), and [ClipChamp](#). The problem I had with them is that Wave.video required payment for creating the Facebook Cover video, but all the other sizes were free with a watermark. All the reviews I found showed it was easy and the best, but when I started playing with it, it kept freezing. You don't download anything; it's all done online.

ClipChamp had the same issue with the freezing, so I never got anything created to see how it works. I do have a powerful computer and 1GB internet so I should not have any issues connecting to their servers and doing this, unless the servers were just extremely busy at the time.

I do, however, prefer a stand-alone program that allows me to use the program and do what I need it to, and one tutorial video recommends HitFilm-Express <https://fxhome.com/hitfilm-express> and it does allow you to set the correct size. It is free without water marks.

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issue if you choose an online NLE because if you don't continue paying for it, you might not be able to keep a copy of the project file.

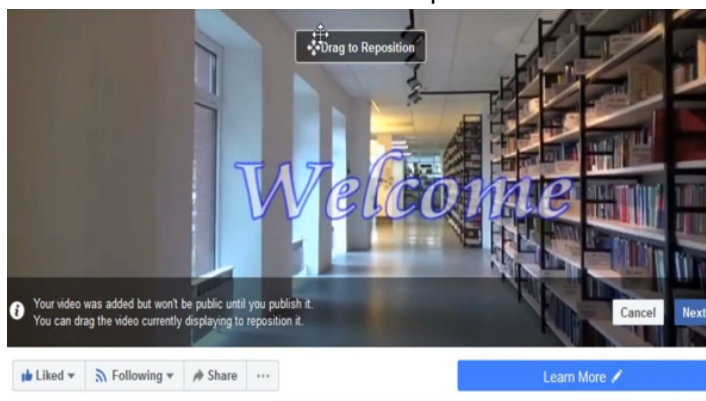
After you get the video made to the correct specifications, just log into your Facebook Author Page (personal pages don't have an option for the cover to be a video at this time). On the top left of your current cover, click the Change Cover and choose the third one down that is "Upload Cover Photo/Video". You do have to be using a computer to add the video. I tried it on my iPad and even if I had saved the video to my camera roll, it wouldn't let me choose any videos, just the photos in the Camera Roll. Pressing the Camera, only allowed me to take a picture, no video.



Navigate to where you saved the rendered video file and select it.

Depending on the size of the file and the speed of your internet, it'll take a little while to upload, then render.

You'll be offered an icon on the top of the screen that will say "Drag to Reposition" but if you were able to save the video at 820x312 you won't be able to move it and it will cover the entire area without a problem.

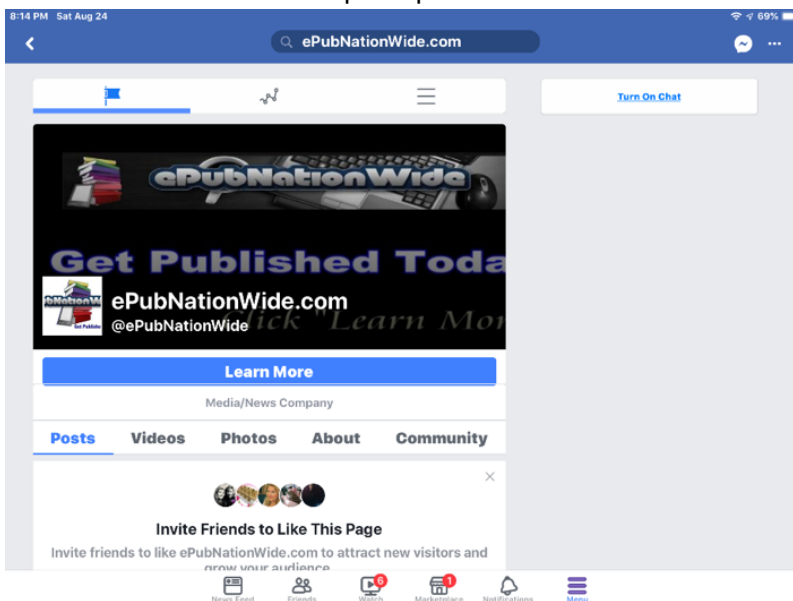


When you have it set where you like it, hit next in the bottom right corner and it will take you to the option to set a still photo. Click the ">" button on the right to scroll through the slides.

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When you find the one you like, it gives you the option to Publish the video.

If you have a smartphone or tablet, you should open your Facebook App on them to see how it looks. I have an iPhone SE and an iPad Air 2. Turns out that the video cover works fine on my computer and iPhone, but it doesn't play on the iPad, whether I have it in landscape or portrait mode.



As you can see in this picture it adds the logo and name to the slide you chose.

The fun thing about making your own FaceBook Cover Videos (or any videos, for that matter) is you can make changes to it as you release new books or if you have new events coming up. After uploading a replacement video, you can either leave the old one there, or delete it. The choice is yours. Which is why you'll want to decide which NLE you want to get because none of the NLEs will read the project files that you create in another NLE.

I hope this information is helpful for you.

If you are unable to create the video yourself or you don't want to tackle an NLE, I'll be glad to create one for you. You can reach me at my website: <https://epubnationwide.com>,

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Mathis B. Rogers

From the Editor's Desk:

"The function of storytelling is teach ourselves about what it means to be human...but writing is not storytelling it is only one way to tell a story."

~ Jeff Lyons, Anatomy of A Premise Line

Keep sending in your announcements for BUZZ Notes and content for The Window eNewsletter. Never hesitate to shoot me an email or reach out on social media.

Write fearlessly,
KRB



Critique Session Guidelines

To participate in the critique session, you do not need to have a piece to be critiqued. The sessions begin at 1 p.m. and, depending on the number of those who have a story or a poem needing to be critiqued, can last up to a couple of hours. We suggest that your material not exceed approximately 750 to 1,000 words. Please bring at about five copies of your story or poem. If possible, it is helpful if you bring a short synopsis of your story so those critiquing have some background. We ask that you format your manuscript as follows:

- 1. Use white 8.5 by 11-inch paper.*
- 2. Double space using either Times New Roman 12 or similar font.*
- 3. In the header, give your last name, a slash (/), and a short title on the left and the page number on the right (at the top of each page).*
- 4. Use one-inch margins.*
- 5. Use one side of the paper only.*
- 6. If possible, use line numbering.*
- 7. Note: Your synopsis may be single-spaced.*

Each person, in turn, will read 1,000 words or less (15 to 20 minutes) or the author will read their own writing, based on preference; then, the group facilitator will ask for discussion from the group. While each person is reading, we urge all other participants to offer written comments on the manuscript. All copies will be returned to each author.

The goal of every critique is: "How can we make it better."

Meetings are held on the third Saturday in odd-numbered months: January, March, May, July, September, and November.

Meetings are open to the public and

Our meetings/programs follow this schedule:

Check-In and Meet & Greet
9:30 - 10:00 a.m.
Business Meeting

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	<p><i>bi-monthly meetings. A \$10 fee may apply to nonmembers.</i></p> <p><i>(Note: We must occasionally switch our meeting location, or we may need to change the date to avoid conflicts. So, please check the address and date for each meeting.)</i></p>	<p>Lunch On Your Own 12:15 - 1 p.m. Critique Session, if Announced 1:00 - 3:00 p.m.</p> <p><i>Need to contact us?</i></p> <p>Write to us at: Texas High Plains Writers P. O. Box 19303 Amarillo, TX 79114</p> <p>Email us: info@texashighplainswriters.com</p>



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Kristine R. Brorman - Publicity Chair/Newsletter Editor
email - theblondekb@gmail.com
website - <http://stilettosstoliandscribbles.com>

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