



Minnesota Christian Writers Guild

Instruction—Inspiration—Fellowship

Volume 26 Number 8

April 2014

April 14, MCWG Member Panel, hosted by Joyce K. Ellis “Practical Insights for Today’s Christian Writer”



Gather round, friends, for an evening of practical writing insights from a panel of current and past MCWG members. Together they have accumulated a wealth of wisdom about writing books, articles, devotions, and more. Email questions you’d like them to explore to info@mnchristianwriters.com.

The evening will be hosted by Joyce K. Ellis, a past MCWG president. As a freelance writer, editor, and speaker for more than 40 years, Joyce has published many books and hundreds of articles, for which she has received numerous awards. Currently Joyce serves as editorial assistant for *Prayer Connect* magazine, as a mentor for Jerry B. Jenkins Christian Writers Guild correspondence courses, and as assistant director of the Write to Publish

Conference in Chicago. A frequent writing instructor on Christian college campuses and at Christian writers conferences, Joyce speaks to women’s groups and retreats across the country and internationally. She also makes frequent missions trips to Guatemala and other countries, leading women’s and children’s programs and helping with dental and eye clinics.

Other panel members include Sharon Hinck, author of heroic novels and an insightful blog and newsletter, and Vernal Lind, author of the *Beyond Those Hills* series and numerous articles.



Upcoming Guild Meetings

April 12, Spring Seminar, Andrew Mackay, marketing
All About eBooks

May 12, MCWG 60th Anniversary Celebration
Jonathan Friesen:
Writing for the Generations



INVITE FRIENDS

2014 MCWG Annual Writing Contest:
NEWS ARTICLES—
ENTRY DEADLINE:
APRIL 14, 9 PM
details on page 2



SIGN UP TODAY!
Spring Seminar
All About eBooks, Publishing & More

Sign up now to attend MCWG’s Spring Seminar, *All About eBooks, Publishing & More* at Bethlehem Baptist on Saturday, April 12, 2014, from 8:30 a.m.-4:30 p.m.

Andrew Mackay, freelance publishing consultant and publishing specialist with BethanyPress, will describe trends and technology changes in publishing, how publishers sell books, and how authors build a marketing strategy. He will discuss a variety of publishing strategies and talk about eBook publishing options.

Brochures for the seminar, containing full details, may be picked up at the Guild meeting or found on our website.



2013-14 Theme Verse

2 Corinthians 3:2-3 ESV

*You yourselves are our letter of recommendation,
written on our hearts, to be known and read by all.
And you show that
you are a letter from Christ delivered by us,
written not with ink
but with the Spirit of the living God,
not on tablets of stone but on tablets of human hearts.*



Visit our Website

www.mnchristianwriters.com

Contact us: info@mnchristianwriters.com



“Like” us on Facebook: [MinnesotaChristianWritersGuild](https://www.facebook.com/MinnesotaChristianWritersGuild)

2014 MCWG Writing Contest Guidelines

NEWS ARTICLES



Bev's PEN ~ By Beverly Snyder

Promote, Encourage, Network

Household Matters

News articles for the 2014 MCWG annual contest must contain a headline, location, lead, and body. For purposes of anonymity, do not include a byline. Articles should be factual and of interest to the Christian community within the Twin Cities' greater metro area.

This year a \$5 entry fee helps defray the judging costs. The judge will offer critique on each entry.

- All entrants must be members of MCWG.
- Manuscripts must be typed, double-spaced, and previously unpublished.
- Maximum word count is 700 words. Word count must appear at the top left of the manuscript on page one.
- Attach a cover sheet with your name, address, phone number, and e-mail. Do not include this information on the manuscript itself (to retain confidentiality).
- Deadline: Monday April 14, 2014 at 9:00 pm (by the end of the Guild meeting).
- Submit entry article and \$5 entry fee in person or by mail to Lotis Key-Kabigting, 1586 Sussex Drive, Minnetonka, MN 55345.
- Manuscripts will be returned at the May meeting (or include a self-addressed stamped envelope).
- The decision of the anonymous judge is final.
- Winners will be announced and prizes awarded at the May 12, 2014 meeting.
- 1st prize is \$100. 2nd prize is \$75. 3rd prize is \$50.

Springtime reminds me of the need to care for household matters. As members of the Guild, we are drawn together as a household of faith. Here are a few ways you can help this Spring. Pray, praise, and participate.

Each May elections are held for the Guild Board. Officers are elected for two-year terms, and may serve two consecutive terms in the same position. This year elections will be held for the positions of President, Seminar Director, and Membership Secretary. Please be in prayer as the Board considers candidates for each position. If you have interest in serving on the Board, please contact current MCWG President Delores Topliff.

As we begin to evaluate our first year in our new location, we want to pause to express our sincere gratitude for Bethlehem Baptist's gracious welcome. We also thank Lotis and Abbey Key for their tireless assistance each month. And bless all you members and visitors for your patience as we've worked through the snags of changing locations.

We'd love to hear how you've enjoyed the hospitality of Bethlehem Baptist and what suggestions you may have to enhance our meetings there. Send comments to our email address, info@mnchristianwriters.com.

REMINDER: Please enter BBC through the main doors, where an attendant is on duty to buzz you in. Should the attendant be away, call Delores Topliff at 612-356-8281.

...let us do good unto all...

especially...the household of faith.

Galatians 6:10b KJV

2013-2014 Officers

President

Delores Topliff 763-315-1014
Email: dtopliff@yahoo.com

Vice President

Lotis Key 952-931-9634

Membership Secretary

Cheryl Andrix 952-467-3788

Publications Secretary

Beverly Snyder 763-494-9211
Email: writerbev@comcast.net

Seminar Director

Amy Lindberg 952-807-7795
Email: hans1956@umn.edu

Treasurer

Marianne McDonough 952-949-3139

Meeting Schedule

Meetings are the second Monday of each month, September through May, 6:30-9 p.m. in the lower level Youth Room at Bethlehem Baptist Church, 720 13th Avenue South, Minneapolis, MN 55415. The meeting room is handicap accessible.



Parking for Guild Meetings

Bethlehem Baptist Church is located in downtown Minneapolis, between South 7th and 8th Streets. Free parking for Guild members/visitors is accessed off South 8th St. When full, parking is available across 7th Street for a nominal cost. Entrance doors adjoin the main parking lot. If attendant at main doors is unavailable, please call Delores Topliff at 612-356-8281.

Come early. Share a ride.



Minnesota Christian Writers Guild Spring 2014 Seminar

All About eBooks, Publishing & More—Presented by Andrew Mackay

Saturday

April 12, 2014

8:30 a.m.—4:30 p.m.

at

Bethlehem Baptist Church
720 13th Ave. S.
Minneapolis, MN 55415

<input type="checkbox"/> MCWG members	\$70.00
<input type="checkbox"/> Non-members	\$85.00
<input type="checkbox"/> Full-time students	\$40.00

TOTAL _____

Name _____

Address _____

Email _____

Phone _____

Bring your laptop and extension cord if you would like.

Fee includes coffee, continental breakfast, lunch and handouts.

Send registration form and non-refundable check payable to MCWG to Seminar Director :

Amy Lindberg
2824 Pennsylvania Ave S
St. Louis Park, MN 55426

Registration Deadline: Friday, April 4, 2014, or until space is filled.

Topics Include:

Trends in publishing

There's so much happening across every sphere of the industry that it feels like writers almost need an MBA! Large publishers are consolidating. Mid-lists are being cut in favor of proven best-selling authors. What do new authors do? What opportunities exist in and outside of traditional publishing? What does self-publishing really mean? Explore different opportunities and understand the challenges and pitfalls of this rapidly evolving publishing model.

Why the "field of dreams" strategy doesn't work

Building something doesn't really mean that people will show up to buy it. This is true for books too. Authors need to understand that building a marketing strategy BEFORE writing the book is key to building the success AFTER the book is ready for market. What should authors ask themselves? How does an author build a marketing strategy?

How do publishers sell books?

Traditional publishers have established sales strategies that every author should understand. Why does a book's sales cycle start so early? How do books make it to retail shelves? What is the sales/publishing timeline? Learn how each sales channel works and how authors can impact sales, whether through traditional publishing or self-publishing.

New technologies in publishing

Publishing tools are rapidly becoming available to everyone. What are these tools, and how can authors take advantage of them? What are the trends in eBooks? What is print on demand? What is print to order? What is virtual inventory? How can authors leverage direct sales?



Andrew Mackay first started in the publishing industry with a small Christian publisher in Canada. In the ten years since, he's helped over 600 authors and organizations get their books from manuscript to finished book. A passionate advocate, Andrew has spoken and served on faculty at writers conferences across the country, including Write-to-Publish in Chicago, the ClassServices Conference in New Mexico, conferences in Philadelphia, Colorado, and at UPublishU, part of Book Expo America.

As an industry futurist, Andrew has presented on the shifting sands of publishing, the future of eBook publishing, brand development, product development, as well as an overview of the independent publishing process. No matter what the topic, Andrew's love for writers always shines through.

Andrew serves as a publishing specialist with BelieversPress, connecting with authors and helping them to develop a publishing plan. As an all-around book geek, he enthuses over good writing, good books, and fun music. He lives with his wife and two children in the hills of southern West Virginia.