

The New Adventures for Dream Writers

*Closing the Meetup Group to open a more
dynamic virtual author's support network*

On Feb 8, 2015, at 6:39 PM, Barbara Horton wrote:

Good Evening Dream Writers

Well, as last meetings go, I think we had a really good one. Thank you Carol for sharing your wisdom about Showing not Telling! It was very informative and entertaining. And thanks to everyone else for their continued attendance and support to the group. Thank you Bill for your newsletters and partnership.

Closing the Sunday afternoon Meetup is being done to focus our energies on supporting new authors in their journey to publishing more effectively.

Now this is not the end, this is the beginning. A beginning of new friendships, sharing, creative endeavors and new paths to take on your writing journey. I feel very confident about the direction I am going. And I would like each of you to come along with me for the wonderful adventure!

If you have a Facebook page and have not asked me to be your friend, please do so, that is if you want to! ([Barbara Ann Horton](#))

Also, I will announce when the DreamWriter Press Facebook site is up. I am going now to re-read, re-write and re-lax.

Have a great evening,

Blessings,

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*Do you know an author who could
use a little support?*

We all need a friend along the road to happy destiny. Encouragement is a commodity that is always welcome and many times a very rare gift.

As we continue the journey of this newsletter, we seek from our readers connections to other authors on the same journey. Please pass this newsletter on and maybe you can be the rare gift of encouragement to a friend seeking to get their words out to the world.

	<i>Don't miss an issue!</i>
Make sure you get every issue of Monthly Conversation. Send us an email to Newsletter Editor and we will be happy to include you on our mailing list!	
<i>Have an idea or article for the newsletter...</i>	
Be sure to email the editor and we will do our best to get you published... It is all about sharing the word...	

We intend to provide support and encouragement and also become a place where writers can test the value of their works. Starting next month, we will be encouraging authors to share their synopsis with us and linking to excerpts so that can build up a following of their books. If you know of someone interested please have them send us an email to [Newsletter Editor](#) and we will work with them to get some exposure.

Remember this Newsletter belongs to you and needs you to really be effective

From Bubble Butt to Princess

*Held gently in the palms of my hands
Awe struck and trembling with the enormity of
this precious gift -
I looked into your eyes and saw the beauty of
the world.*

*Confused and baffled by my little bubble butt
Drying turtle tears and tending chipmunk
cheeks -
I felt your life and knew that I was truly
blessed.*

*Silently watching you explore the world
From strawberry short cake to cabbage patch
to the boy next door -
I looked into your mind and found the meaning
of joy.*

*Now I hold out my arm for a simple walk
I know what awaits you down this holy isle
I have touched your soul and rejoice now in
your new journey.*

*For you see my princess -
You gave me love that will never end
And
I know that you will find this same love too.
Dad
r.e.joyce 2002*



Today's Encouragement

Define your own success...

Finally, know that you must live by your own definition of success for any large project. For me, it was to finish a book that I could hand to my father on Christmas morning. That meant it wouldn't just be *complete*, it would be printed, bound, and ready to show off.

I succeeded, but only because I'd set that huge goal six months earlier. I didn't let the unknown become a hindrance, nor did I let what I *knew* about the book world become a crutch.

Set your goals and then build tactics to help you get there. I was writing over lunch breaks, at 6 am before work, and late at night because those were the only times to get it done. If you don't have a schedule that allows you to *make the time* to write, you won't write. No one "has" time available; you make it or you don't.

[Apr 23, 2012 by Nick Thacker](#)



Featured Article: You Really Can Afford It

We all know that if you are not marketing your business, I am going to wag my finger at you about the reasons that you should be. When I begin working with clients, there are many times when I ask what their marketing plan is and I get blank stares and sometimes even a cricket or two chirping in the silence of their response.

Often I will hear these responses to why someone does not have an active marketing plan:

“I don’t have the budget.”

“I don’t have time.”

“I have a website, isn’t that good enough?”

“I’d rather be making a sale.”

“I don’t know where to start.”

Here is the deal: Marketing is your business.

How is that? Well, if no one knows about your business, then you won’t have clients and you, therefore, won’t have a business. “But I have clients” you say.

Well, that’s great and that’s because you had marketing of some sort – even if it’s not immediately obvious what that marketing was.

So here is where I recommend you start assessing and beefing up areas of your marketing:

Get an idea.

First off, you need to know who your clients are. I’m talking about ideal clients and then ‘outlier’ clients who may not fit into your ideal client “box” but could be reached with a few new strategies. Knowing your client helps you know how to market to them.

Get a plan.

Sit down and plan. A good business has a marketing strategy that covers a lot of different bases. I won’t go into too much detail here, but I recommend establishing goals, short term and long term, and then breaking up those goals into manageable time frames. If you’re not moving forward, you’re moving backward.

Participate and expand your network by helping others find their way in this exciting world of publishing.

Get a budget.

This part is so important. Even the smallest business can have a marketing plan and budget. That budget may be \$5 a month, but it's there. Assess all of the areas, print and digital, where you could be marketing and divide your budget accordingly. I recommend establishing a budget for a month to three months then stopping to reevaluate. Did digital marketing do better for you than print? Then it's time to move resources. Also, budget your time. You don't want to spend all of your time on marketing, so keep track of where your time is spent and maneuver time and energy where possible.

Get moving.

It's really that simple. Stop making excuses for not marketing and start marketing.

These things are simple, and there are definite layers here, but make sure you are aware that beneath it all you are invested in your product or service. Your genuine support in your business will show through how you market, where you market, and to whom you are marketing.

Take Action: Set aside an hour or two this week and think through these four things. Start by writing out how you've already spent time and resources marketing (think: how did people find out about my business/service?). Then, move through the steps. When you reach number four, I'm confident you'll be excited to move forward with your marketing plan!

Have questions? Let us know! We LOVE to answer them :)



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Want to use this information somewhere in your world? Please do! Just remember to include this complete blurb:

Audrey Christie McLaughlin is Founder and CEO of Intuitive Marketing Genius. She is a wife, mom, entrepreneur, fan of football, good food, chai latte, yoga and general positivity. But what she really loves is helping small businesses grow their local community with social media.

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<http://www.intuitivemarketinggenius.com/>

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Our mailing address is:

McLaughlin Sales Group LLC

303 Main Street

Lake Dallas, TX 75065

Interesting meetings and other important happenings for authors

Meeting with Link	Key Topic	Date & Time
<i>(Your meeting here)</i>		

Have a meeting you want to advertise that will help our members and advance their writing dreams please contact our [Newsletter Editor](#) and we will review and post as appropriate.

Remember - Monthly Conversation belongs to you.

Are you seeking a Writing Buddy?

Place you request here and see if one of our Newsletter readers is interested in joining your adventure in writing.

r.e.joyce - Writer of epic fantasy, meant to fill the minds of our youth with marvelous adventure, is seeking a Writing Buddy. Please contact me at r.e.joyce	Wrathe W. Aceing - As a writer of Military Thrillers that are being advanced as feature film script material, I seek a Writing Buddy to collaborate and help traverse the world of film. Wrathe
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<p>DreamWriter Press</p> <p>A unique publishing service created with the sole intent to help new authors achieve their writing dreams.</p>		<p>CrowdFund Roundup</p> <p>A co-operative network of industry, entrepreneurs and community dedicated to build a transparent Crowdfunding process that will make CR the place to come for startup capital.</p> 
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