

KWA

Celebrating our 16th year

Kansas Writers Association

all genres. all formats. ALL WRITERS.

JANUARY 2012

Volume 16, Issue 1

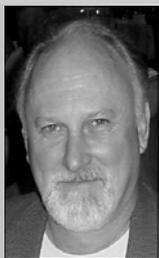
Editor: Starla Criser

January 21 – 1:30-4:00 pm – Rockwell Library – Social Media

Our program for January will focus on Social Media to create a digital brand. We will discuss Twitter, Facebook, Linked-In, and Google+. Building relationships digitally can help boost visits to blogs and websites, and ultimately increase readership. We'll discuss the driving philosophies behind the more popular sites, and explain effective strategies for posts. Participants are encouraged to bring personal laptops, or they may take notes and watch via the overhead projector. We will attempt to address both new learners and experienced members. To access the internet, however, members will need current library cards. Come prepared to learn tips on how to use social media to drive marketing.

Calendar

- January 21: **Social Media; YA/Childrens Markets (genre focus)**
- February 18: **Romantic Elements in Fiction; Romance/ Women's Fiction (genre focus)**
- March 16-17: **KWA Scene Conference**
- April 21: **Blogs and Websites**
- May 19: **TBA**
- June 16: **TBA**
- July 21: **TBA**
- August 18: **TBA**



**PRESIDENT'S
REMARKS**
Gordon A. Kessler

New Year's resolutions? I've made mine. See how they compare to yours.

1. Write more! I'm starting a new thriller/mystery/suspense eBook series called the Knight Reports and hope to have my first book available by March 1. Ambitious, I know. By the way, I've just "retired" (early) from my "real" job to pursue my novel writing "habit."
2. Get more exercise—how can I do that if I'm writing all the time?
3. Eat healthier—no snacks allowed on my writing desk? Oh no!
4. Enjoy life more and go to every KWA meeting and function!

I hope you've made your resolutions, and I also hope that "writing more" is on top of the list. Let KWA help—come to the monthly meetings. We've got some great programs lined up for you over the coming year. And please, let us know how we can better serve you, our valued member.

Member News

Starla Criser has pulled all of her Writer's Tools from her Starla Kaye website and created a new website strictly for tools and tips for writers: *From Rubbish to Publish* <http://rubbishtopublish.com>. Her newest article is "Taxes and Record Keeping for Writers."

Starla Criser, aka Starla Kaye, sold a short story, "Testing Their Love," to Black Velvet Seductions to be part of an anthology. She also sold a novella, *Braddocks: Adam*, part of a series to Blushing Books.

Everett Robert won third place in the Solomon Valley-Highway 24-Heritage Alliance Call for Voices writing contest with his short story "A Bird in the Hand."

Everett Robert self-published a Christmas monologue, *Hey Joe, What Do You Know*, on Smashwords.com. It is a couple of pages long and free at <https://www.smashwords.com/books/view/112980>

Diane Wahto had her poem about roadkill published at the Bird Runners Nature Refuge near Junction City.

Keyhole Conversations— News

3 Free Holiday E-Books good until Jan 26, 2012: *Kiss Mummy Goodnight* (by Hazel Hart), *The Nancy Nolan Show* (by Hazel Hart), and *Deadly Sins* (by B. J. Myrick)

You Tube videos of the site owners, Hazel Hart and B. J. Myrick; character interviews of Hazel Hart, Bonnie Myrick, B. D. Tharp, Conrad Jestmore, Arlene Graber, Gordon Kessler, and more. <http://www.youtube.com/user/ragnell44#p/u>

Be sure to send your news to share with the other KWA members to newsletter@kwawriters.org.

2012 KWA Scene

Conference—March 16-17

Confirmed Speakers and Agents

Keynote Speaker: **William Bernhardt** is the best-selling author of more than 20 novels, including the legal thriller series featuring lawyer Ben Kincaid. *Capitol Betrayal* is his latest. He has also developed the William Bernhardt Writing Programs and The Fundamentals of Fiction DVDs. Bernhardt lives in Oklahoma. His website: www.williambernhardt.com

Amy Shojai is a certified animal behavior consultant and nationally known authority on pet care and behavior. She is the award-winning author of 23 nonfiction pet books plus hundreds of articles and columns. She is also the cat behavior expert at cats.About.com. Her website is www.shojai.com.

Mark Coker is the founder of Smashwords.com. They publish Ebooks from independent authors and publishers. <http://www.smashwords.com/>

Dan Case from AWOC.com Publishing, a small independent publisher that produces both fiction and nonfiction books as trade paperbacks (POD) and with Kindle and Nook ebooks. <http://www.awoc.com/>

Helen Zimmermann from the Helen Zimmermann Literary Agency. <http://zimmermannliterary.com/>

Area Writers' Meetings

The Cowley County Writers Guild meets the third Thursday of every month, with the next meeting Jan 19 at 6:30 pm at the Ark City Public Library. They are passionate about writing, reading, and life. You do not have to be a published author to attend. Contact Carol at 620-442-6112 or email cjmartin62@yahoo.com with questions.

Wichita Area Romance Authors meets the second Sunday of every month, with exceptions for conflicts with holidays, at 4:00 pm at the Derby Recreation Center located at 801 E. Market, Derby, KS. The next meeting will be Jan 8. For more information see <http://www.warawriters.com/>

Area Writers' Meetings

Kansas Authors Club: District 5 meets the second Saturday of every month, with exceptions. For information on the group and their meetings contact Susan Howell at howell@kansastraveler.com

Member Blogs & Websites

Andrew Aldrich, aka Cade Russell: Author of Western fiction (<http://www.caderussell.com/>)

H. B. Berlow: The Tikiman Says (<http://tikiman1962.wordpress.com/>)

Keith Boscher: Copy writing, radio production, video narration, audio book production, jingles (<http://www.kbcreativeads.com/about.html>)

Josh Cary: Indie music promotion and recording tips (<http://www.joshcaryaudio.com>)

Sonny Collins: Storyteller, author, poet (<http://www.authorsden.com/visit/author.asp?id=94965>)

Starla Criser: Owner of website with writer's tools and tips: **From Rubbish to Publish** (<http://rubbishtopublish.com/>)

Starla Criser, aka Starla Kaye: Author of sensual romance books and novellas (<http://starlakaye.com/>)

Starla Criser: Author of women's fiction, sweet romance, and "Blossom the Cow" stories (<http://starlacriser.com/>)

Bonnie Myrick Eaton, aka B. J. Myrick: Author of *Out of Control*. Currently creating a new website.

David Fusilier, aka David LaClaire: New website (<http://www.davidlaclaire.com>)

Arlene Rains Graber: Author of Fiction and Non-Fiction books and Freelance Journalist (<http://arlenegraber.com/>)

Member Blogs & Websites

K. T. Hanna: Fantasy writer and producer of a gaming podcast (<http://kthanna.livejournal.com/>)

Hazel Hart: Steps on the journey (<http://blog.seasonedaspirer.com/>)

Conrad Jestmore: Mystery author and poet (<http://www.animalreikithrapy.com/Contact-Poetry-and-Prose.html>)

William Brian Johnson: His adventures of storm chasing www.ruminationofthunder.com. His journey as he trips the path to publication (<http://fatherthunder.blogspot.com>)

Gordon Kessler: Author of thriller fiction (<http://www.gordonkessler.com>); Indie Writers Alliance (<http://www.indiewritersalliance.com>); Readers Matrix (<http://www.readersmatrix.com>); The Writer's Matrix (<http://www.writersmatrix.com/>)

Mike Klaassen: Author of YA action/adventure novels (<http://www.mikeklaassen.com/>)

Samantha LaFantasie,:My journey of my life: a woman, mother, wife and writer (<http://samanthalafantasie.com/>)

Marilyn Hope Lake: Author of children's books, short fiction and plays (<http://compassrosepublications.com/>)

Marsha Lytle: Contemporary romance author of *Kylie's Song* (<http://lytle.wordpress.com>), (<http://kylieessong.wordpress.com>)

Tom Mach: Kansas novelist and poet (<http://www.tommach.com/>)

Carol Martin: Female in Motion (<http://fim-carol.blogspot.com/>)

Kelsey Norman: Concrete Girl (<http://concretekelsey.blogspot.com/>)

April Pameticky: April in Wichita (<http://aprilpameticky.wordpress.com/>)

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Taxes and Record Keeping For Writers—Starla Criser

If you take your writing seriously are doing it as a business, pay particular attention to this article and the Writer's Deductions as well.

You **do not** have to show an income to take advantage of the deductions listed. You **must have** proof that you are serious about the business of writing (such as copies of letters sent to/from agents or editors). If you have losses, the more you look like a business, the less likely the IRS will attack you.

How to look like a business

- Keep records of your expenses, income, and efforts at making sales or attracting interest in your work.
- Work with the IRS by taking advantage of the forms and deductions usable by you as a business.
- Keep track of the hours you spend writing.
- Keep track of any career-advancement actions, such as conferences, classes, and workshops attended.
- Keep track of submissions and rejections to show pursuit of publication.
- Keep track of volunteer writing, such as church or organization newsletters, to support that you are qualified to be in business as a writer.
- Keep a phone log of business-related calls.
- Give your business a name.

Working Writers

- Full-time freelancing professionals with writing as their sole source of income.
- Part-time freelancing writers who also hold a full- or part-time "day job."
- Full- or part-time freelancing writers who also have a working spouse with a full-time "day job."

Basic Tax Forms Required

- **Schedule C:** Unless you have made a large number of sales and fairly high income, you simply need to fill out and add **Schedule C** (Profit or Loss from Business) to your normal tax return.
- Schedule C, in this case, means you are a *Sole Proprietor*. This means you are the owner of a business as an individual

and are solely responsible for all aspects of that business. You can have your real name, your a.k.a., or some other business name for the proprietorship.

- Report the writing income, expenses, depreciation, and losses on this form.
- A "business code" is required on Schedule C. Use *711510* for "independent artists, writers and performers."
- **Schedule SE:** If you report net income rather than a loss, you need to file **Schedule SE** for Self-Employment Tax. This form is for individuals who work for themselves to determine the social security and Medicare tax required.

Incorporating Your Writing Business

- If you become so famous and productive (everyone's goal, of course), you might consider having you or your business incorporated. Your accountant can give you the full details, advantages and disadvantages of either being a **C-Corp** or an **S-Corp**.
- A corporation will also need to file a tax return each year.
- Another reason for incorporating is when you have employees: researchers, secretaries, etc.

Keeping Tax Records

- Keep tax records four years from the date of filing a tax return.
- Keep all tax return copies after disposing of the financial records.

Estimated Taxes

The IRS expects you to pay estimated taxes if your anticipated tax liability for the coming year is \$1000 or more.

Deductions You Cannot Take

Money owed to you and not collected from a publisher that goes out of business.

Allowable Deductions

- **Advertising:** all promotional materials, ads, payment for web sites
- **Car expenses:** mileage to meetings, conferences; must keep a log of dates, destination, reason, mileage
- **Commissions:** fees paid to agents

- **Computers & software:** See IRS Code Sec. 179 (Ask your accountant about this terrific deduction involving being able to write off capital purchases rather than depreciating them.)
- **Copies**
- **Dues:** writers groups, other professional associations necessary to the genre in which you write
- **Employee benefit programs:** These come into play if you have employees working for you, such as someone who does research for you—particularly your spouse. This would include your own health insurance or part of a health insurance package from somewhere else. Ask your accountant about this.
- **Entertainment:** ordinary and necessary expenses to entertain a client, customer, or employee if the expenses are directly related to the writing. *You cannot deduct the cost of your meal as entertainment expense if you are claiming the meal as a travel expense. Generally, you can deduct only 50% of your entertainment expenses and you need records to prove the business purpose.*
- **Fees:** fees paid for self-publishing
- **Home office:** must fill out Form 8829. This deduction is ONLY available if you have a profit.
- **Insurance:** office liability, etc.
- **Office equipment:** desks, chair, copier, fax machine, etc.
- **Office space rental**
- **Office supplies:** paper, printer cartridges, pens and pencils, files, etc.
- **Pension & profit sharing plans:** Simple or KEOGH plans, talk to a financial advisor
- **Postage and delivery**
- **Professional services:** legal and accounting fees
- **Project costs:** an author does not have to “capitalize” or accumulate the project costs to be deducted in a future year, when the income is actually received. You are allowed to deduct your project costs in the year they are incurred.
- **Reference books/magazines**
- **Rent or leases:** office space outside the home, equipment rental
- **Repairs:** on office equipment
- **Subscriptions:** magazines and newspapers used for potential research, sample magazines for market research, magazines relevant to your field of writing
- **Travel:** airline and train fares, hotels, tolls, rental cars—specifically apply when in conjunction with conferences, meetings, or research trips (which can be nearly every trip taken if you can weave it into a book/article/or story sometime)
- **Utilities:** for rented office space

Member Blogs & Websites

Erin Perry O'Donnell: Professional Writer. Amateur Mom (<http://www.odcreative.com/>)

Ray “Grizzly” Racobs: Author and columnist (<http://www.grizzlysbooks.com/>)

Everett Robert: Playwright (<http://emergencyroomproductions.com/>)

Lois Ruby: Author of children’s and YA literature (<http://www.loisruby.com/>)

Ruth Scheer: Author of children’s books (<http://scheerdelightpublishing.com/abouttruth.html>)

B. D. Tharp: Author of *Feisty Family Values* (<http://bdtharp.com/>)

Richard Walkup: Author and essayist (<http://richardwalkup.com/>)

Michael Watson: Author of *The Nestorian Alliance, A Jack Trader Adventure* (<http://www.adventurewithmike.com>)

Jae Byrd Wells: Facebook page (<https://www.facebook.com/Jae.Byrd.Wells>)

Makayla Yokley: The Forgotten Kingdom (<http://theforgotten-kingdom.webs.com/>)

NOTE: *If you would like to share your writing-related or author’s website or blog, please contact newsletter@kwawriters.org.*

Internet Resources for Writers

GENERAL WRITING HELP

Wikimedia Commons: This is a huge database of media files that you can use for your projects. http://commons.wikimedia.org/wiki/Main_Page

Writing Thoughts: Article- “3 Tips to Help You Write Faster” <http://bit.ly/wtKdTb>

Writing Thoughts: Article- “Social Bookmarking for Freelance Writers” <http://bit.ly/wtKdTb>

Helpful Tips for Writers: Some interesting posts. <http://bit.ly/wtKdTb>

About.com Fiction Writing: Article- “Top 10 Tips for Overcoming Writer’s Block” <http://bit.ly/wtKdTb>

Daily Writing Tips: All kinds of interesting information. <http://bit.ly/wtKdTb>

Daily Writing Tips: Article- “100 Mostly Small But Expressive Interjections” <http://bit.ly/wtKdTb>

Daily Writing Tips: Article- “100 Beautiful and Ugly Words” <http://bit.ly/wtKdTb>

Tips for Teen Writers: Helpful writing tips for teens, by teens. <http://bit.ly/wtKdTb>

Ralph Fletcher: Tips for teen writers. <http://bit.ly/wtKdTb>

Education World: Article- “Ten Tips for Young Writers” <http://bit.ly/wtKdTb>

MARKETING RESOURCES

The Creative Penn: Helping you write, publish and sell your book. Article on “Why Fiction Magazines Are An Untapped Goldmine for New Authors.” <http://bit.ly/x8GHbV>

The Savvy Book Marketer: Article- “Profit from Short Ebooks.” <http://bit.ly/yVug1F>

Post Rank: Google+’s aggregator of social engagement data that tracks where and how users engage with post contents. <http://www.postrank.com/>

Mobipocket Creator: Creating an Mobi ebook. <http://bit.ly/xkPs1J>

You Tube Creator’s Corner: All kinds of help for making You Tube videos. http://www.youtube.com/t/creators_corner

QR-Code Generator: A tool that makes your books, products and websites more accessible. <http://qrcode.kaywa.com/>

Marketing Tips: Article- “Create and Sell an Audio Book Using These 5 Simple Steps.” <http://bit.ly/zzp7vn>

Marketing Tips: Article- “What is the Best Time of Day to Publish Your Blog Post?” <http://bit.ly/yI8jyl>

Marketing Tips: Article- “Why Aren’t People Reading Your Blog and What to Do About It” <http://bit.ly/AErDOJ>

Marketing Tips: Article- “Expand Your Reach Through Guest Blogging” <http://bit.ly/zJHzNA>

Galley Cat: Article- “Facebook Timeline Tips for Writers” <http://bit.ly/xaxJmI>

Action Movie FX app: The app will let Apple users add missile explosions and car crashes to your book trailer. <http://bit.ly/wtKdTb>

Galley Cat: Article- “How to Embed Tweets in Your Blog” <http://bit.ly/wtKdTb>

RESEARCH RESOURCES

Google Blog Search: A powerful blog search engine. <http://www.google.com/blogsearch>

Technorati: The granddaddy of blog search engines. <http://technorati.com/>

JOBS FOR WRITERS

Mediabistro: Various job listings. <http://www.mediabistro.com/joblistings/?nav=mmj>

Flex Jobs: Telecommuting jobs with flex hours. <http://www.flexjobs.com/>

Market News: Contests & Other Opportunities

Contests

The Big Moose Prize

Black Lawrence Press is seeking entries of an unpublished novel from new, emerging, and established writers. Deadline: January 31, 2012. Info at <http://www.blacklawrence.com/BigMoosePrize.html>

The Obsidian Prize for Nonfiction

Seeking entries of 5,000 word max. from writers working in or inspired by the West, Big Sky or big city. Deadline: February 12, 2012. Info at <http://www.highdesertjournal.com/obsidian-prize/>

Memoirs, Ink

Looking for original, well-written personal essays, memoirs, or stories that are based on autobiographical experiences. Narrative must be in first person. Deadline: February 12, 2012. Info at <http://www.memoirsink.com/writingcontestguidelines/>

Discovering the Undiscovered Competition 2012

Open to all forms of fiction or creative nonfiction including novels, memoirs, or collections of short fiction and essays. Deadline: February 15, 2012. Info at http://gracenotesbooks.com/index.php?option=com_content&view=article&id=96&Itemid=103

Fourth Genre Michael Steinberg Essay Prize

Seeking creative nonfiction essay/memoir submissions up to 6,000 words. Deadline: February 28, 2012. Info at <http://www.msupress.msu.edu/journals/fg/index.php?Page=prize>

The Ledge Poetry & Fiction Magazine 2012 Fiction Awards Competition

Seeking submissions of fiction stories up to 7,500 words. Deadline: February 28, 2012. Info at <http://www.theledgemagazine.com/Annual%20Contests.html>

Engine Books Novel Prize

This is Engine Books' inaugural Novel Prize. Submit com-

plete manuscript. Deadline: March 10, 2012. Info at <http://enginebooks.org/prize.html>

Conferences

The New York Pitch Conference

Features publishing house editors from major houses looking for new novels. It focuses on the art of the novel pitch. Location: Ripley Greet studios (New York Spaces) in New York City. Date: March 22-25; Info at <http://newyorkpitchconference.com/pc-details.htm>

Online Writing Courses

Writers.com

Offers all kinds of classes for creative writing, fiction, non-fiction, poetry, screen writing, play righting, journaling, autobiography, memoir, travel writing, writing for children, mystery, and science fiction. There is a charge for the courses. Info at <http://www.writers.com/>

Writers' Village University

A full-time support service offering new courses, seminars and special programs. There is a membership fee of \$99 for the first year membership, \$69 for renewals. The fee gives access to over 300 courses, writing groups, writing tools and reference material. Info at <http://www.writersvillage.com/wvu2/>

Gotham Writers' Workshop

Offers 44 free creative writing classes and 10-week workshops for a fee. Info at <http://www.writingclasses.com/index.php>

JANUARY 2012

Kansas Writers Association

P.O. Box 2236, Wichita, KS 67201

Newsletter Submissions

Submit articles and member news by the 20th of the month to Starla Criser at newsletter@kwawriters.org or to our address above. Put "KWA" in the subject line for emails, and send information in the body of the email, not as an attachment.

Join KWA

Membership through Dec. 31, 2012, includes our monthly newsletter and discounts on KWA programs. Current dues for **new and renewing members** are \$30 for a mailed newsletter, \$20 for an emailed newsletter, and \$0 for youth 18 and under. Join online at www.kwawriters.org (click on Membership), or download the form there and send it with payment to **P.O. Box 2236, Wichita, KS 67201**.

2012 KWA Board Members

President - Gordon Kessler, president@kwawriters.org

Vice President - Phyllis Rowland, vp@kwawriters.org

Secretary - April Pameticky, secretary@kwawriters.org

Treasurer - Lindy Heddin, treasurer@kwawriters.org

Newsletter -- Starla Criser, newsletter@kwawriters.org

Electronic Communications - Erin O'Donnell, web@kwawriters.org

Contest Coordinator—Ray "Grizzly" Racobs, contest@kwawriters.org

Promotions - Janet Bahl, pr@kwawriters.org

Scene Conference Chair - Erin O'Donnell, scene@kwawriters.org

Youth Advisor - Makayla Yokley, youth@kwawriters.org

Member At Large - Sonny Collins, board@kwawriters.org

Member At Large - Samantha LaFantasie, board@kwawriters.org

Our mission: to inform, support, encourage, and promote the writer.

The Kansas Writers Association is a not-for-profit 501(c)(3) organization.

<http://www.kwawriters.org>