

**Appalachian Authors Guild**  
P. O. Box 803  
Abingdon, VA 24212

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

<http://www.virginiawritersclub.org/>

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<http://appalachianauthors.wordpress.com>

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## AAG Mission Statement

The mission of the Appalachian Authors Guild, a Chapter of the Virginia Writers Club, is to support and promote literary art throughout the Appalachian region, to encourage writers and authors to both preserve and build upon the literary history and heritage of the Appalachian region and to provide opportunities for readers to experience the joy of meeting our people, visiting our beautiful region and understanding the wealth of our culture through literary art.

**Appalachian Authors Guild**  
**General Meeting**  
May 9, 2017  
Southwest Virginia Community College  
Richlands, VA

## Speaker



**Justin Trout**

Justin C. Trout was born in Richlands, V.A. Justin spent a majority of his childhood writing stories. When he was in kindergarten, he shared his first "dinosaur" story with his classmates.

With a passion to draw and share his stories, Justin began writing novels when he was only 12 years old. It was at this age that the Enaya series was born. He wrote a majority of the first drafts while he attended Lebanon High School.

As he got older, Justin worked several odd jobs such as fast food, cashier, work study and retail. Justin decided to go back to college to obtain his degree where he could work in the mental health profession. It was in college when he decided to pursue publishing.

Obtaining a master's in education with specialization in counseling from Lindsey Wilson College, Justin is a children's therapeutic day treatment counselor and an avid writer. He has also appeared in a number of short films and recently wrote and directed his first indie film, Fade Out. Enaya: Solace of Time is book 1 in an 8 part series.



## From President Vicki



### All for AAG and AAG for all!

Dues can be sent any time. They are \$25. They can be sent to AAG PO Box 803 Abingdon, VA 24212.

As you are sending your dues, please also send me your brief bio and picture for our new website. I would also like pictures of your books and links for where people can find them. Please contact me via text/voicemail at [vletcher56@gmail.com](mailto:vletcher56@gmail.com) or text/voicemail to 276-492-8314.

### 2017 AAG Meetings

We welcome anyone who would like to attend the board meetings at Abingdon Library, 1pm to 3pm, 2nd Tuesday in each month prior to the general meeting.

ALL General Meetings will be from 11:30 am to 1:30 pm.

March 14, Abingdon Shoney's, Speaker, Dr. Jesse Graves from ETSU

May 9 at Southwest Community College in Richlands. Speaker, Justin Trout.

July 11, Bristol Golden Corral, Speaker, Dylan Pratt, marketing. This is Scott Pratt's son.

September 12, Lebanon Bonanza. Speaker, Rita Quillen.

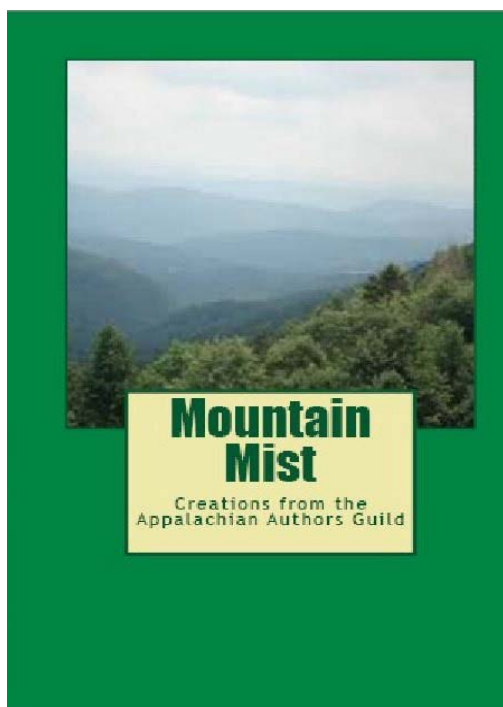
November 14, Abingdon Shoney's. Installation of officers for 2018. Speaker, Leigh Ann Hoover.

Hope to see many members at the meeting on Tuesday, May 9th at 11:30 am at Southwest Virginia Community College with Justin Trout speaking. If you're planning to attend, email or text me. If you would like a catered lunch, it will be \$12. I need to receive this by Friday, May 5th so I can pay the caterer.

The first Appalachian Authors Guild anthology should be ready in June and time for the Highlands Festival. Those who have entries can buy an anthology for \$5 ( \$7 if I need to mail it to you). Additional copies can be purchased for \$10 to earn money for the guild. I am attaching the cover of the book.

If you want a table at the Virginia Highlands Festival, you need to contact Jack Rose quickly. The spaces are filling up fast. Full tables are \$30, half tables are \$15, and dues must have been paid to reserve a table (dues are \$25). As of this writing, a slot remains for Friday, July 28 and Saturday, August 5th. You can email Jack at [jackrussellrose1@gmail.com](mailto:jackrussellrose1@gmail.com).

Hope to see you there.



## Upcoming Writing Events

### Appalachian Heritage Writers Symposium June 9-10, 2017

Keynote speaker will be popular and nationally recognized writer, Scott Pratt, author of the very successful Joe Dillard novel series.

More information is posted on the website, check it often.

Some other Presenters are AAG's own Linda Dobkins, LaVonda Young, Rita Quillen, and Saundra Kelley. Workshops by Joe Tennis as well as keynote speaker Scott Pratt's son, Dylan Pratt, and Virginian/Scotsman Jack Beck will be presented.

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JC Schweingrouber, Appalachian Authors Guild member, and others have formed a nonprofit group, The Foundation For Appalachian Advancement. They feature on their website an "Artist of the Month." If interested, contact

JC Schweingrouber

<http://www.supportappalachia.org/>

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#### Markets

<http://www.authenticappalachia.org/>

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

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#### Writing Prompts

<http://www.toastedcheese.com/>  
<http://www.writermag.com/writing-prompts>

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#### On Writing

<http://www.writersvillage.com/index.php/membership-information>

<http://www.advancedfictionwriting.com/ezone>

## Spotlight On Promotion

Here are some publicity techniques courtesy of Gary Kessler, Virginia Writers Club.

He coauthored, with Carol Kluz, a basic guide to publishing for new authors, "Finding Go! Matching Questions and Resources in Getting Published." He consults on writing and publishing, and conducts writing and publishing workshops.

1 Take advantage of the "six degrees of separation" concept--make a list of everyone you know who could conceivably be interested in your book and/or help in its promotion some way and make sure they know about the book and that any help they can give you will be appreciated. (If some of them will just call the local big box bookstore and order their copies of your book there, that will help.)

2 If you belong to a church or other community organization and your book is appropriate for those folks, make sure they know about your book and have an easy way to buy it--either a bit cheaper from you (and signed and personally inscribed) than retailed or at a church or other charity fundraiser, where you can share profit with--or give all your profits to--a worthy project.

3 Find out what web sites will let you plug your book for free and list it there.

4 Find out what Web sites will review your book for free (e.g., <http://www.scribesworld.com/index.htm> and apply for them to do so. (This, of course, isn't free. Most of them require a nonreturnable print copy of the book.)

5 Explore how your book fits with local community and school programming and offer to do programs for free. Include contests that play off your book and give a book as a prize. (Again, not totally costless.) If the book is at all applicable to seniors, offer to do programming with a signing at senior centers and retirement communities.

6 If there's any kind of book event going on in your vicinity, try your best to get on the program.

The only assured way to get your book into bookstores is to get it published by a traditional publisher that has sales agents who promote books directly to bookstore chains and that has a good returns policy. Bookstores normally take books to sell from publishers on what is more a consignment arrangement than direct purchase. They order books on a contracted returns policy with an understanding that they can return the book (usually by returning only the cover and destroying the book contents) for full reimbursement if the book does not sell within a time frame chosen by the bookstore (and most bookstores just don't pay their book purchase bills until/unless they already sold most of the books they've taken).

You can promote your book cheaply. What must be kept in mind, however, is that promotion techniques such as these will produce a limited number of sales; these suggestions are not appropriate for a national-level promotional campaign.