



Course Descriptions

Note: Reference Schedule for Workshop times and locations.

Workshop 1

BUSINESS

Acing Your Agent Appointments

Bethany Morehead

Nerves overcome writers/authors when they are first sitting down for that appointment. This class will have you sitting across the table from an agent with confidence, open ears, and prepared.

NONFICTION

Articles/ Devos for the Web

Craig Von Buseck

The Lord is using digital media today to reach literally millions of people around the world with His truth – whether it is through blogs, articles, book excerpts, tweets, or other forms. It's an amazing time to be alive and to be involved in media ministry. The opportunities are seemingly endless. The world is gathering in the digital space, and it is important for the Church to be there to greet them in the various forums with the truth of God's Word presented in a professional manner. This class is designed to help you begin the process of taking the Word to the World through the World Wide Web.

FICTION

Writing Riveting Romance

Virginia Smith

Human beings were created with an innate need to love and to be loved. Every good book, regardless of genre, taps into this need at some level. Examine the tried-and-true elements of writing an effective romance novel that leaves readers with a sigh on their lips and warmth in their hearts.

WRITING CRAFT

Creator of Worlds

Lauren Brandenburg

As writers, we have the ability to create worlds outside of our own, but how do we make them believable? Students will combine reality with imagination to create a world unlike any other. They will discuss the importance of time, mood, location, and geography. This includes a discussion on genre and the ability to create unique writing by crossing the boundaries of setting and genre. (Ex: a science fiction story that takes place in the old west.)

Workshop 2

BUSINESS

Build an Online Platform Through Social Media

Edie Melson

This class gives writers the tools and instruction to build an online platform through social media. Included is information on Twitter—how to compose a tweet, why it's an important network, and how to grow. Facebook—does a writer need a personal profile or a professional page, how to work with the Facebook Edge Rank Algorithm, and privacy settings. Also covered are, the importance of using a scheduling program, how to always have something valuable to share online, and other tips and tricks.

NONFICTION

Write and Publish Your Memoir

Cheri Cowell

Many people have a desire to write a memoir, but most do not know where to start, or even how to publish. In this course you will learn steps to writing your memoir, and the steps to publication.

FICTION

Takes One to Know One

Michele Chynoweth

Over the past 15 years award-winning author Michele Chynoweth has worked with a variety of editors and has developed a tried and true process for developing characters that's fun, flexible and really works - from coming up with names to creating profiles that portray your characters physically, emotionally and spiritually. She will help you develop believable, compelling characters that readers can really connect with, who make you laugh, cry and care. Part of that, of course, entails writing dialog that isn't contrived but natural, isn't boring but memorable. A screenplay writer as well, she'll even teach you how thinking like a movie director can help! She will include tips on how to write in various dialects, accents and more when your characters call for it, how research plays a part, and will take a look at the some of the most memorable characters of all time.

WRITING CRAFT

Turn Your Book Into a Screenplay

Sharon Wilharm

Many novelists would like to have their books turned into films. It's a great pursuit as many filmmakers are looking for published books to base their films on. The problem is that most writers don't understand the difference between novel writing and screenwriting. While the two certainly have similarities, they each have their own requirements. Learn the how so you can turn your book into a screenplay!



Course Descriptions

Workshop 3

BUSINESS

My Writing a Business, Hobby, or Ministry?

Carol Topp

If you write as a ministry to others, are you a hobby writer, running a business, or even a nonprofit organization? Author and accountant Carol Topp explains various forms your writing can take and the pros and cons of forming business or a nonprofit organization as part of your writing career.

NONFICTION

How to Write for Chicken Soup

Tracy Crump

Chicken Soup for the Soul receives thousands of submissions but selects only 101 for each book. How can you increase the chances they'll choose your story? Come learn what Chicken Soup wants, what they don't want, and how you can stir up a winning Chicken Soup story.

FICTION

Make Me Laugh and Forget I'm Reading

Virginia Smith

Humorous writing goes beyond telling jokes; learn how to infuse your writing with humor. This workshop will present techniques for instilling humor in fiction, including the Anatomy of a Joke, Phrasing for Impact, Overstatement, Understatement, and more. Each technique is illustrated with examples from published works. Come prepared to laugh and learn!

WRITING CRAFT

What is Narrative Nonfiction?

Craig Von Buseck

With blockbusters like "Team of Rivals" and "Unbroken" dominating the best-seller lists, the narrative non-fiction genre is a burgeoning market for writers who want to tell true stories with powerful messages. Learn the difference between narrative non-fiction, biography, and historical fiction. Discover how true stories can unlock the hearts of your readers to the ways God can move supernaturally in the lives of people who seek Him.

Workshop 4

BUSINESS

Understanding the DIY Publishing Process

Cheri Cowell

Learn the pros and cons of this growing trend, how to evaluate your options, the basics of formatting and cover design, e-book options, and how marketing your self-published book is different than a traditionally published book.

NONFICTION

Basics of Freelancing

Harriet Michael

In this course you will learn about writing for magazines, anthologies and devotionals to include writers' rights, how to find markets, when to query (what a query letter is), how to pitch a story. Discussion of other types of nonfiction writing such as blogs, co-writing, as well as a question / answer time.

FICTION

Writing Cozy Mysteries

Virginia Smith

Since Agatha Christie first introduced Miss Marple and Hercule Poirot, cozy mysteries have entertained and intrigued readers who love to lose themselves in a good Who Dun It. In this workshop attendees will examine the techniques for writing a page-turning mystery.

WRITING CRAFT

Musicality in Picture Books

Jean Matthew Hall

Great picture books resound in children's minds, hearts and ears. It isn't enough to simply tell a good tale. Timeless picture books are a seamless weaving of emotive art that appeals to the readers' eyes, and musical language that appeals to their ears. Both are portals into children's hearts, minds and souls. In this workshop Jean will define some poetic devices and emphasize through hands-on practice the use of them to turn stories for young children into symphonies.



Course Descriptions

Workshop 5

BUSINESS

Develop a Marketing Plan that Works

Michele Chynoweth

In addition to being an award-winning published author, Michele Chynoweth has worked in the field of marketing and public relations for more than 30 years, including owning her own marketing firm for 20 years. Her marketing expertise has helped her in her own career as an author, landing her numerous book signings, television and radio interviews, newspaper articles, blog guest appearances and speaking engagements! She will take on an informative journey on how to think like a business, brand yourself, create your own website, engage in social media, write a blog, get radio, TV and newspaper coverage and much more! She'll show you how to light the match so you can set your world on fire and increase your exposure – and book sales!

NONFICTION

Capturing the Military Experience

Eddie Melson

Whether you or your family are in the military, someone you love serves, or you simply wish to learn more about the military experience for your latest work in project, capturing the military experience has many deep, and emotional facets to explore. Join Eddie, author of *While My Child is Away*, and *While My Soldier Serves*, as she shares her tips, and tools to connect and portray the military experience.

FICTION

Character Creator (YA)

Lauren Brandenburg

It is not always easy to create believable characters in unbelievable worlds. We will dig into all aspects of characterization from their physical appearance to their motivation in order to create a character worth writing about. We will also discuss the importance of secondary characters, characterization etiquette, and language.

WRITING CRAFT

Visual Storytelling

Sharon Wilharm

You've heard it said to "show not tell", but what does that really mean? Writer/Director Sharon Wilharm knows firsthand the power of visual storytelling and invoking powerful responses via action rather than words. With two dialogue-free feature films to her credit, she'll share what she's learned about telling emotional stories without saying a word. Whatever your genre, you can glean insight to add a new edge to your writing.

BONUS CLASSES

FRIDAY

10:45 a.m.

Great Big Public Safe Private Internet Presence

Gregg Bridgeman

In today's market, a great big public internet presence is a must for writers, but how can we do so while keeping important information safe? This topic will give you tools to maintain an active, public, but safe social media presence.

FRIDAY

10:45 a.m.

Speaking Skills to Promote Your Writing

Francheska White

Sharpen speaking skills to promote and sell your work. Participants discover different ways to reach audiences through public speaking, social media, digital marketing, and incorporating speaking about writing in daily conversations.

SATURDAY

10:15 a.m.

Speak, Write, Sell!

Francheska White

Participants will write a short description of their written work. Then participants will have one minute to pitch their project to the workshop audience using the techniques previously given during the "Speaking Skills to Promote Your Writing" session. Writers will walk away not only feeling prepared for the next public speaking situation but also looking forward to it with less or no apprehension.

Writer's Corner

FRIDAY

2:00 p.m.- 3:30 p.m.

Writer's Corner in the C.O.R.E

Need some time to simply write? The C.O.R.E. is open. Have a seat, and write.

SATURDAY

9:00 a.m.- 11:00 a.m.

Writer's Corner in the C.O.R.E.

Need some time to simply write? The C.O.R.E. is open. Have a seat, and write.