

Your Book Launch Game Plan



Scoti Domeij

⑤

Scoti's passion is to help writers hone their skills to publish and market their work. She has worked with 10 traditional publishers as an author; editor; senior research assistant; copywriter; marketing director; and production, art, and design coordinator. Scoti is a proud Gold Star mother and publisher of Blackside Publishing that focuses on works from and for the military veteran community. She is also an editor and contributing writer for *Havok Journal*, an online Huff-Post-style journal targeted to and written by military personnel and veterans. www.blacksidepublishing.com

Most writers spend their time writing a manuscript and very little time figuring out how they'll market their book. The biggest secret no one tells you behind an author landing an agent or book contract or making money in self-publishing—a savvy book marketing plan. Your Book Launch Game Plan provides a step-by-step, month-by-month, how-to action plan that covers the nitty-gritty groundwork of book marketing. It lays out a 6-month timeline to build a social media platform, to create pre-release marketing buzz, to launch your book, and to promote your book throughout the year after your book launches.

Advanced Fiction Writing



Dave Lambert

⑥

Dave has a M.F.A. in fiction writing and is the author of 11 books. He spent 18 years as an acquiring editor at Zondervan, most of that time as executive editor for fiction, and most recently, 3 years as senior fiction editor at Howard Books, a division of Simon & Schuster. David also sat on the on the Editorial Board of Jerry B. Jenkins' Christian Writers Guild and wrote the Guild's fiction curriculum. Currently he is the Editorial Director for Somersault™, a publishing services bureau. www.somersaultgroup.com

Ready to take your fiction to the next level? Join David in an examination of some of the more advanced techniques: character growth and change, creating believable character emotion, voice, exposition, a sense of place, style, conveying meaning through implication, and more. Time will be set aside to discuss the problems you're encountering in your work-in-progress. Come prepared!

Writing that Changes Lives



Bill Watkins

⑦

In his 35-plus years in publishing, Bill has worked with hundreds of writers including Mike Huckabee, Charles R. Swindoll, Leslie Vernick, Josh McDowell, and Cecil Murphey. He is the president of Literary Solutions, senior editor at BroadStreet Publishing Group, and an award-winning author with 7 published books and about 150 other kinds of writing. <https://broadstreetpublishing.com>

Culture changes one life at a time. And those personal changes impact the lives of others, eventually bringing about changes in policies, laws, business, entertainment, education, the church, and a host of other spheres in society. Although there are multiple causes of change, one that's proven effective long after its author is gone is writing. But not just any writing. It must be writing that connects, challenges, provokes, inspires, casts vision, provides hope, and refuses to back away from telling the truth. It does not waste time with the trivial and the comfortable. Instead it takes readers more deeply into the true, the good, and the beautiful in all their power and mystery. Come learn how to write to change lives and eventually cultures.

Ken has over 35 years of experience in graphic design, illustration, advertising, and marketing. He is president of Raney Day Press and Clash Creative, a producer of illustration and graphic design. He also runs www.clashentertainment.com, an entertainment portal website for Christian teens. Ken is the author/illustrator of two children's picture books and is currently working on illustrating a middle grade novel series. www.kenraney.com

Discover the pitfalls, snags & triumphs two writers experienced. Bob Ruesch used an indie publishing company, Roy Hanschke a traditional publisher. In the next 3 sessions Ken will address formatting the interior and designing professional looking book covers, business cards, newsletters, blogs and websites, bookmarks, postcards, email signatures, ads, and more along with accessible online resources for writers such as templates, themes, stock photography, fonts, photo-manipulation programs, etc. Practical and user-friendly info even for non-techies. The last session features a panel of indie authors.

Indie Publishing



Ken Raney

⑧

Choose one 6-hour continuing session for the entire conference.

5