**From:** Marlene Bagnull

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**Subject:** Important CCWC Updates April 25

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**Attachments:** image003.png

Good morning conferees -

Hard to believe that we'll be on the mountain in just a little over two weeks. (I'm convinced that the older we get, the faster time flies.)

I've got lots of news to share, so grab a cup of coffee . . . (I didn't offer coffee at the morning break of the first writing seminar I directed in 1983. Trust me. I learned from that mistake! You will have coffee and snacks thanks to Darcie Gudger's hard work.)

**Wednesday Early Bird Workshops** - Small classes, great opportunity to get your questions answered, make new friends, and ease into the conference. It's not too late to add them to your conference registration. Just email our Registrar, Barb Haley. A couple I want to highlight:

**E10 - Writing Creative Nonfiction for Kids** - Did you read what the instructor, Sheila Seifert from Focus on the Family, wrote that I posted on my blog? [https://writehisanswer.wordpress.com/2016/04/18/wanted-fiction-writers-for-kids/](http://r20.rs6.net/tn.jsp?e=001nBi48NqH_qV--_Z5LYmkvweXHvxc9mYHElPf6IYDxN15me5afj_2c39GNqOm4CTAAB88fxXfaepgt0Jqu5wZnaeArjtFmDlMu_wXoaK5xV79wShqieStRgZ-REQJKi0XXNrfz0qO7pdFiJJe73_uwKyMI7qKYHUQ5UFfI6njjfAZN5B3ZLLBTJ8ejYHFqGqV)

E**11 - Getting It Finished via the Lightbox Method** - Here's more info from the instructor, Sandy Cathcart: This is an exciting way to unearth story! The Lightbox Method to writing fiction and nonfiction rediscovers the ancient approach to storytelling which is both analytical and intuitive. I have used and taught the Lightbox Method for several years now, and it always excites my students. They not only become better storytellers, but they also begin to see themselves and others in a new way. This method helps students see the process of writing as if they are uncovering a mystery. It is both exciting and purposeful.

The premise of the Lightbox Method is that everyone is given stories to tell, and it becomes our job as writers to uncover it. We don't create the story; only God can create. We shape the story that is given to us. If we pay attention to the story we are shaping, it will lead us to ask the right questions so we will find meaning that will enrich our lives. As we tell the story to others, it will enrich their lives as well.

Students enjoy this session very much. It stirs up many images and they begin to "see" more, which takes their writing to a deeper level.

**E16 - Search Engine Optimization (SEO) for the Technically Challenged** - I know this sounds intimidating, but after all the time you put in to your blog and/or website, don't you want to do everything you can so that it's found and read? Karen Fischer, the instructor, says:

SEO firms charge big dollars to enhance your web presence through search engine optimization. But what does that mean? How can technically-challenged writers benefit from SEO without

breaking the bank? Learn what the SEO firms don't tell you and enhance your web presence.

But you may ask, with social media, is a web presence all that important? Everybody is on social media, aren't they? It's certainly easier to start a Facebook page than it is to create a web presence, so why bother? The fact is that actual numbers of social media usage are far less than its publicity. According to comScore's Unique Visitor Table for June 2014, Facebook with 141.4 million unique visitors actually fell behind Google Sites (189.7 million), Yahoo Sites (171.3 million) and Microsoft Sites (164.2 million). Although there is a fluctuation in numbers, always remember that reality and press accounts do not necessarily jive.

Additionally, most people don't use Facebook to research information that could direct them to you or your book. Forrester Research in their June 2013 study (How Consumers Found Websites in 2012, July 2013, Forrester Research, Inc.) found a majority of the United States adults prefer search engines over social media networks or alternate sources. The technique of choice is still SEO. As a technically challenged writer, if I can create a web presence, anyone can and make SEO work for them.

**Opportunity for new writers to get published** - Thursday Workshop 2G - "Parenting Features Editors Love" with Sheila Seifert - We're changing the title and description of this workshop to:

**"SELL Your Parenting Stories"** - You do amazing things every day as a parent or know parents who do. In this workshop, Sheila will help draw out some of the ways you are raising or have raised your kids and then let you know which she might be willing to contract. She hopes to receive a handful of ideas from this group to bring back to her editorial team to consider for publication. Don't bring your writing, just your ideas. Then she'll tell you to write it up, if she wants to consider it.

Sheila says, "I purchase A LOT of short parenting articles. I want to encourage new writers to get published and give others an in. I tried something similar to this, though not an actual workshop, at another conference at the end of last year, and I came away with roughly 10 manuscripts from authors, of which most were contracted within the next six months. In the process, people got to hear why some ideas would work and why some wouldn't, all in a very non-threatening way."

**And another writing opportunity** - Loli Valento has an exciting vision for CrossWalk® footwear. She asks, "What would you do if you were literally trying to shoe the world with the gospel of peace?" If you are interested in contributing "Daily Bread" type articles, have website development ambitions, or are even willing to be a Board Member, come meet with Loli as she tries to figure out how to steward CrossWalk® footwear to be its best. Loli is accompanied by her friend Amanda Larsen, Founder and President of Helping Hounds, a non-profit resource devoted to the education and support of Service Dog Handlers, Service Dog in Training Handlers, Emotional Support Animal Handlers, and all people wanting to learn more about whether working with an animal to overcome their disability is a good choice for them.

**Traci Mullins night owl workshop** - Traci has more than 30 years' experience in developmental

editing and collaborating on hundreds of nonfiction books, coaching authors and speakers to formulate and convey messages close to their hearts in an accessible and compelling style. In addition to being available Friday and Saturday for one-on-one appointments and paid critiques, Traci has offered to teach a night owl workshop Friday: "Before You Sit Down to Write: Key Questions to Ask Yourself."

**One-on-one Appointments** - You have through April 30 to submit your appointment requests online. You'll find a link to the form at [http://colorado.writehisanswer.com/registrationacknowledgment2016](http://r20.rs6.net/tn.jsp?e=001nBi48NqH_qV--_Z5LYmkvweXHvxc9mYHElPf6IYDxN15me5afj_2c39GNqOm4CTAsBr5qgZgeFIWTwHM9hKiEv3UnjHO6wD8xXv-qfTOhm_a9lsNVCPnzmoBEIpp5ROwcsRqAu54-l-Iu1KLLPZNUw3MqofPdXmg). For help in choosing who to request and preparing for your appointments click on One-on-One at  [http://colorado.writehisanswer.com](http://r20.rs6.net/tn.jsp?e=001nBi48NqH_qV--_Z5LYmkvweXHvxc9mYHElPf6IYDxN15me5afj_2c39GNqOm4CTAsBr5qgZgeFIWTwHM9hKiEv3UnjHO6wD8xXv-qfTOhm-dIsapFqzU6w%3D%3D). And don't forget, in addition to the number of appointments you are entitled to receive, you are welcome to request an additional appointment with Traci Mullins, Judy Couchman, or Loli Valento.

**Book Table Credit of $25** - If someone who is not on our USPS or email list registers for the conference based on a referral from you, we'll be glad to give you a $25 credit at the conference book table.

**Update on Twila Belk** - Please pray for Twila as she begins chemo for breast cancer and follow her Care Pages. You'll be encouraged by her testimony and faith. [http://www.carepages.com/carepages/TwilaBelk/updates/3817621?](http://r20.rs6.net/tn.jsp?e=001nBi48NqH_qV--_Z5LYmkvweXHvxc9mYHElPf6IYDxN15me5afj_2c39GNqOm4CTAsBr5qgZgeFLJVCQ-giHCSCjFBXwhY4B6tWtvCilA94EKskD60B7YoRv8jqH9JbeIDyKIGgMiqlqrhgTCOKHYYOi6OGq6zRzCAV2VFZrHtPvhhhu7LHoNpth8-PK_IEvswCZIQNQOJV9MZUPkcReBdQ%3D%3D) [client\_code=default&ipc=mur](http://r20.rs6.net/tn.jsp?e=001nBi48NqH_qV--_Z5LYmkvweXHvxc9mYHElPf6IYDxN15me5afj_2c39GNqOm4CTAsBr5qgZgeFLJVCQ-giHCSCjFBXwhY4B6tWtvCilA94EKskD60B7YoRv8jqH9JbeIDyKIGgMiqlqrhgTCOKHYYOi6OGq6zRzCAV2VFZrHtPvhhhu7LHoNpth8-PK_IEvswCZIQNQOJV9MZUPkcReBdQ%3D%3D)

**Addressing the Issues Continuing Session** - Roy Hanschke from KPOF interviewed Charles Patricoff last week. Please make time to listen - [CCWC KPOF Interview](http://r20.rs6.net/tn.jsp?e=001nBi48NqH_qV--_Z5LYmkvweXHvxc9mYHElPf6IYDxN15me5afj_2c39GNqOm4CTAsBr5qgZgeFIK3k_J7Z0ePiNi2DVOkmi4fr9_dCKJxUY%3D).

**Missed some of my email updates?** - You'll find links [here](http://r20.rs6.net/tn.jsp?e=001nBi48NqH_qV--_Z5LYmkvweXHvxc9mYHElPf6IYDxN15me5afj_2c39GNqOm4CTAsBr5qgZgeFIWTwHM9hKiEv3UnjHO6wD8xXv-qfTOhm_a9lsNVCPnzmoBEIpp5ROwcsRqAu54-l-Iu1KLLPZNUw3MqofPdXmg).

**Be in prayer** for the faculty and staff and please continue to help spread the word about the conference. Here's a banner you can post on your website, blog, or social media to encourage others to join you on the mountain.

Father, thank You in advance for the Ephesians 3:2 things You will do.

Serving Christ -

Marlene Bagnull, Litt.D.

Author | Speaker | Editor | Publisher Ampelos Press Director |Write His Answer Ministries

Colorado Christian Writers Conference May 11-14, 2016 Greater Philly Christian Writers Conference August 3-6, 2016 Websites: [http://writehisanswer.com](http://writehisanswer.com/) [http://colorado.writehisanswer.com](http://colorado.writehisanswer.com/) [http://philadelphia.writehisanswer.com](http://philadelphia.writehisanswer.com/)

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