

Continuing Sessions

Write from the Deep



Erin Taylor Young

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The Word of God and bringing His truth to readers, whether in her own books or the books of other authors, are Erin's deepest passions. She is the co-creator of Write from the Deep with Karen Ball. She's also an award-winning humor writer with the gift to make her readers laugh out loud even as she's delivering hard truths about living a life of faith. She blogs about writing, God, and her aversion to spiders at www.erintayloryoung.com. Learn more about the Write from the Deep podcast at www.writefromthedeep.com.

God's call is clear: Come away with Him. Let His words sink deep into us first, then take His truths to the world. In the challenging world of publishing, we need a way to find refreshment, renewal, and restored passion. And there's no better place to do that than in the deep places. These interactive sessions will challenge you to go deep with God in your call and craft. We'll explore how God uses the deep to help us find our story, hone our message, and understand our audience. Finally, we'll talk about how to equip ourselves to face down obstacles—external and internal.

Writing Narrative Nonfiction



Craig von Buseck

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Craig is an author, speaker, teacher, and Senior Editor for Inspiration.org, the official website of Inspiration Ministries. He is also a contributing writer for CBN.com, MTL Magazine, and Generals.org. His books include *Praying the News: Your Prayers Are More Powerful Than You Know*, co-written by 700 Club co-host Wendy Griffith, and *NetCasters: Using the Internet to Make Fishers of Men*. www.vonbuseck.com

With blockbusters like *Team of Rivals* and *Unbroken* dominating the best-seller lists, the narrative nonfiction genre is a burgeoning market for writers who want to tell true stories with powerful messages. Learn the difference between narrative nonfiction, 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. www.inspiration.org

Writing Women's Fiction



Deborah Raney

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Deborah's first novel, *A Vow to Cherish*, inspired the World Wide Pictures film of the same title and launched her writing career after 20 happy years as a stay-at-home mom. Since then, her books have won numerous awards including the RITA®, National Readers Choice Award, HOLT Medallion, the Carol Award, and have three times been Christy Award finalists. www.deborahraney.com

Craft a novel with a life-changing message without being preachy. We'll cover many writing tools that apply to all genres: strong characterization, complex plots, and deft use of point-of-view. But we'll also discuss key elements unique to contemporary women's fiction: addressing social issues in fiction, creating likeable-yet-flawed characters, using strong dialogue, creating page-turning action (despite a lack of explosions or car chases), and writing cinematically (making it that much more likely your book might become a movie).

In his 3 decades in Hollywood, Brian has written or produced 2 dozen films including *The Case for Christ*, *Captive*, and *Not Easily Broken* as well as nearly 300 episodes of such shows as *Touched by an Angel*. He is executive producer and co-creator of the Hallmark Channel original series *When Calls the Heart*, now in its fifth season, and co-author of the new book of devotionals. Currently he is developing 4 new films along with a new television series.

Soup-to-nuts advice for authors adapting their own stories into screenplays. The necessary ingredients for creating a compelling Act One. Plot or Character...Which Comes First? The Answer is...YES! The essential toolbox of screenwriter superpowers and truths of the trade no screenwriter can succeed without. The 12 Stages of the Hero's Journey behind every great movie and the Mythic Orchestra behind the greatest movie characters of all time. The decade long odyssey and lessons learned behind the hit television show and adaptation of best-selling author Janette Oke's beloved book series, *When Calls the Heart*. www.brianbird.net

Screenwriting



Brian Bird

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Your Book Launch Game Plan



Scoti Domeij

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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.

Writing that Changes Lives



Bill Watkins

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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.

Advanced Fiction Writing



Dave Lambert

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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. Dave 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!

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

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

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