

# Workshops

## Thursday, May 16

	A - Writer's Life	B - Craft	C - Fiction	D - Nonfiction	E - Publishing	F - Marketing	G - Specialty
<b>Workshop 1</b> 2:15 - 3:15	<b>The Battle for Your Mind</b> Practical tips on sorting out truth from error. Discover how you can use secular situations as opportunities to make a Christian influence. <i>Rusty Wright</i> 1A	<b>Terrific Titles</b> Titles tease. Titles sell. Titles either work for or against you. So how do you create terrific titles for articles, blogs, or even books? Let's find out! <i>Susan Mathis</i> 1B	<b>Write a Compelling "Short" Synopsis</b> It's often easier to write a chapter-by-chapter synopsis than to condense your novel into a two-page synopsis. Helpful how-to tips. <i>Nicola Martinez</i> 1C	<b>Uncover Your Devotional Voice</b> Elements of Scripture-based devotionals written to an anecdotal platform. How to manage information, tone, and message to engage readers. <i>Scott Stewart</i> 1D	<b>Trends</b> The entire power structure of publishing has been upended. In this brave new world the author's role is even more complex but also filled with opportunities. <i>Dave Lambert</i> 1E	<b>Engaging Events</b> Tips for creating engaging author events from book signings to speaking events. Ways to maximize interaction, resulting in greater impact and greater sales. <i>Suzanne Kubn</i> 1F	<b>Ghostwriting</b> Hate doing media interviews and the hoopla of conventions? Become a ghostwriter for people who are far more visible than you are, want a book, and don't have time to write. <i>Les Stobbe</i> 1G
<b>Workshop 2</b> 3:30 - 4:30	<b>The Business Side</b> Considering starting a publishing company or self-publishing? How-tos for tracking sales, invoicing, managing inventory, taxes, choosing accounting software, and more. <i>Larry Lawton</i> 2A	<b>Taming Dragons</b> An editor can be your best friend or your most challenging adversary. Learn how editors think and how to work with them without losing your sanity. <i>Tim Baker</i> 2B	<b>Writing Flash Fiction that Sells</b> How to create a compelling story in 1,000 words or less and where to sell it. <i>Ben Erlichman</i> 2C	<b>Hope to the Hurting</b> You have been called to serious work; to reach a hurting world using media, publishing, web and other social media gatherings and avenues. Be inspired and equipped. <i>Linda Evans Shepherd</i> 3C	<b>Develop a Sales Plan</b> Start now to help editors and marketers visualize a plan to pitch your book. Learn to support your words and God's message with a workable plan that furthers the kingdom. <i>Karen Whiting</i> 2E	<b>Effective, Efficient, Engaging Websites</b> A fast-paced tutorial with info you need to maintain an effective web presence. How to create a new site, upgrade an existing site, & connect with social media. <i>Jonathan Shank</i> 2F	<b>How to Write for Christianity Today</b> An insider scoop on what CT's more than a dozen resources, online & print, have to offer and how to get noticed and published. <i>Allison Althoff</i> 2G

Having a hard time deciding what to attend?  
Joyco Media will be recording the conference.

Be sure to visit [www.writehisanswer.com/Colorado](http://www.writehisanswer.com/Colorado) for more information on the workshops & presenters.

## Friday, May 17

	A - Writer's Life	B - Craft	C - Fiction	D - Nonfiction	E - Publishing	F - Marketing	G - Specialty
<b>Workshop 3</b> 2:15 - 3:15	<b>The Squeeze</b> What do you do when you feel there is no end in sight during a tough season? Sometimes the most important lessons are found not in the happy ending but the pain of the squeeze. <i>Blythe Daniel</i> 3A	<b>Author/Editor Collaboration</b> What's expected of each, and what should each do to maximize the effectiveness of the book. <i>Dave Lambert &amp; Bill Myers</i> 3B	<b>Character &amp; Culture Creation</b> How to create interesting personalities that defy their stereotype and build an alien/fantasy civilization. <i>N. Paul Williams</i> 3C	<b>Devotional Books</b> Long? Short? Focused? Publishers are wary of submissions but also hungry for the genre. Learn how-tos from one who has sustained scars & overcome challenges. <i>Rick Marshall</i> 3D	<b>Publishing with a Small Press?</b> The risks and benefits associated with signing a book contract with a royalty-paying independent book publisher (indie). <i>Eddie Jones</i> 3E	<b>Working with Bookstores</b> Learn how a store's real-life story can help authors better engage their readers through personal connections and experience. <i>Eric Grimm</i> 3F	<b>Writing to Reach Unbelievers</b> Learn the difference between writing for the Christian market and writing in hopes of reaching an unbeliever. <i>Terry Burns</i> 3G
<b>Workshop 4</b> 3:30 - 4:30	<b>An Author's Life</b> The perspective of the author, agent, and editor during pre-agent, pre-contract, and post contract phases on how to build your platform. <i>Greg Johnson &amp; Jordyn Redwood</i> 4A	<b>A Love Affair with Words</b> Use but don't abuse them. Play with them, take them seriously, cherish them, listen to them, pray for them, respect them, and release them. <i>Cathy Lawton</i> 4B	<b>Make Your Story Leap Off the Page</b> From "Show vs. Tell" to "Deep Point-of-View," learn how to develop compelling scenes, plot progression, and characters. <i>Nicola Martinez</i> 4C	<b>Secrets of Successful Humor</b> How to use humor effectively to attract and hold your readers and help them to remember your important points. <i>Rusty Wright</i> 4D	<b>Negotiating Book Contracts</b> Contracts can be 3 to 19 pages. Key elements, when you have leverage, what areas may be negotiable, retaining certain rights as technology changes, more. <i>Les Stobbe</i> 4E	<b>How Publishers Sell Books</b> Learn why a book's sales cycle starts so early, how books make it to retail shelves, how each sales channel works, and how authors can impact sales. <i>Dave Sheets</i> 4F	<b>Killing History or Bringing It to Life</b> How not to get so bogged down in research that you forget your story or characters. Tips and tricks for weaving history into your story. <i>Tiffany Amber Stockton</i> 4G

**Special - Citizen Writers**  
Saturday 1:00 - 3:30 with Rick Marshall

**Teens Write!**  
Saturday 10:00 - 3:45 with Tim Baker

## Saturday, May 18

	A - Writer's Life	B - Craft	C - Fiction	D - Nonfiction	E - Publishing	F - Marketing	G - Specialty
<b>Workshop 5</b> 10:45 - 11:45	<b>Building Your Message Into a Ministry</b> How to get your message out there in ways that will build community, a following, & even reach out into Google searches. <i>Linda Evans Shepherd</i> 5A	<b>Beginnings (and Endings)</b> Types of leads & how to recognize the right time to wrap up. Bring the 1st page of your ms for an optional in-class anonymous critique. <i>Joanna Echols</i> 5B	<b>Message Fiction</b> There are few things harder for a fiction writer than including a moral or ethical message. How to do justice to your message without doing violence to your fiction. <i>Dave Lambert</i> 5C	<b>From Personal Experience to Printed Page</b> How to build strong reader identification & show the action instead of telling about it so the story comes alive to the reader. <i>Sherri Langton</i> 5D	<b>New Technologies in Publishing</b> The tools are rapidly becoming available to everyone. What is print on demand, print to order, virtual inventory? How can authors leverage direct sales? <i>Dave Sheets</i> 5E	<b>Blogging Basics</b> What to include, key blogging tips, a look at influential bloggers and why they are effective, how to tie your posts to promote you and your books, vlogging & more. <i>Blythe Daniel</i> 5F	<b>Being the Poet</b> Do you want to grow as a poet? Practice, professionalize, publish! Bring a working draft of your "poet's resume" and 2 to 3 original poems to share. <i>Jane Beal</i> 5G
<b>Workshop 6</b> 1:00 - 2:00	<b>Freedom to Write His Answer</b> What keeps you in bondage? Fear, unforgiveness, self-esteem issues... The solution is simple, not always easy - but simple. <i>Liz Cowen Furman</i> 6A	<b>Integrating Scripture &amp; Life Experience</b> How can the writer achieve a balance of life experience and biblical truth to achieve effective life change? <i>Les Stobbe</i> 6B	<b>Craft of Fantasy</b> Learn the theory and how-to of creating believable secondary worlds using techniques from the art of drawing and real-life geography to help visualize your world. <i>Jane Beal</i> 6C	<b>Writing Articles</b> How do you make your article stand out from the others that cross an editor's desk? Why is something accepted by one editor but rejected by another? <i>Major Allen Satterlee</i> 6D	<b>Heading Home with a Plan</b> Set writing goals, organize notes on contacts made, make plans to follow through on ideas, set a time table for submissions and more. <i>Karen Whiting</i> 6E	<b>Social Media Marketing</b> Understanding the pros and cons of Pages and Profiles, PageRank, EdgeRank, Sponsored posts, Insights, Ads, and more. <i>Bonnie Calhoun</i> 6F	<b>Citizen Writers</b> What worked and what didn't in the efforts of our forerunners to fight for social justice. What we can learn from them that will help us make a difference today. <i>Until 3:45</i> <i>Rick Marshall</i> 6G