

Workshops

Thursday, May 16

	A - Writer's Life	B - Craft	C - Fiction	D - Nonfiction	E - Publishing	F - Marketing	G - Specialty
Workshop 1 2:15 - 3:15	The Battle for Your Mind 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	Terrific Titles 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	Write a Compelling "Short" Synopsis 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	Uncover Your Devotional Voice 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	Trends 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	Engaging Events 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	Ghostwriting 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
Workshop 2 3:30 - 4:30	The Business Side 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	Taming Dragons 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	Writing Flash Fiction that Sells How to create a compelling story in 1,000 words or less and where to sell it. <i>Ben Erlichman</i> 2C	Hope to the Hurting 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	Develop a Sales Plan 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	Effective, Efficient, Engaging Websites 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	How to Write for Christianity Today 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 for more information on the workshops & presenters.

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Workshop 3 2:15 - 3:15	The Squeeze 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	Author/Editor Collaboration What's expected of each, and what should each do to maximize the effectiveness of the book. <i>Dave Lambert & Bill Myers</i> 3B	Character & Culture Creation How to create interesting personalities that defy their stereotype and build an alien/fantasy civilization. <i>N. Paul Williams</i> 3C	Devotional Books 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	Publishing with a Small Press? The risks and benefits associated with signing a book contract with a royalty-paying independent book publisher (indie). <i>Eddie Jones</i> 3E	Working with Bookstores 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	Writing to Reach Unbelievers Learn the difference between writing for the Christian market and writing in hopes of reaching an unbeliever. <i>Terry Burns</i> 3G
Workshop 4 3:30 - 4:30	An Author's Life 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 & Jordyn Redwood</i> 4A	A Love Affair with Words 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	Make Your Story Leap Off the Page From "Show vs. Tell" to "Deep Point-of-View," learn how to develop compelling scenes, plot progression, and characters. <i>Nicola Martinez</i> 4C	Secrets of Successful Humor How to use humor effectively to attract and hold your readers and help them to remember your important points. <i>Rusty Wright</i> 4D	Negotiating Book Contracts 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	How Publishers Sell Books 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	Killing History or Bringing It to Life 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
Workshop 5 10:45 - 11:45	Building Your Message Into a Ministry 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	Beginnings (and Endings) 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	Message Fiction 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	From Personal Experience to Printed Page 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	New Technologies in Publishing 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	Blogging Basics 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	Being the Poet 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
Workshop 6 1:00 - 2:00	Freedom to Write His Answer 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	Integrating Scripture & Life Experience How can the writer achieve a balance of life experience and biblical truth to achieve effective life change? <i>Les Stobbe</i> 6B	Craft of Fantasy 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	Writing Articles 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	Heading Home with a Plan 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	Social Media Marketing Understanding the pros and cons of Pages and Profiles, PageRank, EdgeRank, Sponsored posts, Insights, Ads, and more. <i>Bonnie Calhoun</i> 6F	Citizen Writers 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