

2024 Conference Schedule and Presentation Descriptions

(All locations in the Beamer Center, unless noted MSC, indicating Memorial Student Center)

Updated February 26, 2024

Bookstore Hours – Closed during events held in the main meeting room

Tuesday, June 11 - 1:00-3:00pm. 6:00-8:30pm

Wednesday, June 12 - 8:00am-8:30pm (closed during dinner 5-6pm)

Thursday, June 13 - 8:00am-8:30pm (closed during dinner 5-6pm)

Friday, June 14 - 8:00am-4:00pm

1 on 1 Meetings with Faculty (North Party Room)

Wednesday, June 12 - 9:00-10:20am, 1:00-5:00pm

Thursday, June 13 - 9:00-10:20am, 1:00-5:00pm

Friday, June 14 - 9:00-10:20am, 1:00-4:00pm

(Meetings will be scheduled online beginning in early March 2024. Instructions will be sent to registrants, with earlier registrants given first priority and opportunity. The meeting scheduling desk will be open during the conference for confirming, changing, or adding appointments if openings are available)

Tuesday, June 11, 2024

8:00am – Registration opens (Outside Main meeting room)

5:00-6:00pm – Dinner (Dining Hall)

6:30-7:30pm – Opening session – General announcements regarding conference and challenge message from Brett Harris, A Challenge To The Truly Ambitious (Main meeting room)

7:30-10:00pm – Casual reception (The Stupe)

Wednesday, June 12, 2024

7:15-8:15am – Breakfast (Dining Hall)

8:30-8:50am – Morning Devotions- Lifeguards for Writers: Guard Your Heart (Tish Suk) and Announcements (Main meeting room)

9:00-10:15am – **Continuing Classes** (Locations TBD)

Basics of Book Writing and Publishing, Part 1 – Bob Hostetler

The Novelist's Journey: A Fiction Writer's Story Arc, Part 1 – Sara Ella

This is Your Life! The Art of Memoir Writing, Part 1 – Carol Traver

Writing for Children, Part 1 – Linda Howard and Jesse Florea

Achieving Book Marketing Success: The Top Three Focus Areas for Growing Your Influence, Part 1 – Becky Robinson

Independent Publishing Bootcamp, Part 1 – Athena Dean Holtz

10:30-11:20am – Morning Plenary Session, *Publishing Trends in 2023–2024: What Writers Need to Know*, Jane Friedman (Main meeting room)

11:45-1:00pm – Lunch (Dining Hall)

1:30-2:30pm – **Workshop Session I** (Locations TBD)

- How to Work Well With Publishers, Elissa Schauer
- The Big Gap Between Idea and Publication, Blythe Daniel
- 10 Insider Secrets to Getting Your Articles and Devotions Published, Lori Hatcher
- Write-to-Video: 10 Ideas and Solutions to Create Captivating Video, Barbara Roose
- Salt and Light: Building a Platform that Pleases God and Reaches People, Jevon Bolden
- Make Money Writing for Specialty Markets, Lin Johnson

2:30-2:45pm – Break time

2:45-3:45pm – **Workshop Session II** (Locations TBD)

- The Myth of Creativity, Andy LePeau
- Designed to Sell, Cynthia Ruchti
- Get Your Blog Posts Noticed, Edie Melson
- Creating Companion Products: Bring Value to Your Reader and Gain Traction in the Marketplace, Carol Tetzlaff
- Take the Assignment!, Katara Patton
- 5 Ways to Start Writing Your First Screenplay, Leilani Squires

5:00-6:00pm – Dinner (Dining Hall)

7:00-8:00pm – Evening General Session – *Suffering and Our Future Glory (Romans 8:12-28)* Trillia Newbell (Main meeting room)

8:00-10:00pm – Casual reception (The Stupe)

Thursday, June 13, 2024

7:15-8:15am – Breakfast (Dining Hall)

8:30-8:50am – Morning Devotions- Lifeguards for Writers: Guard Your Rest (Tish Suk) and Announcements (Main meeting room)

9:00-10:15am – **Continuing Classes** (Locations TBD)

Basics of Book Writing and Publishing, Part 2 – Bob Hostetler

The Novelist's Journey: A Fiction Writer's Story Arc, Part 2 – Sara Ella

This is Your Life! The Art of Memoir Writing, Part 2 – Carol Traver

Writing for Children, Part 2 – Linda Howard and Jesse Florea

Achieving Book Marketing Success: The Top Three Focus Areas for Growing Your Influence, Part 2 – Becky Robinson

Independent Publishing Bootcamp, Part 2 – Athena Dean Holtz

10:30-11:20am – Morning Plenary Session, *Thinking Beyond the Book*, Jane Friedman (Main meeting room)

11:45-1:00pm – Lunch (Dining Hall)

1:30-2:30pm – **Workshop Session III** (Locations TBD)

- Author Assistants 101: How to Make Money Before Your Book is Published, Laurie Christine
- Ten Ways to Ensure You're Not Writing a Book Only A Mother (Yours) Could Love, Cynthia Ruchti
- Podcasting: The Secret Weapon of Platform Building. Stephanie Rouselle
- Making Words Sing: Wordcraft, David Bennett
- What I Wish Every Writer Knew: An Editor's Open Letter to Writers, Katara Patton
- Fiction Story Structure: Building Your Story with the Three-Act Structure Model, Lynette Eason

2:30-2:45pm – Break time

2:45-3:45pm – **Workshop Session IV** (Locations TBD)

- Top Writing Life-Hacks – How to Work Better, Faster, Smarter, Lori Hatcher
- Writing Your Bio: How to Craft the Linchpin of Your Brand, Emma Fulenwider
- How Being Social Helps You Reach Who You Want to Reach, Blythe Daniel
- Side Stepping Writing Ruts and Blocks, Andy LePeau
- A Working Writer, Twila Belk
- Getting the Most out of the Christian Writers Institute, Megan Brown

5:00-6:00pm – Dinner (Dining Hall)

7:00-8:00pm – Evening General Session – *God's Everlasting Love (Romans 8:31-39)*, Trillia Newbell (Main meeting room)

8:00-10:00pm – Casual reception (The Stupe)

Friday, June 14, 2024

7:15-8:15am – Breakfast (Dining Hall)

8:30-8:50am – Morning Devotions- Lifeguards for Writers: Guard Your Calling (Tish Suk) and Announcements (Main meeting room)

9:00-10:15am – **Continuing Classes** (Locations TBD)

Basics of Book Writing and Publishing, Part 3 – Bob Hostetler

The Novelist's Journey: A Fiction Writer's Story Arc, Part 3 – Sara Ella

This is Your Life! The Art of Memoir Writing, Part 3 – Carol Traver

Writing for Children, Part 3 – Linda Howard and Jesse Florea

Achieving Book Marketing Success: The Top Three Focus Areas for Growing Your Influence, Part 3 – Becky Robinson

Independent Publishing Bootcamp, Part 3 – Athena Dean Holtz (Location TBD)

10:30-11:20am – Morning Plenary Session, *What Do Writers Have to Fear?* Jane Friedman (Main meeting room)

11:45-1:00pm – Lunch (Dining Hall)

1:30-2:30pm – **Workshop Session V** (Locations TBD)

- Better Bible Study, Better Writing, Megan Brown
- Your Story Matters: 4 Ways to Tell Your Story So Readers Are Engaged and Publishers Say Yes, Jevon Bolden
- Social Media as a Ministry, Edie Melson
- Inspired Writing that Inspires (Devotional Writing), David Bennett
- Move to the Excellent Level: The Ten P's to Your Writing Success, Sharon Elliott
- Focusing on Fiction: Cultivate Skills that Attract a Publisher's Eye, Karen Watson

2:30-2:45pm – Break time

2:45-3:45pm – **Workshop Session VI** (Locations TBD)

- Hitting the Right Pitch: Successfully Preparing to Pitch a Literary Agent, Barbara Roose
- Becoming an Irresistible Podcast Guest, Stephanie Rouselle
- Be Your Own Best Editor, Lin Johnson
- Say It With Humor, Twila Belk
- What Does an Agent Do, and How Do I Know if I Need One?, Keely Boeving
- The Benefits of MicroPublishing: is it for me?, Carl Dobrowolski

5:00-6:00pm – Dinner (Dining Hall)

7:00-8:30pm – Private Concert, an evening with Sandra McCracken (Main meeting room)

Saturday, June 15, 2024

7:15-8:15am – Breakfast (Dining Hall)

2024 Presentation Summaries

Evening Messages

Tuesday, Brett Harris, A Challenge To The Truly Ambitious - Whether it's your first time or your fortieth time, everyone wants a successful conference experience. Networking. Pitching. Taking the next step towards publication. But for those who are truly ambitious, bestselling author Brett Harris has four special challenges that will take your conference experience to another level.

Wednesday, Trillia Newbell, Suffering and Our Future Glory - Romans 8:12-28 - The question isn't whether we will suffer but rather when we will suffer. God has provided himself—our Abba Father—to run to in our time of need. He has provided His Spirit to intercede for us. And He has provided a glory that we can only imagine. Suffering is real and painful, and yet God reminds us that He is with us and will help us.

Thursday, Trillia Newbell, - God's Everlasting Love - Romans 8: 31-39 - What would change if you really understood all that God has done and is doing for you? Sure, we know in our head that God is for us, that there's great hope in his relationship with us and salvation for us, but sometimes these truths can be hard to believe in the midst of exhaustion, busyness, and a world of spiritual and physical opposition. Focusing on Romans 8, this talk is designed to cement in your soul the great truths of our salvation and an understanding for how the Holy Spirit guides our new life in the Spirit, all found in this beloved chapter of Scripture. We will look at the scandalous truths of our great salvation, our inheritance, the assurance of our faith, and ultimately the love of our good Father.

Morning Keynotes

Wednesday, Jane Friedman, Publishing Trends in 2023–2024: What Writers Need to Know - It's often said that the pandemic has accelerated changes already underway in business, and that's proven especially true for book publishing. Even though the industry is often considered slow and not as susceptible to technological change (and print books saw their best sales in a decade!), it's been a transformative few years for the business of books. And more change is coming. Jane will discuss current sales trends in the United States, the rise of BookTok and its importance to the publishing community, how bricks-and-mortar bookstores are performing, the rise of Substack, and much more. Jane will also offer up-to-date information on how publishers and authors are already using generative AI (e.g., ChatGPT), the intellectual property right issues associated with AI, and how you might need to protect yourself and your work in the future.

Thursday, Jane Friedman, Thinking Beyond the Book - Before the arrival of the Internet, writers had few options for building a career that didn't involve working with a publisher or writing and selling more articles and books. Today, there are so many potential paths to

visibility, earnings, and publication that most writers are confused about what direction to take—and now also live with the burden and opportunity of interacting with or reaching readers directly. What if the print book represented an advanced stage of an author's career, rather than the first step? New models are emerging for storytellers and authors, across all genres and categories, many of them fueled by author-reader communities and engagement. Jane discusses the changes underway, and how writers can adapt no matter what the future holds.

Friday, Jane Friedman, What Do Writers Have to Fear? - Writers' traditional fears have been around for centuries: poor sales, poor recognition, scathing rejection, and strictly posthumous recognition of their genius. (Well, maybe that last one isn't feared—it can be a backup plan.) But new fears have surfaced of late that feel more challenging and transformative. Will AI and chatbots undercut human writers and creativity? Can anyone ever become a successful writer when more than 2 million new titles (not a typo) are published every year? How can writers compete with the likes of TikTok, Snapchat, Netflix, and the latest funny cat videos? Jane will speak to both old and new fears and how writers can thrive in the future—any future.

Continuing Classes

Bob Hostetler, Basics of Book Writing and Publishing – Three intense sessions on the best twenty-first-century routes to writing and publishing your book(s), presented by a grizzled but charming agent, editor, and author of over fifty books. Helpful teaching and in-class exercises that combine timeless wisdom and up-to-the-minute developments in publishing will equip you to conceive, craft, complete, and sell books that change lives.

Sara Ella, The Novelist's Journey: A Fiction Writer's Story Arc – As fiction writers, we spend a great deal of time focusing on our protagonist's journey, but we often forget about another important story arc—our own. In this three-part class, we'll go beyond planning plot twists and crafting characters and explore the structure of our stories as authors. From the excitement (and dread) of staring at a blank page to wishing you'd never started this novel-writing venture in the first place, we'll cover every step from "once upon a time" to "happily ever after."

Carol Traver, This is Your Life! The Art of Memoir Writing – Whether you're looking to write your own story or are interested in serving as a collaborator for others, this 3-day course will cover all the basics you need to get started. From structure, style, and storyboarding to interviewing techniques, the 6 keys to great storytelling, and how to avoid the common mistakes many first-time memoirists make, you'll learn how to sift through a lifetime of memories and experiences to shape a focused, unique, and truly engaging story.

Continuing Classes (continued)

Becky Robinson, Achieving Book Marketing Success: The Top Three Focus Areas for Growing Your Influence - Marketing should be a top priority for all authors who wish to grow influence. In this course, join Becky Robinson, author of the award-winning book, “Reach: Create the Biggest Possible Audience for Your Message, Book, or Cause,” and founder and CEO of Weaving Influence, a full-service marketing agency that specializes in marketing services and public relations for authors, to learn how to achieve book marketing success. Becky will dive into the different phases of a book launch and the right activities for each, and outline how to leverage a strategic, four-commitment framework to cultivate followers. She will also walk through how to propel your book visibility and enhance your brand presence through established traditional channels. Participants will walk away from these three courses knowing where to focus their marketing efforts and how to achieve success.

Jesse Florea & Linda Howard, Writing for Children – If you think writing for children is easy, think again. Communicating with kids can be hard but it is rewarding . . . and fun. With more than 50 years of children’s writing experience between them, Linda Howard and Jesse Florea will pass along the secrets to success in children’s publishing. This workshop will highlight both books and magazine writing for children. Topics covered include: proposals, elevator pitch, synopses, marketing ideas, different genres and formats, building a platform, article writing and devotionals. Know what editors are looking for, what’s selling and what you can expect to make. If you’re hoping to gain a better understanding of the children’s publishing industry and how you might fit into it, this is the workshop for you!

Athena Dean Holtz & Carol Tetzlaff, Indy Publishing Bootcamp: Strategies to successfully navigate the publishing industry and market your book

- Session One: Design Your Message from Manuscript to Book - Learn how to create a book that stands out in the competitive publishing market. We'll explore various publishing models and provide you with a comprehensive guide to transform your message into a well-crafted book. Gain insights on presentation, formatting, and design that will rival books in the traditional market.
- Session Two: Discover and Engage Your Ideal Reader - Identify your target audience and connect with them using powerful techniques to cultivate relationships and provide value even while your book is still in progress.
- Session Three: Develop Your Marketing Strategy - Discover the strategies to effectively market your book directly to consumers. Develop a comprehensive marketing plan that aligns with the message God has given you. Learn how to leverage your book as a tool for furthering your ministry and funding the calling that has been placed upon you.

Workshops (listed in alphabetical order by speaker's first name)

Andy LePeau, The Myth of Creativity – Many think some people are creative and some aren't. Either you've always got new ideas popping out of your head or you are just a plodder. The truth is any of us can be creative, and any of us can become more creative. In this workshop Andy Le Peau busts the myth of creativity and offers concrete, practical ways to be more creative on the job, in the home, or when you write.

Andy LePeau, Side Stepping Writing Ruts and Blocks - We have a deadline but are just staring at a blank screen. How do we get unstuck? This hands-on workshop will take writers through a variety of practical exercises that will show how you can write on demand and end up with prose that is fresher and more interesting.

Barbara Roose, Hitting the Right Pitch: Successfully Preparing to Pitch a Literary Agent – Pitching your book idea directly to a literary agent is arguably the best way to seek representation. Telling an agent about your project doesn't have to be terrifying. Join coach and Books & Such literary agent, Barb Roose for a highly practical, nuts-n-bolts session on how to pitch to an agent. BONUS! Barb also has prepared a downloadable pitch guide to help you craft a winning presentation!

Barbara Roose, Write-to-Video: 10 Ideas & Solutions to Create Captivating Video - When it comes to connecting with our audiences and growing platform, video content is the train that audiences are addicted to riding. If your writing goals include engaging your audience more, growing your platform or increasing book sales, then you've got to run like heck for that video content creator train and scramble aboard. Creating video content doesn't have to be complicated, expensive or exasperating. In this hands-on, interactive workshop, Books & Such literary agent and author, Barb Roose shares ten ideas and solutions to help you create video content that will increase your engagement with your current and future audience.

Blythe Daniel, How Being Social Helps You Reach Who You Want to Reach – Oftentimes we think writers are supposed to hole up, write, and focus on our words. When really, if we aren't socially engaging with others "out there" while we are "in here" in our head, we can miss the very people we intend to reach with our words. This workshop is designed to help you know how to interact with others on social media, e-newsletters, interviews, and in-person meetings so that you can know what to say, how to share about what you are writing (and when to do this in the process of writing), and more. This is for fiction and non-fiction writers.

Workshops (continued) (listed in alphabetical order by speaker's first name)

Blythe Daniel, The Big Gap Between Idea and Publication – Anyone who wants to get published knows there are a lot of steps in the process. It can even seem that those in publishing don't agree about your idea, method of publishing, or viability of your project. What are the standards I can measure my expectations by? Since writers love to come up with ideas and plot them, and an agent or editor may tell you that you need to rework the idea, what is a writer to do? How do you take a seed of an idea, watch it grow through editorial changes, and produce a book that publishers and audiences both want to see? What stands in the gap between idea and publication? This workshop will give you tools to know what the expectations are of writers, how to achieve them, and what the end results are for a book to succeed in the marketplace.

Carl Dobrowolski, The Benefits of MicroPublishing: is it for me? – Micropublishing (otherwise known as self-publishing), where the author becomes his/her own publisher, investing in the means to deliver his/her book into the market under one's own name and achieve a higher financial benefit if successful.

Carol Tetzlaff, Creating Companion Products: Bring value to your reader and gain traction in the marketplace for your book - Whether you write fiction or non-fiction, this interactive workshop will show you how to leverage your book's message to create various companion products that will engage and captivate your reader. You will learn practical strategies and techniques to adapt your book's content into different formats, ensuring your message reaches a broader audience. By the end of the workshop, you will have a clear roadmap on how to transform your book's message into a thriving companion product, extending its reach and impact beyond the pages. You will leave with actionable steps to create products that add value to your readers and generate additional revenue streams for you as an author.

Cynthia Ruchti, Designed to Sell – Walking through your proposal, manuscript, sample chapters, social media, and website as if you're a realtor giving yourself advice about what will help your "property" appeal to editors, agents, and readers. Do you need to lose the shag carpeting in the bathroom, fix the dripping faucet, and take a few personal pictures off your walls?

Cynthia Ruchti, Ten Ways to Ensure You're Not Writing a Book Only A Mother (Yours) Could Love - Familiar patterns agents and editors see that necessitate an almost automatic "no"...and how to avoid them.

Workshops (continued) (listed in alphabetical order by speaker's first name)

David Bennett, Making Words Sing: Wordcraft – Finding words to communicate what you want to say should be like planting a garden instead of digging a ditch. The right phrasing can bring your words to life and cause your reader to smile, nod, or even express a verbal aha. Beginning with titles and subtitles, you'll have an opportunity to improve your skills before you walk out the door.

David Bennett, Inspired Writing that Inspires (Devotional Writing) – Both magazines and devotionals provide life-changing opportunities to inspire others and to be inspired in the process. Whether 300 words or 2,000 words, God can use you to lead others to His Word. This workshop will give you some tools to write inspirationally.

Edie Melson, Get Your Blog Posts Noticed - Whether you're writing a weekly blog or a guest post, the tips you learn in this workshop will help your posts stand out. From SEO basics to formatting, titles and content, Edie covers the things you need to know, along with tricks to make blogging easier.

Edie Melson, Social Media as a Ministry - Edie Melson helps writers turn the drudgery and frustration of social media upside down by treating it as an extension of your online ministry instead. Let her help you give your online presences a reboot as she shares how to serve those you interact with on social media and turn them into valuable email subscribers.

Elissa Schauer, How to Work Well with Publishers – As soon as you sign that contract, you'll want to be ready to partner well with your publisher. Learn about the publishing process and how you can be the kind of author that editors and marketers want to work with again and again!

Emma Fulenwider, Writing Your Bio: How to Craft the Linchpin of Your Brand - An author bio is your written headshot. Your bio is on your website "about" page, your landing page, your social media profiles, your freebies, your podcast intros, your speaker page, your sizzle reel, the back of your book – everywhere you show up, you need a killer bio. But if it feels really hard to write one, that's because it is! Einstein supposedly came to the lectern at a seminar he was giving and announced, "I have a long speech for you today because I didn't have time to write a short one." Writing short is tough because every word has to do the work of a hundred words without getting bogged down with buzzwords or feeling squished and contrived. It has to be simple, and it has to say a lot. It has to sell YOU.

Workshops (continued) (listed in alphabetical order by speaker's first name)

Jevon Bolden, Your Story Matters: Four Ways to Tell Your Story So Readers are Engaged and Publishers Say Yes – The bane of many writers' existence is drafting an outline. A good outline keeps your writing focused and your mission in view. It is the secret to writing well and quickly. In this class, Jevon will show you four ways to organize your nonfiction book that boost your credibility with readers and deliver thrilling yeses from agents and publishers.

Jevon Bolden, Salt and Light: Building a Platform that Pleases God and Reaches People - You want to bring glory to God through your writing work, but how can you build a platform without people thinking it's all about you? Walk with Jevon through history, Scripture, and practical insight to get the encouragement you need to disarm the fear of being prideful and learn to humbly shine for Christ through your writing life.

Karen Watson, Focusing on Fiction: Cultivate Skills that Attract a Publisher's Eye - Publishers and fiction editors review manuscripts daily that could be published. Unfortunately, good writing alone is not enough in today's marketplace. Publishers are looking for writers who bring a unique combination of skills to the table that can help them build an audience and a long-term career. An industry veteran will help you think about how you and your writing can be more marketable to publishers.

Katara Patton, Take the Assignment! - How networking with editors and accepting assignments led to a writing career and book contracts

Katara Patton, What I Wish Every Writer Knew – From her more than 20 years of experience in Christian publishing (in acquisitions and editorial), Katara shares what editors would love to tell writers...but may not for various reasons. This workshop will help improve your relationship with editors and give you some pointers to think about on your publishing journey.

Keely Boevig, What Does an Agent Do, and How Do I Know if I Need One? – Keely Boevig, Senior Agent at WordServe Literary, will discuss the role of an agent in partnering with authors, covering everything from proposals to pitches to contracts. She will also discuss how to know when you're ready for an agent, and best practices for querying agents and finding the right fit.

Laurie Christine, Author Assistants 101: How to make money before your book is published - As a new author, it often takes several years until you start making money from your book sales. You could just go out and get a job at the local grocery store. OR, you could make money in the publishing industry, while at the same time learning valuable skills that will help you further your writing career. The solution? Author assistants. By working as an author assistant, you can start making money in the writing industry, long before your book is published. In this course, you will learn:

Workshops (continued) (listed in alphabetical order by speaker's first name)

- * What is an author assistant?
- * What are the benefits of working as an author assistant?
- * How do I get started as an author assistant?
- * Other ways to make money within the field of writing and publishing (in addition to book sales).

Leilani Squires, 5 Ways to Start Writing Your First Screenplay – Writing a screenplay is *very* different than writing a book or an article. Whether you're a seasoned storyteller or a beginner curious about the craft of screenwriting, this workshop is designed to give you practical tools and help you confidently write your screenplay.

Lin Johnson, Make Money Writing for Specialty Markets – A wide variety of markets for freelance writers exists outside of periodicals and books. These include curriculum, Bible study guides, drama, puzzles, games, crafts, tracts, devotions, and greeting cards. In this workshop, you'll gain an introduction to these genres, learn about any special qualifications for writing them, and become acquainted with potential markets for your manuscripts.

Lin Johnson, Be Your Own Best Editor - Writers who make sales and get assignments not only have good content but also clean copy. Learn how to think like an editor to clean up your manuscripts before sending them.

Lori Hatcher, 10 Insider Secrets to Getting Your Articles and Devotions Published – If you've ever submitted your work to an editor, you've wondered why they say no to some submissions and yes to others. Wouldn't you love to climb inside their heads and know what they're really thinking? Or maybe you've never submitted a devotion or article (or anything else for that matter), but you'd like to make sure that when you do, you'll hear YES instead of no. I'll teach you how to charm an editor and increase your chances of getting your articles and devotions published.

Lori Hatcher, Top Writing Life Hacks: How to Work Better, Faster, Smarter – Every profession has its collection of tips, shortcuts, and pearls of wisdom. The writing world is no exception. In this nuts-and-bolts workshop, Lori Hatcher will share the trade secrets of seasoned writers and editors to help you work smarter, not harder.

Lynette Eason, Fiction Story Structure – Have you ever heard someone say, "The story just kind of fell apart for me."? I have. Why? There was weak or no structure to it. You may have an amazing story and you may write beautiful prose, but if the structure isn't there, it won't work. And it won't sell. Come learn how to build your story with a strong structure. Plotters and pantsers both can benefit from this class.

Workshops (continued) (listed in alphabetical order by speaker's first name)

Megan Brown, Better Bible Study, Better Writing – Delve into the art of engaging in deeper Bible study to enhance your Christian writing skills. Whether you're a seasoned author or just starting your writing journey, understanding how to study and teach the Bible effectively is crucial for creating impactful and gospel-centered content. In this workshop, you'll learn practical strategies and techniques for diving deeper into Scripture, extracting key insights, and applying them to your writing. You'll explore methods for uncovering the richness of God's Word and incorporating its truths into your writing projects. By the end of the workshop, you'll walk away with valuable insights and tools to elevate your writing to new heights rooted in a solid foundation of biblical understanding and insight.

Megan Brown, Getting the Most out of the Christian Writers Institute – Unlock the full potential of your membership with Christian Writers Institute (CWI) in our workshop on Getting the Most Out of CWI. Whether you're a new member or have been with us for a while, this session is designed to help you maximize your experience and take advantage of all that CWI has to offer. During this interactive workshop, Megan Brown will provide an in-depth overview of the courses, resources, and opportunities available to CWI members. From learning strategies and goal-setting techniques to navigating our platform and accessing exclusive content, we'll cover everything you need to know to make the most of your membership. Led by our Executive Director, this workshop will empower you to set meaningful writing goals, develop effective working habits, and leverage CWI's resources to enhance your writing journey. Whether you're looking to hone your craft, explore new genres, or connect with fellow writers, CWI has everything you need to succeed. Don't miss out on this invaluable opportunity to elevate your writing journey and unlock your full potential with CWI. Join us for Getting the Most Out of CWI and take the next step toward achieving your writing goals.

Sharon Elliott, Move to the Excellent Level: Ten P's to Your Writing Success – There's more involved with being an author than getting a book published. What does it really take to be a successful author? Attend this two-part class and get the lowdown. Not only will you gain a wealth from about what really goes on in the business from industry insider, but you'll leave knowing what people to surround yourself with, how to brand yourself, how to develop your personal mission statement and tagline. In addition, you'll start thinking through your publishing plan for the future and much more.

Stephanie Rouselle, Podcasting: The Secret Weapon of Platform Building – No longer only the territory of the technically savvy, your only true obstacle to podcasting is your time and energy. Stephanie Rouselle of the top 1% global Gospel Spice Podcast shares how authors can exponentially increase their audience reach, not to mention their personal address book, through the magic of podcasting. Whether you are an introverted writer or an extroverted speaker, there is a podcasting format and style for you.

Workshops (continued) (listed in alphabetical order by speaker's first name)

Stephanie Rouselle, Become an Irresistible Podcast Guest – Being guested on numerous and influential podcasts is now an integral part of any promotion effort. But how do you differentiate yourself from the other communicators seeking to be guested too? How do you make your pitch quasi-irresistible to the podcasters you are approaching? As a global podcast host, Stephanie receives a lot of requests to be invited on her show. Like most podcasters, she says no to most of them. So... how can you make it near-impossible for podcasters to refuse you? Here is a practical checklist.

Twila Belk, A Working Writer - Few authors make a living from writing books alone. The rest of us who want to be working writers need to diversify. In this class, we'll discuss potential streams of income, the importance of connections, business practices, and self-care for working writers. We'll also include plenty of tips and ideas.

Twila Belk, Say It with Humor - A touch of humor can help get your message across in a fun and memorable way. Learn about the benefits of using humor, where to find it, and how to incorporate it in your writing and speaking.