

2025 Conference Schedule

Updated June 5, 2025

Registration Hours

Tuesday, June 10 - 8:00am-5:00pm

Wednesday, June 11 - 8:00am-5:00pm

Thursday, June 12 - 8:00am-5:00pm

Friday, June 13 - 8:00am-9:00am

The Registration Table is located outside Coray Auditorium in the Beamer Center and will be staffed most of the time, but if no one is present, enter the Coray Hall and go to the Office/Information desks in the back of the Hall. (Marked with Flags)

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

Tuesday, June 10 - 1:00-8:30pm (closed during dinner 5-6pm)

Wednesday, June 11 - 8:00am-8:30pm (closed 5-6 pm)

Thursday, June 12 - 8:00am-8:30pm (closed 5-6pm)

Friday, June 13 - 8:00am-8:30pm (closed 4-6pm)

Located in Coray Auditorium. Books can be consigned for sale starting at 8:00am Tuesday. The bookstore area is located on the far wall as you enter. (Marked with Flag)

1-on-1 Meetings with Faculty (North Party Room)

Wednesday, June 12 - 9:00-10:15am, 1:00-4:55pm

Thursday, June 13 - 9:00-10:15am, 1:00-4:55pm

Friday, June 14 - 9:00-10:15am, 1:00-3:55pm

The meeting scheduling desk will be open during the conference for confirming, changing, or adding appointments if openings are available. The North Party Room is down the hall to the right of Coray Auditorium. (Marked with Flag)

Location Notes

Most large group events will be in the Beamer Center – Coray Auditorium (includes Bookstore and Expo area), dining hall, faculty meetings, evening social events (The Stupe), and one workshop classroom (Phelps Room, lower level, opposite The Stupe)

Other workshops are in the Memorial Student Center (MSC), a short walk west of the Beamer Center. (Except for the workshop held at the Wade Center) See the posted map for details.

Tuesday, June 10, 2024

8:00am – Registration opens (Outside Coray Auditorium)
11:45-1:00pm – Lunch (Dining Hall)
3:00pm – On-Campus Housing Check-in Begins (Fischer Dormitory)
5:00-6:00pm – Dinner (Dining Hall)
6:30-7:30pm – Opening General Session, *Speaker: Eric Redmond* (Coray Auditorium)
8:00-10:00pm – Casual reception (The Stupe, Lower Level, Beamer Center)

Wednesday, June 11, 2025

7:15-8:15am – Breakfast (Dining Hall)
8:20-8:45am – Morning Devotions - *Speaker: Tish Suk*, plus Announcements (Coray Auditorium)
9:00-10:15am – **Continuing Classes** (six classes)

- Publishing 101, Session One - Ann Kroeker (MSC Room 105)
- Master Screenwriting for Hollywood, Session One - Zena Dell Lowe (MSC Room 122)
- Crafting Impactful Nonfiction: From Concept to Connection. Session One - Sandra Dalton-Smith (Phelps Room)
- Writing Fiction, Session One – Carrie Stuart Parks (MSC Room 302)
- Achieving Book Marketing Success, Session One - Becky Robinson (Coray Auditorium)
- Independent Publishing Bootcamp, Session One - Athena Dean Holtz & Carol Tetzlaff (MSC Room 202)

10:30-11:20am – Morning Plenary Session, *Speaker: Tim Challies* (Coray Auditorium)
11:45-1:00pm – Lunch (Dining Hall)
1:30-2:30pm – **Workshops** (six plus one at Wade Center)

- Experiencing the Wade Center (Wade Center lobby) - Attendance is limited, free ticket required
- Productivity with Peace - Lori Roeleveld (MSC Room 105)
- A Working Writer - Twila Belk (Coray Auditorium)
- The Art and Science of a Fiction Proposal - Janyre Tromp (MSC Room 202)
- Slaying Dragons: 10 Foes of the (Children's) Fiction Writer and How to Defeat Them – Amanda Cleary Eastep (MSC Room 122)
- Make Your Novel Realistic: Set the Stage for Props and Circumstances (or Delete Them) – Larry Leech (Phelps Room)

2:30-2:45pm – Break time
2:45-3:45pm – **Workshops** (four sessions)

- Landmines in Your Book Contract - Steve Laube (MSC Room 105)
- What I Wish Every Writer Knew - Katara Patton (MSC Room 122)
- How to Write for Focus on the Family Clubhouse Magazines - Grace Kelley (MSC Room 202)
- How to Create a Memorable Fantasy or Sci-Fi World - Josiah DeGraaf (MSC Room 302)

5:00-6:00pm – Dinner (Dining Hall)
7:00-8:00pm – Evening General Session, *Speaker: Tim Shoemaker* (Coray Gym)
8:00-10:00pm – Casual reception/Game Night! (The Stupe)

Thursday, June 12, 2025

7:15-8:15am – Breakfast (Dining Hall)

8:20-8:45am – Morning Devotions- *Speaker: Tish Suk*, plus Announcements (Coray Gym)

9:00-10:15am – **Continuing Classes** (six classes)

- Publishing 101, Session Two - Ann Kroeker (MSC Room 105)
- Master Screenwriting for Hollywood, Session Two - Zena Dell Lowe (MSC Room 122)
- Crafting Impactful Nonfiction: From Concept to Connection. Session Two - Sandra Dalton-Smith (Phelps Room)
- Writing Fiction, Session Two – Carrie Stuart Parks (MSC Room 302)
- Achieving Book Marketing Success, Session Two - Becky Robinson (Coray Auditorium)
- Independent Publishing Bootcamp, Session Two - Athena Dean Holtz & Carol Tetzlaff (MSC Room 202)

10:30-11:20am – Morning Plenary Session, *Speaker: Tim Challies* (Coray Gym)

11:45-1:00pm – Lunch (Dining Hall)

1:30-2:30pm – **Workshops** (six plus one at Wade Center)

- Experiencing the Wade Center (Wade Center lobby) - Attendance is limited, free ticket required
- Fixing Fatal Fiction Flubs - Tim Shoemaker (Coray Auditorium)
- Interviewing Sources for an Article - Lee Weeks (MSC Room 105)
- What Great Agents Look For - Sharon Elliott (Phelps Room)
- Theological Accuracy in Writing - Luke McKinnon (MSC Room 202)
- Nailing Your Author Bio - Emma Fulenwider (MSC Room 122)
- Keep Writing? How to Stay Creative During Times of Trial – Amanda Cleary Eastep (MSC Room 302)

2:30-2:45pm – Break time

2:45-3:45pm – **Workshops** (Three sessions)

- Say it With Humor - Twila Belk (MSC Room 105)
- Turning Your Speaking Ministry Into a Book - Janyre Tromp (MSC Room 202)
- Side Stepping Writing Ruts and Blocks - Andy LePeau (MSC Room 302)

5:00-6:00pm – Dinner (Dining Hall)

7:00-8:00pm – Evening General Session, *Speaker: Sandra Dalton-Smith* (Coray Gym)

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

Friday, June 13, 2025

7:15-8:15am – Breakfast (Dining Hall)

8:20-8:45am – Morning Devotions- *Speaker: Tish Suk*, plus Announcements (Coray Gym)

9:00-10:15am – **Continuing Classes** (six classes)

- Publishing 101, Session Three - Ann Kroeker (MSC Room 105)
- Master Screenwriting for Hollywood, Session Three - Zena Dell Lowe (MSC Room 122)
- Crafting Impactful Nonfiction: From Concept to Connection. Session Three - Sandra Dalton-Smith (Phelps Room)
- Writing Fiction, Session Three – Carrie Stuart Parks (MSC Room 302)
- Achieving Book Marketing Success, Session Three - Becky Robinson (Coray Auditorium)
- Independent Publishing Bootcamp, Session Three - Athena Dean Holtz & Carol Tetzlaff (MSC Room 202)

10:30-11:20am – Morning Plenary Session, *Speaker: Tim Challies* (Coray Gym)

11:45-1:00pm – Lunch (Dining Hall)

1:30-2:30pm – **Workshops** (five plus one at Wade Center)

- Experiencing the Wade Center (Wade Center lobby) - Attendance is limited, free ticket required
- Writing from a Christian Worldview - Tim Shoemaker (MSC Room 105)
- Inspired Writing That Inspires (Devotional Writing) - David Bennett (MSC Room 122)
- The Secret of Powerful Prose - Andy LePeau (MSC Room 202)
- How to Be the Kind of Author Publishers Love to Work With - Susan McPherson (Phelps Room)

2:30-2:45pm – Break time

2:45-3:45pm – **Workshops** (five sessions)

- 5 Signs You Are Ready to be Published: Tips for Fiction Authors - Elizabeth Jackson (MSC Room 202)
- Writing Over 40 - Lori Roeleveld (MSC Room 122)
- Ghostwriting Basics - Lee Weeks (MSC Room 105)
- Writing Your Testimony (This Time Without Church-Speak) - Emma Fulenwider (Phelps Room)
- What You've Always Wanted (and Needed) to Know About Book Publicity Campaigns - Shelley Bacote (MSC Room 302)

4:00-5:00pm – Closing General Session – *Speaker: Becky Antkowiak* (Coray Auditorium)

5:00-6:00pm – Dinner (Dining Hall)

6:30-10:00pm – Conference Afterparty! (The Stupe)

Saturday, June 14, 2025

7:15-8:15am – Breakfast (Dining Hall)

2025 Presentation Summaries

Morning Devotions with Tish Suk @ 8:30am

Wednesday – Three "R's" for a Lifetime of Writing: Renewal - 2 Cor; 4: 16 "Therefore we do not lose heart. Though outwardly we are wasting away, yet inwardly we are being renewed day by day." What does renewal really look like? Is it ok to get bored with our spiritual practices? How can we live a lifestyle of renewal?

Thursday – Three "R's" for a Lifetime of Writing: Repentance - Psalm 51: 10 "Create in me a clean heart O God and renew a right spirit within me." How can repentance get easy? What does it feel like to get rid of our sins? How can a clean heart help our writing?

Friday – Three "R's" for a Lifetime of Writing: Restoration - Isaiah 40:31 Those who hope in the Lord will renew their strength. They will soar on wings like eagles. They will run and not grow weary; they will walk and not be faint." How does restoration show up? What are the before and after pictures of restoration in your life? How can you daily pursue restoration?

Morning Plenary Sessions @ 10:30am

Wednesday, Tim Challies, The First 10 Million Words - Tim reflects on the discipline of writing as he honed it through twenty years of daily blogging and a dozen books. Both biographical and practical, this session will have tips to benefit writers at any stage of their career.

Thursday, Tim Challies, Idols of the Writer's Heart - Tim looks inward and then to Scripture to consider the particular sins and temptations that may be most common among writers.

Friday, Tim Challies, Writing from the Peaks and Valleys - Tim considers the value of writing that flows from the most joyful and most sorrowful of life's experiences.

Evening Messages

Tuesday @ 7:00pm, Eric Redmond, TBD - TBD

Wednesday @ 7:00pm, Tim Shoemaker, Out of the Shadows - At times we find that shadows creep into our life—making this writing life so much more difficult. Sometimes, shadows come due to no fault of our own, or because of our own failure, or because of our own self-doubt. But it's what comes out of these shadows that really matters.

Thursday @ 7:00pm, Sandra Dalton-Smith, TBD - TBD

Friday @ 4:00pm, Becky Antkowiak, TBD - TBD

Continuing Classes

Ann Kroeker, Publishing 101

- Session One: Step into the publisher's role to uncover the secrets of what makes a project truly shine and the key ingredients for successful collaborations between publishers and authors. By following the path of a book from proposal submission to offer, you'll transform the daunting publishing landscape into an accessible adventure as you prepare to share your unique voice with the world.
- Session Two: Shift gears to think like a professional author, diving into the essentials of building your author platform and crafting a compelling book concept. Armed with actionable strategies and insights into where to seek support, you'll confidently advance your author career and take meaningful steps toward achieving your publishing goals.
- Session Three: With a deep understanding of both the publisher's and author's mindsets, confidently tackle your role as a professional author, from securing an agent to completing your manuscript and preparing for launch. This session will illuminate how to integrate marketing strategies from the start and connect the dots, showing you how each step contributes to your book's success before, during, and after launch.

Zena Dell Lowe, Master Screenwriting for Hollywood

Want to write screenplays that Hollywood wants? Each of these sessions will teach advanced principles to help writers craft visual, powerful, and commercially viable stories for Hollywood.

- Session One: Finding Your Story & The Three-Act Structure - The choice of what story to tell is the most important decision you will make as a writer. Don't waste valuable time and energy on a story that won't get produced. We will discuss personal and factors you should consider in choosing what story to tell, and then we'll apply the "Hollywood Plot Map" to your story to help you flesh out your plot the Hollywood way.
- Session Two: Industry Standard Formatting for Screenwriters - This session will teach screenwriters how to properly format their scripts while still allowing for artistry. It won't guarantee a great story, but it will make you look like a professional.
- Session Three: Mastering Visual Images: The 7 Levels of Meaning in Story - In this session we will consider what we mean by calling screenplays a "visual" art form. We'll also discover how to construct more complex visual imagery in screenplays so as to portray deeper levels of meaning through your work.

Saundra Dalton-Smith, Crafting Impactful Nonfiction: From Concept to Connection

Nonfiction writing offers limitless opportunities for those who seek to inform, inspire, and transform their readers. In this three-part class, bestselling author and speaker Dr. Saundra Dalton-Smith will guide you through the foundational principles of crafting impactful nonfiction. Whether you're called to write books, articles, or blogs, this class will help you clarify your message, understand your audience, and structure your work for maximum impact. Dr. Dalton-Smith will also explore strategies for growing your platform and building connections with your readers. You'll gain practical tools and insights that will empower you to share the story and message God has placed on your heart with confidence and clarity.

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.

Carrie Stuart Parks, Fiction Track

- Part 1: The Fine Art of Fiction Writing. Become aware of what happens when you write--how to form good writing skills and bring those skills to the next level.
- Part 2: Hands-on Visual Plotting. Plotting is often hive-producing work that many writers feel stifles their creativity--yet in today's competitive publishing market, cautious editors need to see what your story is about. Learn how to create a story outline that both guides you and keeps your writing fresh.
- Part 3: Writing Page-Turning Tension. Keep your readers engaged with your work and eager for your next book.

Athena Dean Holtz & Carol Tetzlaff, Independent Publishing Bootcamp: From Manuscript to Message - Ready to publish your book but not sure where to start? This hands-on workshop is your step-by-step guide to turning your manuscript into a powerful, published message that connects with readers and makes an impact.

- Part 1: Publishing - Get an insider's look at the publishing world. Explore the three main publishing paths—traditional, hybrid, and independent—and learn the benefits and challenges of each. Discover what your book needs to hook readers and how to meet their needs through powerful content.
- Part 2: Packaging - Make your book irresistible. Learn how to craft a compelling cover, choose the right fonts, write a strong back cover, and design an interior that flows. We'll also define your micro niche audience and create attention-grabbing titles and subtitles tailored just for them.
- Part 3: Publicizing - It's time to get your message out there. Learn the most effective ways to market your book for maximum reach and return—through grassroots strategies, product creation, online platforms, and more. You'll walk away with a custom publicity plan that fits your style and passion.

This bootcamp isn't just about information—it's about transformation. Walk in with a dream, and walk out with a strategy to change lives with your message.

Workshops

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

Amanda Cleary Eastep, Slaying Dragons—10 Foes of the Children's Fiction Writer and How to Defeat Them - Children's author and developmental editor Amanda Cleary Eastep will discuss ten of the most common errors she sees when editing children's books. Using examples similar to those from actual manuscripts (including her own), she will show writers how to identify and eliminate these foul fiends in the rewriting stage...or escape them altogether.

Amanda Cleary Eastep, Keep Writing? How to Stay Creative During Times of Trial - Children's author Amanda Cleary Eastep will share her experience of writing her first children's book during the pandemic and finishing her sixth book after the historic flooding in western North Carolina in 2024. Attendees will learn practical ways to nurture their writing, even when their creative well seems to have run dry. From her perspective as an editor who has worked with authors enduring extreme suffering, Eastep will also discuss how writers can ask for support from others.

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.

Andy LePeau, The Secret of Powerful Prose - All of us struggle at times because our writing is just a bit flat. How do we find that energy, that zing, that subtle quality that pulls readers in and keeps them reading? Of the main elements of writing (plot, character, setting, theme, tone), the one that gives writing the most power is tone. How to identify tone, create tone, and avoid the pitfalls of tone are all discussed with striking fiction and nonfiction excerpts from a variety of writers.

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.

Elizabeth Jackson, 5 Signs You're Ready to Be Published: Tips for Fiction Authors - In this session, learn about what you should be doing now—as well as things to avoid—if you want to traditionally publish your novel. Discover key factors acquiring editors evaluate in considering whether to offer a book deal, the red flags that can make them press pause on a proposal, and the qualities editors look for in the projects they take on.

Emma Fulenwider, Nailing Your Author Bio - What if the purpose of an author bio isn't to talk about yourself, but to connect with your audience? Using a 5-step template and live feedback, attendees will clarify their brand and craft a professional bio that engages the community they hope to serve.

Emma Fulenwider, Writing Your Testimony (This Time Without Church Speak) - It's a writer's conference, let's write! Using Isaiah 6 as a guide, attendees will pen the most important story of their life - the hour they first believed. Whether for posterity or publication, join us as we take on the ultimate writing prompt.

Grace Kelley, How to Write for Focus on the Family's Clubhouse and Clubhouse Jr. - Writing for magazines is a great first step to become a published author for children. In this workshop, you'll discover the keys to contributing to Focus on the Family's children's magazines.

Janyre Tromp, The Art and Science of a Fiction Proposal - A proposal is key to winning a publisher. But how does an author capitalize on the opportunity? In this workshop, you'll learn the secrets to developing a fiction proposal from Janyre Tromp, who has intimate knowledge of 3 of the 4 sides of the publishing world—author, marketing manager & editorial representative.

Workshops (cont.)

Janyre Tromp, Turning Your Speaking Ministry Into a Book - Learn the steps necessary to turn your speaking ministry into a book deal. Veteran editor Janyre Tromp tackles the surprisingly difficult process and breaks down the elements so you can easily uncover the best idea, distill it, and create the structure for your first book.

Josiah DeGraaf, How to Create a Memorable Fantasy or Sci-Fi World

Your fantastical setting can be so much more than a geographically-rearranged Europe or a single climate expanded to fill an entire world. The secret to memorable worldbuilding, however, is to worldbuild deeply, not broadly. In this session, Josiah DeGraaf will unpack what the most successful authors of our day do to craft worlds that captivate readers, and how you can replicate that in your own stories. You don't need to take decades like Tolkien to develop a realistic fantasy world!

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.

Larry Leech, Make Your Novel Realistic: Set the Stage for Props and Circumstances (or Delete Them) - Convenient props (a gun) and circumstances (just when the character needs one) is a big no-no. It is often a sign of lazy storytelling. That may sound harsh, but convenience hinders the believability of the story or the motivation of the character. Rather than dropping in a prop or circumstance for convenience, spend time planning when first to show what you need, even if you are a pantsier. A little planning of the introduction of your props and circumstances will keep the reader from thinking, "Well, that just would never happen."

Lee Weeks, Interviewing Sources for an Article - Session includes prepping for the interview through backstory research online and knowing how to execute timely follow-up questions in real-time when the interview takes on a life of its own. Often, sources share information that can alter the angle or predetermined focus of an article or theme. Timing and tone of questions is crucial to building rapport and trust with a source when addressing highly personal and emotional issues.

Lee Weeks, Ghostwriting Basics - For some successful wordsmiths, writing to publish is achieved somewhat anonymously. Learn how to leverage your writing skills behind the scenes by helping key influencers shape their messaging.

Lori Roeleveld, Productivity with Peace - Never mind how others fit writing into their lives without losing sleep, how will you? Learn to live and write from a heart at peace with a method that helped this author release six traditionally published books while working full-time, ministering, and caring for a family. Come with a problem. Leave with a plan.

Lori Roeleveld, Writing Over 40 - Stop asking if you're too old to be a writer. Instead, learn what you need to know to start (or start again) writing at your age. If you're over forty and wondering if you've missed your chance, this workshop will answer your questions and prepare you to act wisely and well as you pursue publication.

Luke McKinnon, Theological Accuracy in Writing - As authors and publishers of Christian content, we have a sacred duty to ensure that what we are writing and publishing lines up with Scripture. We will discuss the importance of theological accuracy in writing, why it matters, and tips on how to ensure your work stays true to the Bible. Good writing with bad theology can be dangerous, good writing with good theology can change lives!

Workshops (cont.)

Sharon Elliott, What Great Agents Look For (Why You Need One, How to Find One, and How to Snag One) - A great literary agent is able to get your foot in the door with the perfect publisher for your work. And that's exactly what you want. But how can you make that happen? What are agents looking for and how can you evaluate and present your manuscript to be sure your prospective agent is intrigued enough to partner with you? Discover all of this and more about plunging into the publishing business by attending this workshop, taught by literary agent and industry insider Dr. Sharon Norris Elliott.

Shelley Bacote, What You've Always Wanted (and Needed) to Know About Book Publicity Campaigns - It doesn't matter if a major publisher will release your book or if you're planning on publishing a book on your own. Having a solid publicity plan in place will be crucial to the success of your book's launch season. In this workshop, you'll learn how to prepare for a book launch, discover multiple ways to generate publicity for a book, receive tips on how to develop a targeted media list, as well as prepare for interviews (on podcasts, radio shows, television programs, etc.).

Steve Laube, Landmines in Your Book Contract - A deep dive into actual clauses found in book contracts that are not author-friendly and why. Ultimately an important exercise in reading legal language and its implications. Come prepared to read legalese. A handout with the clauses will be provided.

Susan McPherson, How to Be the Kind of Author Publishers Love to Work With - Publishers look for an author they can partner with in all aspects of the process. From developing the content to marketing the book, collaboration is key. But what does that really look like? Senior Author Acquisitions Editor, Susan McPherson, walks you through each step of the publishing process. From getting a book deal to the day your book releases, she will equip you with tips and tools that will make you a valuable contributor throughout the entire process.

4 Key Takeaways:

1. How to create an action plan for your book project that will make it stand out.
2. Learn how to go beyond the creative process of writing and embrace the business side.
3. Walk through each step of the publishing process.
4. Gain a deeper understanding of your role and responsibility in the publishing process.

Tim Shoemaker, Fixing Fatal Fiction Flubs - "DEEP Point-of-View" and "Show don't tell" are two critically important areas of fiction. Get it right and you've got killer fiction. Mess it up and your fiction is already dead. We'll show you how to make your story come alive.

Tim Shoemaker, Writing from a Christian Worldview...Without Getting Preachy

How do we be a light to the world, without blinding our readers? And how do we avoid writing "hokey" Christian fiction? What about making our story more edgy to make it more real? We'll talk about writing in a way that changes lives, without compromising our standards.

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.