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Artist
in you

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fill your
paper with the
breathings of
your heart

WILLIAM WORDSWORTH

Major Morning Tracks

Focus your mornings with one of these tracks

This year we are featuring seven different Major Morning Tracks that apply to writers at every skill level. Choose one of these tracks as your focus throughout the week and prepare to dive in and discover the treasures inside. Major Morning Tracks meet one to two times daily freeing up the afternoon to explore over 40 different seminar topics in the afternoons.

 **Beginning**

 **Intermediate**

 **Advanced**

Major Morning Track: Fiction

Fiction: Taking Your Story to the Next Level  

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: YOUTH MEMORIAL



T. Davis Bunn
FICTION
davisbunn.com

Day One

A. How to realize the power of Point of View

This is a crucial element of solid fiction, and one that is too often misunderstood. When properly utilized, POV becomes a powerful tool for heightening the quality of your work. It is the single most important factor in drawing your reader deep into the story, and holding them there.

B. Structure of characters.

Specific components will be explained and structured, offering a clear method for drawing life into your people and your page.

C. Power of dialogue

This is not merely an issue that pertains to what lies inside the quotation marks. Once again, this comes back to the POV, and how this helps to create a constancy and flow in your story's design.

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T. Davis Bunn
FICTION
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D. Artistic voice

Day Two: Plot

A. Overview of dramatic elements

How do these forge into a story arc?

B. The outlining process

Outlining can be used to distill the whirlwind of possible ideas and characters down to those elements which are genuinely crucial to making a successful story.

C. Elements that go into the structuring of a solid premise

We will examine the elements that go into the structuring of a solid premise, and how to build this into a 'what if' concept that will help sell your book.

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FICTION
davisbunn.com

D. Structure of the key dilemma

We will look at the structure of the key dilemma, and how to build this through the story arc.

E. Components of good plotting

We will consider components of good plotting that include beat structure, story pacing, first chapter, and emotional setting.

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FICTION
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Day Three

A. What some highly successful members of the commercial fiction world have to say about building a story that sells

Today's discussion will build upon the foundations laid during the first two classes, and take a close look at what a number of highly successful members of the commercial fiction world have to say about building a story that sells. Lessons will be drawn from top agents, film producers, bestselling novelists, and editors. Points will be drawn from people including Sol Stein, Robert McKee, Donald Maas, Ken Follett, Stephen King, and others.

B. How to build a heroic structure that fits into today's postmodern world.

Following this, we will look closely at how to build a heroic structure that fits into today's postmodern world. In order to understand these elements, it is vital for story tellers to come to grips with what makes a postmodern story. Too often, people within the faith community tend to dismiss postmodern story out of hand. What they fail to realize is, for most people under the age of thirty, the postmodern story dominates their world.

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T. Davis Bunn
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Day Four

A. The story's spiritual content

We'll conclude with an examination of the story's spiritual content, and how this can be utilized to actually heighten the power of your craft.

B. Role research

We will look at what role research plays in creating a powerful and moving story.

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Fiction: Taking Your Story to the Next Level  

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T. Davis Bunn
FICTION
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C. Creating a presentation that will sell your work.

We will conclude with an examination of how to create a presentation that will sell your work.

Major Morning Track: Craft

The Craft: Off to the Write Start

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: BROOKSIDE: LOWER DINING HALL



Gayle Roper
FICTION
gayleroper.com

1. **Why** do we write?
2. **Risks**, reactions and rewards when we write
3. **Industry** for which we write
4. **Testing** the waters with what we write
5. **Early** decisions for your writing
6. **Stories** we write
7. **True** stuff we write

Major Morning Track: Craft

The Craft: Off to the Write Start

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: BROOKSIDE: LOWER DINING HALL



Gayle Roper
FICTION
gayleroper.com

8. Agents and editors help us write
9. Reaching readers with what we write
10. Trusting the Lord with what we write

Major Morning Track: Internet Marketing

Internet Marketing: The Art of Thinking Backwards 

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: NEWTON: ROOM C



Laura Christianson
MARKETING
laurachristianson.com

“If we build it, they will come.” Many writers fall into the “Field of Dreams” trap, assuming that the mere presence of a website, blog, or Facebook page will cause agents and editors to line up at our doorstep. The truth is, “If we build it, they might come. Or they might not.”

During this course, we’ll turn marketing on its head. We’ll start by defining what makes your marketing successful and work our way backwards through a simple, 7-step social media marketing strategy you can use to promote your writing, ministry, or business. Bring your laptop or tablet to this hands-on course.

Session 1 – Saturday, 9-10:30 a.m.

The Final Step: Know Where You’re Going

Download workshop handouts & slideshow: <http://www.bloggingbistro.com/marketing2013/>

Key Takeaway: Know where you want to end up before starting the journey.

Let’s Get Social: Speed dating, Mount Hermon style

The 7 steps of thinking backwards:

The Final Step: Know *where* you’re going

Step 7: Know your *audience*

Step 6: Know your *message*

Major Morning Track: Internet Marketing

Internet Marketing: The Art of Thinking Backwards 

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: NEWTON: ROOM C



Laura Christianson
MARKETING
laurachristianson.com

Step 5: Know *when* to message

Step 4: Compose your message

Step 3: Choose your *online tools*

Step 2: Set an online marketing *budget*

Step 1: Start with *the final step*

Activity: Know your audience (Step 7)

Assignment: In a paragraph or two, write a profile of your ideal target audience.

Homework for when you get home from Mount Hermon: Create a list of your top 50 biggest fans – actual names of *people* and *organizations* and *bloggers* who fit the profile of your ideal target audience.

Handouts:

- ☐ The Beloit College Mindset List for the Class of 2016
- ☐ Profiling Your Ideal Target Audience (questionnaire)

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Laura Christianson
MARKETING
laurachristianson.com

Session 2 – Saturday, 11 a.m.-noon **The Secret to Telling Your Brand's Story**

Download workshop handouts & slideshow: <http://www.bloggingbistro.com/marketing2013/>

Key Takeaway: Your ideal target audience won't remember everything you say, but they *will* remember how you made them feel.

Story: What's new on the bookshelf?

Instruction: Everyone's favorite radio station: WII-FM (What's In It For Me?)

Activity: Craft your promise statement

Assignment: Convey the essence of your book, your ministry, or your business in 25 words or less.

Homework for when you get home from Mount Hermon: List keywords, phrases, and buzz words people might use to talk about your brand.

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Laura Christianson
MARKETING
laurachristianson.com

Session 3 – Sunday, 9-10:30 a.m. Dynamite Websites (and Blogs)

Download workshop handouts & slideshow: <http://www.bloggingbistro.com/marketing2013/>

Key Takeaway: If you want to be taken seriously, you must look and act professional (online and in person).

Story: Overnight success does not exist.

Instruction: Essential elements of a professional website and blog

Activity: Critique websites and blogs

Assignment: Own your brand! Select a brand name (URL, username) you will use on your website, blog, and across all social channels.

Homework for when you get home from Mount Hermon: Find 5 websites and blogs that include design elements and color schemes you love. Create a file that includes visual examples and links to sites that include your favorite design elements.

Handout: Website and blog essentials

Major Morning Track: Internet Marketing

Internet Marketing: The Art of Thinking Backwards 

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LOCATION: NEWTON: ROOM C



Laura Christianson
MARKETING
laurachristianson.com

Session 4 – Monday, 9-10:30 a.m.

Build a 'Likeable' Social Media Presence

Download workshop handouts & slideshow: <http://www.bloggingbistro.com/marketing2013/>

Key Takeaway: Choose social networks you are most interested in using and master one at a time.

Story: All chocolate is not created equal. And neither are social networks.

Instruction: Getting up-close-and-personal with the Big 6 social networks:

1. Facebook
2. Twitter
3. Pinterest
4. LinkedIn
5. Google+
6. YouTube

Small Group Activity: Decide which network to join and think backwards!

Homework for when you get home from Mount Hermon:

Write a 1-sentence mission statement for EACH social network you plan to use. Examples:

- ☐ "On my Facebook page, I will post useful information, resources, and tips three times per week for moms interested in home schooling."
- ☐ "On my YouTube channel, I will post 2 new video tutorials per month of me demonstrating how to prepare a healthy homemade meal."
- ☐ "On my Pinterest account, I will post 5 industry-related infographics per week that I find at the websites of other professionals in my niche."

Handout: Choosing your (next) social network

Major Morning Track: Internet Marketing

Internet Marketing: The Art of Thinking Backwards 

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: NEWTON: ROOM C



Laura Christianson
MARKETING
laurachristianson.com

Session 5 – Monday, 11 a.m.-noon **Establish your online marketing budget**

Download workshop handouts & slideshow: <http://www.bloggingbistro.com/marketing2013/>

Key Takeaway: Spellbinding content is your gift to your readers.

Discussion: Small group reports from Session 4

Instruction: Must-do social media activities to include in your “time” budget

Activity: Rough-out your social media editorial calendar

Homework for when you get home from Mount Hermon: Fine-tune your social media editorial calendar

Handouts:

1. Great Giveaway Content
2. Social Media Editorial Calendar Template
3. 2013 Social Update Chart - Download blank calendar at <http://www.bloggingbistro.com/marketing2013/>

Major Morning Track: Internet Marketing

Internet Marketing: The Art of Thinking Backwards   

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LOCATION: NEWTON: ROOM C



Laura Christianson
MARKETING
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Session 6 – Tuesday, 9-10:30 a.m. **Grab Google's Attention**

Download workshop handouts & slideshow: <http://www.bloggingbistro.com/marketing2013/>

Key Takeaway: The secret to drawing more traffic to your website, blog, and social networks: *Think like your customer.*

Instruction: How to make your website and blog search-engine friendly

Activity: Compose a 70-character title, 155-character description, and 2-3 keywords for an article you want to write or have already written.

Homework for when you get home from Mount Hermon: If you have a website and/or blog, beef up the SEO on each page.

Major Morning Track: Articles

Articles: You CAN Write Articles  

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: LAUREL LOUNGE



Lisa Crayton
FREELANCER
lisacrayton.com

1. Articles Defined

- ☐ Purpose of article writing
- ☐ Power of article writing
- ☐ Person of article writing (yes *you* can write articles)

2. Types of Articles

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

3. Hot Topics for the Christian Market

4. Hot Topics for the General/Secular Market

5. Today's Readers/Trends to Watch

6. Market Opportunities

- ☐ Magazines
- ☐ Newspapers (local, regional)
- ☐ Websites and ezines
- ☐ Referrals (other writers, publishers, editors and/or speakers)

7. "Write" Ideas

- ☐ Personal experiences (Self & Family)
- ☐ Magazines, books, newsletters, websites, etc.
- ☐ Church/Ministry
- ☐ Passions/Pet Peeves
- ☐ Trials/Triumphs

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Lisa Crayton
FREELANCER
lisacrayton.com

- ☐ Current Events & Trends
- ☐ Calendars/Holidays
- ☐ Editorial Needs/Guidelines

8. Basic Structure (from idea to article)

- ☐ Beginnings/Leads
 - Direct
 - Indirect
 - Other
- ☐ Sensible Middles
- ☐ Effective Conclusions

9. Basic Success

- ☐ **Market** (be proactive; explore diverse markets)
- ☐ **Write** (explore different types of articles)
- ☐ **Organize** (track ideas; manuscripts, etc.)
- ☐ **Connect**
 - Professional Organizations
 - Internet forums
- ☐ **Research**
 - Use reputable primary/secondary sources
 - Use experts
 - Verify
- ☐ **Promote**

**ANNOUNCEMENT OF NO TUESDAY SESSION, & ASSIGNMENT TO
BE COMPLETED/SUBMITTED TO LISA**

Major Morning Track: Articles

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Lisa Crayton
FREELANCER
lisacrayton.com

BRAINSTORMING WORKSHEET

1. Life's Joy Bubbles/Mountaintop Experiences

2. Life's Joy Busters/Valley Experiences

3. Must-Tell Family/Personal Stories

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Lisa Crayton
FREELANCER
lisacrayton.com

4. Stories Only You Can Share/Tell

5. Reader connection (benefits for readers)

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SAMPLE ARTICLE TRACKER

TITLE	TARGET MARKET	DATE QUERY SUBMITTED	DATE ARTICLE SUBMITTED	RESPONSE		EXPECTED PUB DATE	RIGHTS SOLD	FEE	
				ACCEPTED "A"	OR REJECTED "R"			AMT	DATE PD



Lisa Crayton
FREELANCER
lisacrayton.com

SAT, 11:00 A.M

Write to Publish: Why Bother?

Write Variables/Keys to Success

10. Brainstorm/Develop one idea

- ☐ Reader-responsive
- ☐ Market-driven
- ☐ Intentional
- ☐ Timely
- ☐ Research, if needed
- ☐ Develop, polish “nutgraph”

11. Finding Markets

- ☐ Market guides
- ☐ Online groups & referrals/networking
- ☐ Search engines
- ☐ Freelance Friendly Markets For Beginner And Intermediate Writers

12. Choose and analyze/research target market

13. Write query

- ☐ What’s a query?
- ☐ Why a query?
- ☐ Format considerations
- ☐ E-mail/postal mail considerations

14. (or) Send submission

- ☐ Postal mail considerations
 - SASE (self-addressed stamped envelope) or postcard
- ☐ E-mail considerations

15. Wait (Follow-up only after specified time elapsed)

16. Repeat process with other markets



Lisa Crayton
FREELANCER
lisacrayton.com

ANALYZING A MARKET

Every market reaches a specific audience with specific types of material. Analyzing a magazine or book catalog from cover to cover helps to uncover new and emerging manuscript needs.

1. Benefits: Why Bother? Analyzing a magazine will reveal:

2. Items to Analyze:

Covers. List two or more things on the front and back covers?

Table of Contents. List two or three articles, etc., listed in the table of contents (or for a book catalog, two or three subjects)

Inside Content. List two or three articles, (or article types [i.e., testimony, personal experience, how-to), etc., inside.

Photography or art. List two or three items, people groups, etc. shown in photos/artwork

Bylines & Bio notes. List two or three things the bylines or bio notes reveal (hint: check masthead)

INVISIBLE CONTENT. List two or three things, people groups, etc. you note missing

3. Pitching this market. Based on the above:

List two broad ideas you WOULD NEVER pitch this market

☐ _____

☐ _____

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List two broad ideas you could pitch this market today

- _____
- _____

List a seasonal idea you could pitch this market today

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Lisa Crayton
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SUN, 9:00 A.M.

Focus: Writing “Shorts”

A. Why Shorts?

B. Short, But Sweet/Article Types

- ☐ Reviews
- ☐ Devotionals
- ☐ Quizzes
- ☐ Blog Posts...Much more!

C. The Power of Blogs

- ☐ Content, Content, Content
- ☐ Writing for Spiritually Hungry Surfers
- ☐ Keys to Success

D. Effective Reviews

- ☐ Your Opinion Counts
- ☐ Writing Reviews for Fun & Profit

E. Writing Devotionals from the Hearts

- ☐ The Devoted Writer
- ☐ Keys to Effective Devotionals
- ☐ Freelance-Friendly Markets

F. Write Now/Devotional Writing Time

Major Morning Track: Articles

Articles: You CAN Write Articles  

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Lisa Crayton
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DEVOTIONAL WRITING WORKSHEET

Theme

Vignette/Personal Experience

Applicable Scripture (verse, Bible version)

Reader-Takeway

Time reserved for drafting devotional

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Lisa Crayton
FREELANCER
lisacrayton.com

MON, 3/25/9:00 A.M.

Writing Personal Experience (PE) Stories

- ☐ What's a PE?
- ☐ Why Readers love PEs
- ☐ Finding Ideas/Brainstorming

Benefits of Writing PEs

- ☐ Meet diverse audience needs
- ☐ Foster acceptance
- ☐ Be agent for reconciliation (people to God/God to people)
- ☐ Be a "print missionary/evangelist"

Success Secrets

- ☐ Beginnings/Leads
 - Direct
 - Indirect
 - Other
- ☐ Sensible Middles
- ☐ Effective Conclusions

Writing Other People's PEs

Major Morning Track: Articles

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Lisa Crayton
FREELANCER
lisacrayton.com

Quality Control

Ensure PEs are:

1. Accepted
2. Focused (theme/niche-related)
3. Informative (and accurate)
4. Entertaining (as appropriate)
5. Timely
6. Market-Driven
7. Personable
8. Professional (well-written, properly formatted, etc.)

Write Now: Brainstorming Drafting PE



Lisa Crayton
FREELANCER
lisacrayton.com

MON, 3/25/11:00 A.M.

Pitch Perfect:

Steps to Effective Queries and Submissions

17. Brainstorm/Develop one idea

- ☐ Reader-responsive
- ☐ Market-driven
- ☐ Intentional
- ☐ Timely
- ☐ Research, if needed

18. Choose and analyze/research target market

- ☐ Study guidelines
 - Send to right editor/assistant
 - Adhere to word counts, topical needs, etc.
- ☐ Study back issues/archives (don't pitch what's recently done)

19. Write query

- ☐ What's a query?
- ☐ Why a query?
- ☐ Format considerations
 - Brief (one page)
 - Typewritten (neat; double-spaced, no fancy font, no fancy paper)
 - Contains one idea
 - Actually pitches an idea
 - Professional
 - Spell-check (grammar, spelling, word usage, etc.)
- ☐ Postal mail considerations

Major Morning Track: Articles

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Lisa Crayton
FREELANCER
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- ☐ E-mail considerations

20. (or) Send submission

- ☐ Postal mail considerations
 - SASE (self-addressed stamped envelope) or postcard
- ☐ E-mail considerations

21. Wait (Follow-up only after specified time elapsed)

22. Repeat process with other markets

Major Morning Track: Articles

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Lisa Crayton
FREELANCER
lisacrayton.com

QUERY WORKSHEET

6. General Idea/Broad Subject

7. Specific Theme

8. Target Market

9. Reader connection (benefits for readers of target market)

1.

2.

3.

10. Your expertise on topic

Major Morning Track: Articles

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Lisa Crayton
FREELANCER
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11. Specifics items (i.e., expert quotes, research, word count, etc.)

12. Final thoughts (expected completion, etc.)

13. Write Query

Major Morning Track: Non-Fiction Books

Non-Fiction Books: From Concept to Completion

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: LAKESIDE LOUNGE



Wendy Lawton
AGENT
wendylawton.com

We may know our content backwards and forwards but do we understand the very best way to communicate that information? Is the right framework really the devotional? What about a prescriptive book? Is it memoir or narrative nonfiction? In this interactive major morning track we will explore major types of Christian nonfiction. We'll take our own ideas and experiment with different shapes and formats. We'll talk about everything from concept to completion, from author to agent, from proposal to publication.

Session One: Saturday 9:00 A.M. – 10:30 A.M.

Introduction: Deconstructing the Book—looking at the book as a building project.

"If there's one thing we despise, it's stretching a metaphor too far."

The Lay of the Land

- ☐ Overview of the CBA Industry
- ☐ Glut of Books-- Discoverability
- ☐ Which is bigger, Fiction or Nonfiction?
- ☐ Platform, platform, platform
- ☐ Trends
- ☐ The Future

Major Morning Track: Non-Fiction Books

Non-Fiction Books: From Concept to Completion 

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: LAKESIDE LOUNGE



Wendy Lawton
AGENT
wendylawton.com

The Builder

Complete the following questionnaire. If unpublished, answer as if your book is already published:

1. I've written fiction or nonfiction:
2. The genre(s) in which I've written:
3. The themes or subjects about which I've written:
4. The period(s) in history about which I write:
5. Is my writing regional?
6. Is there an unusual voice to my writing?
7. When I'm asked to speak, I speak about:
8. In my reviews, these are the common threads:
9. If I'm called for an interview, they want to talk about this:
10. Where are my books shelved in the bookstore?
11. When my books appear in catalogs, what kinds of catalogs?
12. Outside of writing, what is my passion?
13. I would hate to be constrained to one specialty. ☐ Yes ☐ No
14. I'd love to get a better focus. ☐ Yes ☐ No
15. Even if it means that my career will be stunted, I'd rather write where the spirit moves me. ☐ Yes
☐ No
16. I'd like to "own" one particular slot. ☐ Yes ☐ No
17. All this branding-type talk always stifles my creativity. ☐ Yes ☐ No

Major Morning Track: Non-Fiction Books

Non-Fiction Books: From Concept to Completion

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: LAKESIDE LOUNGE



Wendy Lawton
AGENT
wendylawton.com

- 18. It is important to me that my career continue to grow. [] Yes [] No
- 19. I don't care about growth so long as I can keep writing. [] Yes [] No
- 20. I want to be market-wise. [] Yes [] No
- 21. I want to only listen to God when it comes to my career. [] Yes [] No
- 22. I would love to see my books peppered throughout the bookstore. [] Yes [] No
- 23. I would rather see two consecutive shelves filled with my books. [] Yes [] No
- 24. I feel I am on track to become a go-to person. [] Yes [] No
- 25. I'm already getting tired of writing what I'm now writing. [] Yes [] No
- 26. Before I die I want to try everything, from children's to nonfiction to fiction. [] Yes [] No

Discuss Questionnaire

Session Two: Saturday 11:00 – 12:00 Noon

Becoming the Go-To Person

- ☐ What is a Go-To Person?
- ☐ Why is this important?
- ☐ Is this just a sneaky way of looking talking about “branding” again?
- ☐ What's this about slots?
- ☐ But do I want to limit myself? Isn't it like typecasting is to an actor?

Major Morning Track: Non-Fiction Books

Non-Fiction Books: From Concept to Completion

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: LAKESIDE LOUNGE



Wendy Lawton
AGENT
wendylawton.com

- ☐ Can it be too broad?
- ☐ Can it be too narrow?
- ☐ If I'm to be the Go-To Person, how in the world do I figure out what readers will want to go to me for?

Building Materials

- ☐ WIP-- interactive
- ☐ Identify your content, apart from your book
- ☐ Any distinctive material?
- ☐ Any exclusive, branded material available only to you?

Session Three: Sunday 9:00 A.M. – 10:30 A.M.

Architecture

- ☐ Examples of Book Format
 - Bible Study
 - Christian Living
 - Cookbook
 - Church & Ministry
 - Devotional
 - Gift Book

Major Morning Track: Non-Fiction Books

Non-Fiction Books: From Concept to Completion

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Wendy Lawton
AGENT
wendylawton.com

- ☐ Humor
 - ☐ Memoir
 - ☐ Personal Narrative (How is this different from memoir?)
 - ☐ Prescriptive/ Practical Life
 - ☐ Seasonal
 - ☐ Systematic Theology
 - ☐ Academic
 - ☐ Theology & Doctrine
-
- ☐ How do these books differ in format?
 - ☐ How do I know how to format my material?
 - ☐ How do I know how long to make my book?
 - ☐ How do I know how to categorize my material?
 - ☐ Bisac Codes
 - ☐ Single title or franchise?

The Craft of Building

- ☐ Read, read, read
- ☐ Resources
- ☐ Critique

Major Morning Track: Non-Fiction Books

Non-Fiction Books: From Concept to Completion

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LOCATION: LAKESIDE LOUNGE



Wendy Lawton
AGENT
wendylawton.com

- ☐ Writing mentors
- ☐ Experts in your field
- ☐ Before submitting-- paid edit or not?

Choosing the Amenities

- ☐ Special features
- ☐ Sidebars
- ☐ Pull quotes
- ☐ Tables
- ☐ Illustrations
- ☐ Maps

Session Four: Monday 9:00 A.M. – 10:30 A.M.

Sale by Agent or by Owner

- ☐ How to get an agent
- ☐ How to get around lack of an agent
- ☐ Traditional Publication or DIY Publishing?

Major Morning Track: Non-Fiction Books

Non-Fiction Books: From Concept to Completion 

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: LAKESIDE LOUNGE



Wendy Lawton
AGENT
wendylawton.com

The Comps

- ☐ Where do I find the comps?
- ☐ What's out there like mine?
- ☐ How is mine the same?
- ☐ How is mine different?

Preparing the Listing

- ☐ The Hook
- ☐ The Description
- ☐ The Query
- ☐ The Proposal
- ☐ Three Chapters

Major Morning Track: Non-Fiction Books

Non-Fiction Books: From Concept to Completion 

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: LAKESIDE LOUNGE



Wendy Lawton
AGENT
wendylawton.com

Session Five: Monday 11:00 – 12:00 Noon

Marketing the Property

- ☐ The Query Process
- ☐ The Proposal Process
- ☐ The Back Door
- ☐ Multiple submissions?
- ☐ Who to send it to?

The Sale

- ☐ The Offer
- ☐ Multiple Offers
- ☐ Auction
- ☐ How much can I expect to get?
 - Advance
 - Royalties

Major Morning Track: Non-Fiction Books

Non-Fiction Books: From Concept to Completion

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: LAKESIDE LOUNGE



Wendy Lawton
AGENT
wendylawton.com

The Contract

- ☐ What's in a contract?
- ☐ What are rights?
- ☐ What are some pitfalls?
- ☐ Is an option a good thing? A bad thing? What do they mean by non-competition?
- ☐ And what is moral turpitude?
- ☐ What about performance, warranties, indemnities, deadline, etc.?
- ☐ What's a confidentiality clause?

Session Six: Tuesday: 9:00 A.M. – 10:30 A.M.

After the Sale

- ☐ Finishing the book
- ☐ Seeking permissions
- ☐ The editing process
- ☐ Galleys or page proofs
- ☐ Author Questionnaire for marketing
- ☐ Reader's Guide?
- ☐ Author Marketing:
 - Signings

Major Morning Track: Non-Fiction Books

Non-Fiction Books: From Concept to Completion   

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM

LOCATION: LAKESIDE LOUNGE



Wendy Lawton
AGENT

wendylawton.com

- Speaking
- Radio
- Book Clubs
- Webinars
- Freelance publicist?

The Next Job

- ☐ The next book
- ☐ The process begins all over again. . .

Major Morning Track: Spiritual Life of a Writer

Spiritual Life of a Writer: The Heart of the Storyteller 

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: FIRESIDE LOUNGE



Allen Arnold
FREELANCER
ransomedheart.com

OVERVIEW

Saturday

9-10:30

THE HEART OF A WRITER

Why do so many authors – even bestselling ones – burn out? Many lose heart. The heart of the matter is...the spiritual life of a writer always begins with the heart. Find out why...and how to nourish your heart.

11-12

THE STORY OF YOUR STORY

At a writer's conference, everyone's excited to discuss new stories. But God is far more interested in the Story of your life. Take a journey back to when you first fell in love with story...and how that path has led you here.

Sunday

9-10:30

GOD LOVES A GOOD STORY

What stories make God smile? Safe tales...or wild unpredictable epics with everything at stake? This is a riveting glimpse at what happens when the Creator of worlds breathes life into those who create with words.

11-12

THE ENEMY OF YOUR STORY

Spiritually, we live in a world at war with an enemy who seeks to steal, kill and destroy. A revealing look at how and why your writing may be attacked on a spiritual level – and ways to stand strong in Christ.

Monday

9-10:30

SLOW-MOTION AUTHOR IMPLOSIONS

Over time, why do so many Christian writers burn out, lose heart, and end up chasing after the wrong goals? Having worked with hundreds of authors, Allen shares the key land mines and offers ways to avoid them.

11-12

REDEEMING YOUR STORIES

Stories are never neutral. Ultimately, each will become either an offering or an idol. Discover ways to guard your heart before, during and after the writing process. Plus learn a simple test to see if your story is an offering.

Tuesday

9-10:30

SPIRITUAL MANNA FOR WRITERS

Writers must nourish their soul. But few do. This session shares specific "spiritual manna" that will help feed and sustain you. A powerful reminder to savor the story you are writing as well as the Story you are living.

Major Morning Track: Teen Track

Teens: What Must I do to Succeed as a Writer  

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: BIRCH LOUNGE



Caleb & Brittney
Breakey

TEEN TRACK | FREELANCERS
calebbreakey.com

Saturday

Beat Resistance and Write Like Crazy: Resistance is our greatest nemesis. Steven Pressfield, author of *The War of Art*, says there's a secret that real writers know that wannabe writers don't, and the secret is this: *"It's not the writing part that's hard. What's hard is sitting down to write. What keeps us from sitting down is Resistance."* Come learn how to beat Resistance by focusing ferociously and writing like crazy.

Part 1: Raw and Unplugged—Q & A Within the Q & A: Brittney will invite the class into a discussion of what some of the top writers in the world say about writing and success.



WORKSHEET (a)

HOW TO BEAT WRITER'S BLOCK—EVERY TIME

Answer the 5 Ws and H of your scene. (The H is where you plug in your soft lead).

Who:

What:

Where:

When:

Why am I writing this:

How will I write this: (Choose soft lead and incorporate the Ws)

SOFT LEAD OPTIONS

Statement

Quote

Question

Description

1. Write a sentence using each of the soft lead options.
2. Choose the best one.
3. Then start writing the scene, being sure to work in the 5 Ws.
4. See if you can work in what you wrote for the other soft leads.
5. Remember the five senses as you write. See your scene as a movie.



Caleb & Brittney
Breakey
TEEN TRACK | FREELANCERS
calebbreakey.com

WORKSHEET (b)

PREPARING YOURSELF TO BEAT RESISTANCE

What must you *scream* at the page?

Who will you ask to seriously consider praying for your writing ministry?

How are you going to CREATE at least 30 minutes of writing time per day?

Who are some great writers you've yet to read? How will you create time to read them?

What do you want to communicate in your story through sensory details? Why?

Which self-inflicted distractions (i.e. Internet) keep you from writing? How are you going to eliminate these distractions?

Major Morning Track: Teen Track

Teens: What Must I do to Succeed as a Writer  

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: BIRCH LOUNGE



Caleb & Brittney
Breakey
TEEN TRACK | FREELANCERS
calebbreakey.com

WHAT MUST I DO TO SUCCEED AS A WRITER? Sunday

For a general idea of what we'll be diving into today, expect to learn and discuss the following:

Hooked: Craft Tension On Every Page: Humans now have the attention span of a goldfish: 9 seconds. That leaves little room for error when crafting the first sentence, page, or chapter of your book. Frankly, it leaves little room for error during any part of our writing. But cheap tension—*Johnny was going to die in the next minute!*—doesn't do the writer any favors either. That's why this workshop helps you craft evocative tension that excites rather than tricks your readers.



Caleb & Brittney
Breakey

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WORKSHEET (c)

BEAT RESISTANCE BY HOOKING YOURSELF TO YOUR STORY

Attention: How will you inject conflict, character personality, and movement into your opening?

Interest: How will you provoke intrigue, stir questions, plant gold coins, and give surprises?

Desire: How will you add evocative sensory, set mood, make readers tense, and give your character an emotional shift?

Action: How will you make your reader seriously, breathlessly, unreservedly *care* about your character and what happens next?

Using AIDA, write the start of story using only four small-to-medium-sized paragraphs.



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WORKSHEET (d)

NON-FICTION TIPS FOR BEATING RESISTANCE

1. How can you make your character human, fallible, humbled?
2. How can your character share his weaknesses and doubts?
3. How can your very human character overcome or be resilient?
4. How can you steer clear of cliché, poor writing, poor character development?
5. Think about predictability in your story. How can you stay one step ahead of your reader in plot and character relationships/development?
6. How can you make the reader laugh, especially through subtlety?
7. How can you make your character experience felt needs that are consistent with your readers?

Major Morning Track: Teen Track

Teens: What Must I do to Succeed as a Writer  

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: BIRCH LOUNGE



Caleb & Brittney
Breakey

TEEN TRACK | FREELANCERS
calebbreakey.com

WHAT MUST I DO TO SUCCEED AS A WRITER?

For a general idea of what we'll be diving into today, expect to learn and discuss the following:

Plot Organically: Many plug-this-into-that plotting books are available today. In this class, you'll learn the exact opposite: organic plotting. You'll discover how to start with the most crucial element of your story and naturally build around it.

Part 2: Raw and Unplugged—Q & A Within the Q & A: Brittney will invite the class into a discussion of what some of the top writers in the world say about writing and success.



Caleb & Brittney
Breakey
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calebbreakey.com

WORKSHEET (e)

BEAT RESISTANCE BY PLOTTING ORGANICALLY

What experience do you want your reader to have at the end of your book?

Write down what your story is about.

What kind of scene will portray your final scene perfectly?

What needs to happen to set up that final scene?

What needs to happen to set up the set up to the final scene?

Continue to work backwards, creating characters and conflict (what if), until you have seven or eight major sequences or swings of momentum that entertain and enlighten.

Plot out those scenes in some sort of loose order.

If you don't know the experience you want the reader to have at the end, then write down the question your story explores, such as, "How far should one go to love her enemies?"

Major Morning Track: Teen Track

Teens: What Must I do to Succeed as a Writer  

TUESDAY-SATURDAY, 9:00-10:30 AM, SATURDAY-MONDAY, 11:00 AM - 12:00PM
LOCATION: BIRCH LOUNGE



Caleb & Brittney
Breakey

TEEN TRACK | FREELANCERS
calebbreakey.com

WHAT MUST I DO TO SUCCEED AS A WRITER?

For a general idea of what we'll be diving into today, expect to learn and discuss the following:

Difference-Maker: What's the point of writing if we miss the main thing? Just like Jesus, we must be humble yet fearless in our writing careers. Shrewd as serpents, yet as innocent as doves. Does that sound like your kind of calling? Then come join us. Learn what it takes to be a difference-maker. You'll walk away encouraged and equipped to pursue this crazy adventure of storytelling with renewed vigor and purpose. In fact, you might take away something even better: a deeper relationship with Jesus.



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WORKSHEET (f)

BEAT RESISTANCE BY DISCOVERING YOUR TRUEST PASSION

1. What would you give your all for?
2. What makes you think?
3. What makes you cry?
4. What do you see when you think of your passion?
5. Now, add Scripture to the context of your passion.
6. What are some non-writing related things you could do within your realm of passion?
7. List your life experiences and how they make you brilliantly different.
8. Finally, write: (your name)'s passion for (your passion) ignited when (opening scene) happened, and it grew all the more when God took him/her through (_____) and (____). Now (your name) is working hard and hoping that God might use (your passion) to change the world for Christ's glory.



WORKSHEET (g)

BEAT RESISTANCE INTERNALLY

How badly do you want to succeed in writing? What IS success to you?

What steps will you take to kicking your ego, sense of entitlement, impatience, and fear?

In what ways do you need to be more content?

In what ways do you need to be more patient?

In what ways do you need to be less "grudgemental?"

In what ways must you be more thankful?

What will you start saying "yes" to?

What must you do to focus better?

To download these outlines, go to calebbreakey.com > Mount Hermon Downloads > enter the password teentrack > click the link.

Don't try to figure out what
other people want to hear from you;
figure out what you have to say.

BARBARA KINGSOLVER

Elective Workshops

Elective workshops take place in the afternoon concurrently with career tracks. The diversity in workshops is provided for you to really craft your experience at the writers conference and determine exactly what knowledge and insight you would like to gain. Comb through these amazing offerings geared to inspire, encourage and elevate.

b *Beginning*

i *Intermediate*

a *Advanced*



Steve Laube
THE STEVE LAUBE AGENCY
stevelaube.com

WHAT DOES AN AGENT DO, REALLY?

Instructor: Steve Laube, The Steve Laube Agency

Insight into the role of the Literary Agent in today's marketplace.

What are the things that get an agent up in the morning? Besides coffee.

Are agents all about the money or do they provide other services?

How can an agent know what will sell and what won't?

These questions and more will be explored in this presentation.
It may be just what you need to take the next step in your writing career.

Steve Laube, a literary agent and president of The Steve Laube Agency, has been in the book industry for over 32 years, first as a bookstore manager where he was awarded the National Store of the Year by CBA. He then spent over a decade with Bethany House Publishers and was named the Editor of the Year in 2002. He later became an agent and has represented over 800 new books and was named Agent of the Year by ACFW. He was also inducted into the Grand Canyon University Hall-of-Fame by the College of Theology. His office is in Phoenix, Arizona. (www.stevelaube.com)

Selling: 10 Tips on Selling in 50 Words or Less

Workshop #2, Friday, 4:30-5:40 PM  

LOCATION: BROOKSIDE: LOWER DH



Ramona Richardson
ABINGDON PRESS
abingdonpress.com

1. **Have three pitches prepared:** the elevator pitch (15-20 seconds), the “meal” pitch (1-3 minutes), the appointment pitch (10-15 minutes).
2. **Hone the tag line** until it shines. This will be your elevator pitch, but it will also introduce the longer pitches as well.
3. **Focus on the reader’s POV**, not the writer’s. In other words, when preparing pitches, think less about the writing process and more about what will sell a book to a reader. And remember that most readers make a buying decision in less than 10 seconds. What would make YOU want to pick this book up?
4. **Include the major conflict in the book for the protagonist, primary turning points in the book, and the resolution.** Yes, be prepared to tell how the story ends.
5. **Be prepared to answer follow-up questions.** I’ve include a list of questions below that agents and editors have been known to ask authors during pitch sessions. Most of the answers should be in a longer pitch, but you should definitely know the answers to these before you sit down.
6. **Don’t worry about being nervous.** Editors and agent expect that. Take a deep breath and try not to vomit on them. Everything else is normal.
7. **Don’t be afraid to inject your own personality or voice into the pitch.**
8. **Know something** about the agency or publishing house, and feel free to ask questions.
9. **PRACTICE!** Have someone call you at unusual times and demand, “Tell me about your book!” Record yourself. Become friends with the mirror. Learn how to pry your tongue off the roof of your mouth.
10. **Expect to be interrupted.** If your editor doesn’t buy speculative and your tag line includes the words “zombie apocalypse,” she’s going to stop you. Sometimes, they’ve just heard enough to say, “No, thanks,” but sometimes they want you to expand on a point. Practice stopping to answer questions, then picking up where you left off.

Selling: 10 Tips on Selling in 50 Words or Less

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Ramona Richardson
ABINGDON PRESS
abingdonpress.com

The Elevator Pitch

No more than 50 words. Should include a tag line and two sentences with a simple summary.

The Mealtime Pitch

No more than 250 words. Start with the tag line, then include the 5 basic elements of the book (main character, situation/setting, MC's primary objective, the opponent/antagonist, the black moment). Prepare 1-2 sentences about each, then a conclusion. Voila! The perfect appetizer for rubber chicken.

The Session Pitch

Will vary in length. Start with the mealtime pitch and expand a bit on each element (except the tag). Include a bit about yourself, your career, and what you might do to market the book (your blog, Facebook, Pinterest, etc.).

Potential Follow-up Questions

1. Who is the protagonist (the hero or heroine) who moves through the story (carrying the reader along)? Does the book start with the protagonist?
2. What is the protagonist's overarching goal? (In other words, what is he or she struggling to achieve?)
3. What's the plot/story arc?
4. What's the inciting incident that launches the plot? What's at stake? (What happens if the protagonist doesn't succeed?)
5. Who (or what?) is the antagonist who opposes the protagonist (e.g. make him/her struggle to reach his/her goal)?
6. What drives the protagonist to struggle against the antagonist? (Why can't s/he forget the whole thing and go home?)
7. What's the subplot?
8. How well do the Christian elements blend into the story and reflect a world view as opposed to a "preachy" message?
9. What made you want to write this book over other ideas that you have?
10. What makes this book stand out from other books like it on the market?

Motivation: The Gift and Ministry of Writing

Workshop #3, Friday, 4:30–5:40 PM 

LOCATION: YOUTH MEMORIAL



Kim Bangs
REGAL PUBLISHING
gospellight.com

1. What is a gift? _____

2. God's view of gifts _____

3. Gifts in the Bible. _____

4. What is ministry? _____

5. What does it mean to minister? _____

Motivation: The Gift and Ministry of Writing

Workshop #3, Friday, 4:30–5:40 PM 

LOCATION: YOUTH MEMORIAL



Kim Bangs
REGAL PUBLISHING
gospellight.com

6. Examples of ministry in the Bible _____

7. Mission statement for my gift and ministry of writing: _____

8. Short-term action plan for implementing my mission statement: _____

9. Long-term action plan for accomplishing my mission: _____

Articles: How to Uniquely Write, Format & Market an Article

Workshop #4, Friday, 4:30–5:40 PM  

LOCATION: LAKESIDE LOUNGE



Christine Tangvald
FREELANCER

1. The SHAPE of an article. (Soooo simple, and it works!)

How I use a simple shape to structure my articles.

(HINT: This simple shape cuts my writing time in half.)

YES, IT REALLY WORKS!

2. Format, format, FORMAT! Candy for the eye.

How to catch an editor's eye with unique, catchy format and sidebars.

(HINT: Give your editor something to design! I'll show you how.)

YES, IT REALLY WORKS!

Articles: How to Uniquely Write, Format & Market an Article

Workshop #4, Friday, 4:30–5:40 PM  

LOCATION: LAKESIDE LOUNGE



Christine Tangvald
FREELANCER

3. Query letters that SELL!

My simple, but unique take on marketing an article.

(HINT: Follow all the marketing rules . . . with a twist!)

YES, IT REALLY WORKS!

Sooooooooo simple . . . but it REALLY, REALLY WORKS!

christineandroalddtangvald@msn.com

NonFiction: Three Keys to a Successful Nonfiction Book

Workshop #5, Friday, 4:30–5:40 PM  

LOCATION: LAUREL LOUNGE



Nick Harrison
HARVEST HOUSE PUBLISHERS
harvesthousepublishers.com

Introduction

1. Why readers buy non-fiction books

A. What was the last non-fiction book you read and why did you buy it?

B. Three reasons for non-fiction books

1. To communicate information
2. To entertain
3. To tell a true story

2. What publishers look for in a non-fiction author

A. Platform, of course

1. Building a platform
2. Social networking
3. Beyond platform (what to do if you don't have one)
 - a. Non-fiction book ideas that don't need a platform
 - b. Other compensations for not having a platform

B. Writing Ability

C. The all-important “felt needs” issue

1. Defining felt needs
2. Meeting felt needs
3. Mistakes authors make in writing to felt needs

D. Two extra “keys” to success for non-fiction writers

NonFiction: Three Keys to a Successful Nonfiction Book

Workshop #5, Friday, 4:30–5:40 PM  

LOCATION: LAUREL LOUNGE



Nick Harrison
HARVEST HOUSE PUBLISHERS
harvesthousepublishers.com

3. Designing your book proposal.

A. Sales data

B. Marketing data

C. Editorial Data

4. A look at some popular non-fiction books that succeeded or failed.

Q and A time

Email nick.harrison@harvesthousepublishers.com for handouts.



Vicki Crompton
BAKER PUBLISHING GROUP
bakerpublishinggroup.com

Effective Book Proposals (or, how to make your proposal stand out in a crowd)

Writers, particularly “unknown” writers, face a growing slush pile of competition for publishing slots. How can you develop your idea and present it to a publisher (or agent) so that it rises above the crowd?

Pick Any Two

For publishers, a proposal ideally combines a well known author, a great idea, and a motivated target audience. If you’re not a “big name author” *yet*, how do you identify and develop two key components to your proposal: Great idea and a motivated target audience.

Great Ideas

Where do you find them? How do you know? Is anything really new under the sun?

Motivated Target Audience

“If a book is for everyone, it’s for no one.” –Robert Wolgemuth

Things to consider when matching your great idea to potential target audiences: size of the audience, your ability to write to the audience, potential publishers’ ability to reach the audience, groups that are connected to the target audience.

Proposal Format

When your proposal reaches the publisher, you want it to be well prepared, ready to answer the tough questions a tough acquisitions editor asks. A good query (pitch) gets the editor’s attention and keeps him or her looking for a reason to like the proposal. While no two publishers have the same format, acquisitions editors commonly look for the following elements:

I. Content

- A. Hook: a short description of what the book is about
- B. The manuscript
 - 1. Status (Is it complete? When do you expect to complete it?)
 - 2. Special features
 - 3. Anticipated length



Vicki Crumpton
BAKER PUBLISHING GROUP
bakerpublishinggroup.com

II. Audience

- A. Target audience: age, sex, special interests or needs
- B. Motivation: Why will readers want to purchase this book?

III. Unique Selling Position. For non fiction: What makes your book different from other popular titles on the topic? For fiction: Readers who like (insert author or book title) will like my book. My writing is like (author examples).

IV. Author

- A. Background
- B. Previous writing, including sales figures for previous books
- C. Opportunities you have to market and promote the book, for example, radio or TV interviews, speaking engagements, website, blog, etc.
- D. People you know in positions of influence who could endorse or promote the book

V. Competitive Analysis. 3-5 key books currently in the market.

VI. Outline/synopsis (non-fiction/fiction)

VII. Sample chapters

Finding the Right Publisher

One way to guarantee rejection is to send a proposal for a children's picture book to a publisher that doesn't publish picture books.

1. Check *Christian Writers' Market Guide*.
2. Visit your local bookstore, find books similar to yours, and note the publisher.
3. After you've identified several potential publishers, check the publishers' websites for submission guidelines. If the publisher does not accept unsolicited manuscripts, go to step 4.
4. Attend a writers conference and meet editors, agents and other authors (oh, you knew that one already!). An author might open the door for you at his/her publisher.

The Inside Scoop on Proposals

1. It is the sad truth that editors are looking for a reason to say no to your proposal.
2. Neatness counts. Grammar counts. Spelling counts.

Proposals: Effective Book Proposals

Workshop #6, Friday, 4:30–5:40 PM 

LOCATION: NEWTON: ROOM A



Vicki Crumpton
BAKER PUBLISHING GROUP
bakerpublishinggroup.com

3. Many publishers do not review unsolicited submissions. Seek to cultivate relationships with established authors who might recommend you or with editors you meet at conferences.
4. *Writer's Edge* and *First Edition* listings **may** get your proposal noticed by an editor, but they're not an invitation to submit to publishers.
5. Editors increasingly have to think like marketing and sales people when they review proposals. It help us when authors think like marketing and sales people too.
6. The best publishing relationships happen when your subject and a publisher's ability to connect you to your potential readers intersect. Make it your goal to publish well...not just to "get published."
7. Email or hard copy? Always ask an editor's preferences, and if the editor prefers hard copy, always offer to mail it.
8. You never know until you try. Don't say "no" to yourself.
9. Rejection sometimes means "we did a book on this topic last year."
10. You may never know until you try again.

Publishing: What to Expect During the Publishing Process

Workshop #8, Saturday, 1:45-2:45 PM  

LOCATION: NEWTON: ROOM C



Philis Boultinghouse
HOWARD PUBLISHING/SIMON
& SCHUSTER

Introduction

1. The Desire to Be Heard
2. “Seek Not Your Own Interests”

The Publishing Process

1. *The Anatomy of a Publishing House*--Getting the Whole Team to Buy into Your Idea
2. *Putting Your Best Foot Forward*--To Agent or Not to Agent
3. *Know How to Grab Their Attention*--Crafting a Winning Proposal
4. *Your Entry Point*--A Champion Editor
5. *The Decision Makers*--Making It Past Ed Board
6. *How the Money Works*--The Contractual Process
7. *Hurry Up and Wait*--Manuscript Delivery
8. *Dealing with Input Wisely*--The Editorial Process
9. *What You Can Bring to the Table*--Marketing (and Their Budget)
10. *You Get What You DON'T Pay For*--Understanding Publicity
11. *Your Book on a Shelf*--How the Sales Team Operates
12. *Profitable Exploitation*--The Opportunities of Sub-Rights

The Power of the Word

1. A Worthy Pursuit
2. Honoring God with Your Gifts

Articles: Get Your Story Published in Guideposts! An Editor's View

Workshop #9, Saturday, 1:45-2:45 PM   

LOCATION: BROOKSIDE: LOWER DH



Rick Hamlin
GUIDEPOST MAGAZINES
guideposts.org

Talking points:

First question to ask (for any writer): Who is my reader?

A Guideposts story is a first-person narrative that begins with a problem that is of some interest to the reader, moves forward with vivid scenes, and ends in a resolution of the conflict where the narrator learns something about her/his faith that would prove helpful to the reader.

Conflict and change

Concrete scenes

Faith content

How many words?

Pitch it first.

Editorial needs: younger narrators (40-something is young!), action adventure, comfort food, caregivers, new you...

Improve your chances by being a ghostwriter

Never show your ghostwritten story to the subject until it has been edited by GP.

We edit heavily. We edit heavily. We edit heavily. We edit and rewrite heavily.

How much will I get paid?

Articles: Get Your Story Published in Guideposts! An Editor's View

Workshop #9, Saturday, 1:45-2:45 PM   

LOCATION: BROOKSIDE: LOWER DH



Rick Hamlin
GUIDEPOST MAGAZINES
guideposts.org

Why do it?

Story-telling tip: Set it up, set it up, set it up.

Contact: fhamlin@guideposts.org

My new book *10 Prayers You Can't Live Without* (available at the Writers Conference bookstore in Ivy Dining Room) has some pretty good examples of Guideposts storytelling.

Craft: The Art of Written Communication – Making Sure They “Get It”

Workshop #10, Saturday, 1:45-2:45 PM 

LOCATION: YOUTH MEMORIAL



Terri Kalfas
GRACE PUBLISHING
gracepublishing.org

Writing — the art of communicating thoughts to the mind through the eye — is *the* great invention of the world.

~ Abraham Lincoln

What's Your Goal?

From Clay Here to the Infinity

Modern Forms of Written Communication

Future of Written Communication

Writing vs. Communication

Writing for the Senses

21 Types of Content All Readers Crave

Making it Clear

Craft: The Art of Written Communication – Making Sure They “Get It”

Workshop #10, Saturday, 1:45-2:45 PM   

LOCATION: YOUTH MEMORIAL



Terri Kalfas
GRACE PUBLISHING
gracepublishing.org

Why Punctuation Makes a Difference

How You Say It

The Language of Christians

What's Your Style?

20 Things Every Editor Considers When Reviewing a Manuscript

Christianity vs Religion vs Spirituality

Branding as Modern Day Communication

About You, the Author

One Last Thought

Speaking: Become a Professional Freelancer and/or Speaker

Workshop #11, Saturday, 1:45-2:45 PM 

LOCATION: LAKESIDE LOUNGE



Sharon Elliot
GOSPEL ROADS
gospelroads.com

- ✓ What is a freelancer?
- ✓ Every freelancer needs:
 1. Site
 2. System
 - a. Business checking account
 - b. Post office box
 - c. Files and/or Notebooks
 3. Speaking
 - a. Who are you?
 - b. What's your brand?
 - c. Finding speaking engagements
 - d. The Business
 - e. Can people find you?
 4. Stationery
 - a. Bio sheet
 - b. Letterhead
 - c. Business cards
 - d. Contract (Speaking Engagement Request Form)
 - e. Taping agreements
 - f. Logos & Trademarks
 - g. Your press kit
 5. Supplies

Speaking: Become a Professional Freelancer and/or Speaker

Workshop #11, Saturday, 1:45-2:45 PM 

LOCATION: LAKESIDE LOUNGE



Sharon Elliot
GOSPEL ROADS
gospelroads.com

✓ My Personal Goals

- Immediately:
- Within 3 months:
- Within 6 months:
Sharon Norris Elliott, P.O. Box 1519, Inglewood, CA 90308, SaneWriter@sbcglobal.net



Jesse Florea
FOCUS ON THE FAMILY,
CLUBHOUSE MAGAZINES
clubhousemagazine.com

TALK OF AGES: KEYS TO MAKE YOUR WRITING AGE APPROPRIATE

I. Thesis: Knowing how kids develop mentally and spiritually, what their needs are and what trends impact their lives will make you a more effective writer.

II. The Post-Modern World

- A. Only reality kids know
- B. Nine trends of the Post Modern
- C. Pluralism

III. Developmental Stages

- A. Ages 2-3
- B. Ages 4-5
- C. Ages 6-7
- D. Ages 8-9
- E. Ages 10-11
- F. Tween
- G. Teen

IV. Moral and Value Development

- A. How writing plays a part
- B. Storylines to stay away from
- C. The need to be good at ____

V. Trends

- A. Greater education
- B. Greater diversity

Children's Magazines: Talk of Ages

Workshop #12, Saturday, 1:45-2:45 PM   

LOCATION: LAUREL LOUNGE



Jesse Florea
FOCUS ON THE FAMILY,
CLUBHOUSE MAGAZINES
clubhousemagazine.com

C. Greater technology

D. Greater empathy

VI. A Look at Top Magazines in Various Age Groups

A. *National Geographic Little Kids*

B. *American Girl*

C. *Sports Illustrated for Kids*

D. Many more

VII. Q & A



Dan Kline
WRITING CONSULTANT
dankline.com

Nowadays, with self-publishing and especially online publishing, do you really need to know grammar stuff anymore? I mean, with texting and shortcuts and abbreviations—LOL—and emoticons, like :~) does it really matter anymore if you use “effect” when you mean “affect”? A capitalization error here, a misspelling there, a punctuation mistake now and then...what’s the big deal? Who cares anymore—right? **Wrong.** Those are just some of the many myths would-be writers *wish* were true. Watch out if you believe any of these other classics:

- ☐ Publishers have editors to catch and correct errors.
- ☐ Worrying about small details only gets in the way of the “creative process.”
- ☐ Built-in computer programs catch and correct errors today.
- ☐ A few mistakes here and there are okay; everybody does that.
- ☐ Grammar is way too complicated to know all there is to know.

Okay, there’s some room for modern usage: “Loan” is now acceptable as a verb like “lend.” “Anxious” is replacing “eager” when “happy excitement” is meant. Simplified spellings make a certain sense: “lite” and “nite” and “enuf” and “thru.”

But be careful about writing without editing, revision, and proofreading. No one wants to wade through endless repetitive prose full of uncommon expressions and too many errors. Mistakes an author makes, or shortcuts she takes, can lead a would-be fan/reader to just give up and look elsewhere for entertainment or information. None of us wants that reaction, so...

During the workshop I’ll have handouts on both editing and grammar errors, along with ways to make your writing stronger, more readable, and more saleable. We won’t spend much time going over them during the class as they are meant more for study and follow up afterward. If you’d like advance copies emailed to you before we get together at Mount Hermon, contact me at my email address: dank@danline.com. I look forward to hearing from you and seeing you at our session.

Craft: Tag, You're It! Crafting Dialogue to Reveal Character

Workshop #15, Saturday, 3:15–4:15 PM 

LOCATION: NEWTON: ROOM C



Ramona Richardson
ABINGDON PRESS
abingdonpress.com

Each of your primary characters should have a voice so strong that even in an ensemble scene, dialogue tags would be superfluous. As a writer, you should be able to “put on” the character in the same way an actor does for a performance. Just as you hear a distinct voice in your head when you read a note or email, your readers should quickly be able to hear each character’s voice in your book.

1. ***Know your characters intimately.*** Inside and out. Fill out a character chart, even with details that never appear in the book. What were their favorite toys as a child? What influenced their accents? What was the name of their first dog? Everything we’ve experienced in life affects our speech patterns. (Character chart tailored for dialogue development available at r-richards@abingdonpress.com).
2. ***Cast your book with favorite actors,*** preferably from a memorable role, or someone you know well. This will help maintain the voice. For instance, I created an older woman who had been born in Poland and moved to the US after WWII. She was modeled on my ex-husband’s grandmother, and I definitely heard Yadee’s voice when Ciotka Cookie spoke...but Cookie was definitely NOT Yadee. What speech patterns come immediately to mind if I say: Forrest Gump? Yoda? Morgan Freeman? Keanu Reeves? The Allstate Guy?
3. ***Do not weigh down dialogue with too much exposition.*** Often editors and critique partners will suggest getting rid of a backstory dump by suggesting that dialogue be used instead. This can work, but not if a character is loaded down with too much. Then it just turns into a backstory dump with quotation marks.
4. ***Remember the subtext.*** No one ever says exactly what they’re thinking – not if they want to keep friends around. People who talk all around a topic to avoid being hurt or setting themselves up for embarrassment. They ease into topics – sometimes not so subtly. I once accused a friend of trying to make his girlfriend so miserable, she’d break up with him. He looked surprised that I’d even question it. “Of course. That way I’m not the bad guy.”
5. ***Eavesdrop.*** C’mon, you know you already do. Listen to other conversation and see how much you can tell about the people talking, even though you don’t know them. Listen not just to the words but the patterns, the ebb and flow of speech. But...

Craft: Tag, You're It! Crafting Dialogue to Reveal Character

Workshop #15, Saturday, 3:15–4:15 PM 

LOCATION: NEWTON: ROOM C



Ramona Richardson
ABINGDON PRESS
abingdonpress.com

6. **Good dialogue reflects “real life” speech without really writing like real people talk.** Our actual speech is filled with blips and false starts, ums, ahs, and rabbit trails. For instance: A/B dialogue is when two characters are talking to each other but about two different topics. They are both listening, however, so the dialogue can also surprise when one suddenly answers correctly. Avoid long uninterrupted speeches, and let your characters speak in half-thoughts and fragments.
7. **Use actions instead of dialogue tags.** Instead of trying to vary “he said” with “he snapped,” introduce an action that reveals character: “Jeffrey straightened in the chair, tapping one finger on the table, punctuating each word. ‘No. Absolutely not. I will never give in to this ludicrous proposition. And you are preposterous to think I would consider such a thing.’” Just from that much, what can you tell me about Jeffrey’s character?
8. **Study great dialogue.** Buy movie scripts; flag pages in your favorite books. (imdb.com has a list of movies with great dialogue, but we all have our favorites. <http://www.imdb.com/list/jftNTg8esa4/>).

As almost always, the best advice is simple.

When you get stuck, read.

Devotionals: Turning Personal Experience into a Devotional Message

Workshop #16, Saturday, 3:15–4:15 PM 

LOCATION: BROOKSIDE: LOWER DH



Susan King
THE UPPER ROOM
upperroom.org

I. Introduction

- A. Magazines that publish daily devotionals; Advice for analyzing the market
- B. Attitude of the average reader: “What’s in it for me? What can make a difference in my life?”
- C. Good devotional writing makes the reading seem effortless. If you can write good devotionals, you can write successfully for any genre.

II. Characteristics of good devotional writing (and most good Christian writing in general):

- A. Bible-based — writing that grows from personal engagement with scripture
 - 1. Scripture passage to practice writing a sample meditation
 - 2. How we evaluate meditations sent to us
- B. Authentic — real people, talking to other real people about what it means to be a Christian, to live faithfully
 - 1. Not using highly-specialized “religious” language or sanctimonious tone
 - 2. Finding your voice and letting God speak through you
- C. A single dominant image — the devotional as snapshot, rather than movie
 - 1. Using language that appeals to the senses
 - 2. Focused — Sending a memorable image to the heart of the reader, drawing the reader in, becoming an open portal to God
- D. Universal —
 - 1. Meditations that are culturally specific, but not culturally particular (or exclusive) taking into consideration The Upper Room’s worldwide audience: Over 100 countries in 41 different languages
 - 2. Meditations that show the readers how to take the writer’s specific experience and apply it generally to their own lives.

Email for handouts: sking@upperroom.org

E-Books & DIY: Creating an E-Book Career

Workshop #17, Saturday, 3:15–4:15 PM  

LOCATION: YOUTH MEMORIAL



James Scott Bell
THRILLERS
jamescottbell.com

Many writers, both new and experienced, are making significant income from going direct to the e-book marketplace. But the ones who are succeeding are doing it the right way. They don't jump in without a plan or with a book that's not ready for prime time.

In this workshop, James Scott Bell -- bestselling author, writing instructor and e-book publisher -- will show you how to build your own niche in digital books. If you are ready to claim a chunk of territory in the digital book world, this workshop will show you how.

Topics include:

- The necessary strategies you need to lay a lifelong foundation for success
- Mastering at the three primary areas of planning, production and promotion
- The low down on “discoverability”

Editor:Agent: The Changing Face of Publishing

Workshop #18, Saturday, 3:15–4:15 PM 

LOCATION: LAKESIDE LOUNGE



Vicki Crumpton
BAKER PUBLISHING GROUP
bakerpublishinggroup.com



Steve Laube
THE STEVE LAUBE AGENCY
stevelaube.com

AN AGENT AND EDITOR TALK ABOUT THE PUBLISHING PROCESS

Eavesdrop as two industry veterans discuss book publishing. Topics may include but are not limited to the following:

Who's on first? The key players in the book publishing business

To market to market, to pitch a great book: Agents and editors as matchmakers

Pick me, pick me: what gets you and your proposal noticed (by both of us)

Decisions, decisions: How publishers make publishing decisions

Deal or No Deal: A few things you should know about the financial side of publishing

It's a dirty job, but somebody has to do it: After the ink on the contract dries, somebody has to write the book. And edit it. And design a cover. And...

It ain't over until somebody markets the book: The expanding role of author as marketer.

That is *so* 2012! Ebooks, self publishing opportunities, and the continuing role of traditional publishers

Platform: How to Fall in Love with Your Writing Platform



Workshop #19, Saturday, 3:15–4:15 PM

LOCATION: LAUREL LOUNGE



Michael K Reynolds
B&H PUBLISHING GROUP
michaelkreynolds.com

A SHOCKING ROMANCE

How to FALL IN LOVE with your writing platform

With Michael K. Reynolds

One of the most terrifying statements an author can hear from an agent or editor is this: “Tell me about your writing platform.” Few things cause a writer to gag and stumble more than thinking about branding, speaking, websites and social media. That’s all about to change! In this insightful, paradigm-shifting workshop you’ll learn why a writing platform is an author’s best friend. Whether you’re unable to tell your Facebook from your Twitter, or even if you’re already a social media rock star, you’ll leave this workshop with a fresh new mindset and enthusiasm toward building your writing platform.

What exactly is a writing platform and why does it matter to agents and editors?

Why you are so uniquely qualified to build a powerful writing platform.

Platform: How to Fall in Love with Your Writing Platform



Workshop #19, Saturday, 3:15–4:15 PM

LOCATION: LAUREL LOUNGE



Michael K Reynolds
B&H PUBLISHING GROUP
michaelkreynolds.com

Ten career-shifting reasons why you should LOVE building your writing platform.

The MOST important reason why you should LOVE building your writing platform.

Critical steps for making the romance last a long time.

Etiquette: Editor Etiquette & the Collaborative Process

Workshop #20, Saturday, 3:15–4:15 PM  

LOCATION: NEWTON: ROOM A



Joyce Dinkins
NEW HOPE PUBLISHERS
newhopepublishers.com

First quarter

Everything you ever wanted to know about editors but were afraid to ask: pose your questions.

Second quarter

What God says, what an editor should share, and how an author should respond.

Publishing perspectives and customizing your communication to the content and editor

Third quarter

Tips for optimum author-editor collaboration

How the relationships remain the same, change—and the implications for authors

Overcoming common writing barriers

Reasonable expectations for marketing collaboration

Fourth quarter

Macro and micro writing issues that have an impact on relationship and vice-versa: *deadlines, organization, completeness, tone, and style*

Etiquette: Editor Etiquette & the Collaborative Process

Workshop #20, Saturday, 3:15–4:15 PM  

LOCATION: NEWTON: ROOM A



Joyce Dinkins
NEW HOPE PUBLISHERS
newhopepublishers.com

Overtime

Plus your content and relationship.

Understand the significance and insignificance of common errors that mar quality and impede.

Help to polish during the production process.



Michael K Reynolds
B&H PUBLISHING GROUP
michaelkreynolds.com

TRUTH, LIES & SOCIAL MEDIA

Insider secrets for bookselling success

With Michael K. Reynolds

This workshop is the perfect sequel to *SHOCKING ROMANCE: How to FALL IN LOVE with your writing platform*. While the first workshop delved into the powerful WHYs of a writing platform, this will be a rapid-fire exploration of the HOWs. If you didn't attend the first workshop, don't worry, they'll be something for all writers. We'll have a plethora of insider tips and strategies on branding, Social Media and Internet marketing specifically designed for authors. Buckle up and get ready to turbo-charge your publishing dreams.

The number one marketing strategy

The thin black line between marketing and ministry.

The foundational blocks of a writing platform. How to get the keystone right.

You are a writer? You're a brand. That's all there is to it. We'll explore how to determine your author brand and how to use it effectively.

Understanding the core truths of Social Media.

Debunking the myths of Social Media.

Platform: Truth, Lies, and Social Media

Workshop #22, Sunday, 1:45–2:45 PM   

LOCATION: NEWTON: ROOM C



Michael K Reynolds
B&H PUBLISHING GROUP
michaelkreynolds.com

Long before there was Social Media, there was Mass Media. We'll learn marketing secrets of the big advertisers and how they apply to your Social Media efforts.

Insider Strategies:

- ☐ Twitter: Crowd Shaping—What Twitter can do better than any other form of Social Media.
- ☐ Facebook: Relational Circles—Maximizing the power of Facebook for growing your readership.
- ☐ Blogging & Newsletters: Gardens In The Desert—The secrets to growing a well-engaged fan base through Blogs & Newsletters

Keeping Sane: Time management skills for platform building.

DEVOTIONALS: Style—The Key to Excellent Writing

Workshop #23, Sunday, 1:45–2:45 PM   

LOCATION: BROOKSIDE: LOWER DH



Susan King
THE UPPER ROOM
upperroom.org

I. Good devotional writers use advanced style techniques (Classic Continuum)

- A. A Fair Trade—The payoff they get must be worth the effort.
 - 1. Economy of expression: saying a lot with a little
 - 2. The SURE test for choosing the best word
- B. Clear, concise, and direct
 - 1. Quick Fixes for Sluggish Style — combating wordiness
 - 2. Quick Fixes for Sluggish Style — using language that enlivens rather than deadens
- C. Concrete and sensory (rather than abstract and vague)
 - 1. Building bridges between the author and the writer through language that draws the readers in, rather than pushing them away
 - 2. Building bridges between the physical and the spiritual by using richly descriptive, sensory language
 - 3. Being specific with concrete examples
 - 4. Being sensitive to denotation and connotation

IV. Conclusion: *The Upper Room* gives readers:

- A. A structure for placing themselves in a listening posture before God
- B. A model for reading scripture and then listening for God's voice to come to them through it

Learning to write well for *The Upper Room* is learning to write well for any publishing market.

Email for handouts: sking@upperroom.org

Non-Fiction: Narrative Non-Fiction Writing

Workshop #24, Sunday, 1:45-2:45 PM   

LOCATION: YOUTH MEMORIAL



Lynn Vincent
FREELANCER
lynnvincent.com

You are not a baleen whale: Identifying specific types of material for your story

Thinking vs. Doing: Interviewing for action

Setting the scene: Interviewing for descriptive material

The 5 W's...and then some: Eliciting emotion and sensory material

Non-Fiction: Narrative Non-Fiction Writing

Workshop #24, Sunday, 1:45-2:45 PM   

LOCATION: YOUTH MEMORIAL



Lynn Vincent
FREELANCER
lynnvincent.com

Buried Treasure: The Ever-Elusive Anecdote

Layering the interview: Getting the gold without killing the goose

Carol Brady's Negligee and the Miracle of Listening: The Interview as Ministry



Kay Marshall Strom
FREELANCER
kaystrom.com



RESEARCHING YOUR NON-FICTION ARTICLE

"Know about what you write about." Sage advice, oft repeated.
And here's the good news: it's never been easier to know about anything!
How? I'm glad you asked...!

Yes, you do need to research!

- ☐ More or less, or just different?

What type of article will you write?

- ☐ Simple
- ☐ More in-depth
- ☐ Intellectual
- ☐ Personal Experience
- ☐ Global

Where to start?

- ☐ Determine what you need
- ☐ Consider a global perspective

Articles: Researching Your Non-Fiction Article

Workshop #25, Sunday, 1:45-2:45 PM   

LOCATION: LAKESIDE LOUNGE



Kay Marshall Strom
FREELANCER
kaystrom.com

What types of research?

- ☐ Clippings
- ☐ On Line
- ☐ Quotes
- ☐ Stories
- ☐ Interviews
- ☐ Facts and statistics
- ☐ Specialty libraries
- ☐ Go and see and take pictures!

Online clues and cautions

- ☐ Choose your source carefully
- ☐ Double-check information
- ☐ Safe note taking
- ☐ Use social media wisely
- ☐ Trumpet your needs

When is enough *enough*?

Children: Make Your Plodding Prose March, Skip, Trip, and Tumble

Workshop #26, Sunday, 1:45–2:45 PM  

LOCATION: LAUREL LOUNGE



Sally Apokedak
LESLIE H. STOBBE LITERARY
AGENCY
stobbeliterary.com

CORE CONCEPT

To keep readers coming back for more, fold in fun language and figures of speech.

I. FAVORITE PHRASES ENTER OUR LEXICONS

- ☐ Personal—
- ☐ Public—
- ☐ Or characters become metaphors and similes—

II. FIGURES OF SPEECH

- ☐ Twenty figures of speech that will lift you above the pedestrian peddlers of pedantic prose that fill the inboxes of agents and editors everywhere

III. EXAMPLES

- ☐ SAVVY
- ☐ PIGS BIG MUD TUB

Children: Make Your Plodding Prose March, Skip, Trip, and Tumble

Workshop #26, Sunday, 1:45–2:45 PM  

LOCATION: LAUREL LOUNGE



Sally Apokedak
LESLIE H. STOBBE LITERARY
AGENCY
stobbeliterary.com

IV. EXAMPLES OF EXCELLENT EBB AND FLOW

- ☐ WILDERKING BOOKS
- ☐ A DIAMOND IN THE DESERT

V. APPLICATION

- ☐ Description
- ☐ Dialogue
- ☐ Narration

VI. CLOSE

- ☐ Questions

Diversity: Shaping Content for Diverse Audiences

Workshop #27, Sunday, 1:45–2:45 PM  

LOCATION: NEWTON: ROOM A



Joyce Dinkins
NEW HOPE PUBLISHERS
newhopepublishers.com

1. Audiences

a. Who are our readers?

b. Exclusivity or inclusion decisions

2. Racist thinking and, therefore, content

a. A look at myths, Isms, and Realities

b. Words and graphics—and their impact.

3. Writing for readers

a. Our writing blind spots and blunders relative to reaching diverse audiences of individuals.

1) writing samples that offend rather than embrace

b. Explore how to *include* rather than *exclude*.

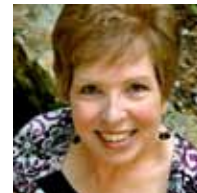
1) Diction, dialogue, colloquialisms

4. Q & A

Research: Researching History for the Story— Researching the Historical Novel

Workshop #29, Sunday, 3:15–4:15 PM 

LOCATION: NEWTON: ROOM C



Mona Hodgson
AUTHOR
monahodgson.com

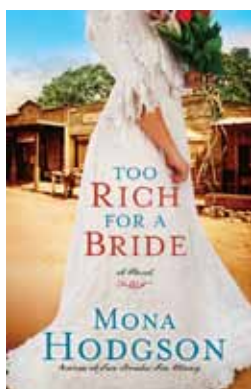


Never Been to the Setting? Where to Begin?

Fact or Fiction?

Context -

Life-Like Details -

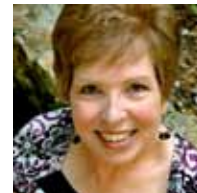


Plan

Research: Researching History for the Story— Researching the Historical Novel

Workshop #29, Sunday, 3:15–4:15 PM   

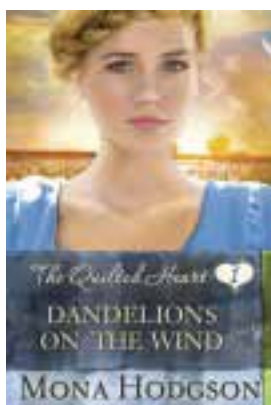
LOCATION: NEWTON: ROOM C



Mona Hodgson
AUTHOR
monahodgson.com

Resources

Organize



Character

Location

Time Period

Plot

www.monahodgson.com

Bible Studies: Writing Bible Studies in a Changing Market

Workshop #30, Sunday, 3:15–4:15 PM 

LOCATION: BROOKSIDE: LOWER DH



Terri Kalfas
GRACE PUBLISHING
gracepublishing.org

We cannot teach people anything; we can only help them discover it.
~Galileo Galilei

How Bible Study and the Market is Changing

What You Should Expect

When It Began

Big Bad Box Stores?

How ABA Affects Christian Publishing

Online Booksellers

Digital Books

So, What Does it Mean for Me?

Bible Studies: Writing Bible Studies in a Changing Market

Workshop #30, Sunday, 3:15–4:15 PM 

LOCATION: BROOKSIDE: LOWER DH



Terri Kalfas
GRACE PUBLISHING
gracepublishing.org

Types of Bible Studies

Fiction as Bible Study

Digital and Electronic Studies

Bible Study Sales

The Who What and How of Curriculum

How to Involve Readers

What Makes Good Questions

Six Tips for Keeping Editors Happy (and Assignments Coming)

Writing Bible Study Guides

The Who What When Where and How of Writing a Bible Study Guide

Bible Studies: Writing Bible Studies in a Changing Market

Workshop #30, Sunday, 3:15–4:15 PM   

LOCATION: BROOKSIDE: LOWER DH



Terri Kalfas
GRACE PUBLISHING
gracepublishing.org

The Important Last Step

Does a Bible Study Author Really Need to Worry About Branding?

Things to Consider When Writing for 21st Century Americans

Jesus' 4-Step Teaching Process

Craft: How to Make an Agent (or Editor) Think You're Brilliant

Workshop #31, Sunday, 3:15–4:15 PM  

LOCATION: YOUTH MEMORIAL



Alice Crider
WORDSERVE AGENCY
wordsserve literary.com

1. Start with the Basics:

Write well

Build your platform

Write something unique

Write an outstanding book proposal

2. Common Questions Writers Ask:

Do I have to write a proposal? What good does it do?

A book proposal is like a business plan. Book publishing is business, and each book is an entrepreneurial venture. A book proposal is a way to “write the vision” so that someone can run with it.

Do I have to have a platform? What will that do for me?

A platform is a measure of your visibility in the market. Between 1880 and 1980, there were 40,000 books published in the English language. 40,000 books in 100 years. In 2011, there were more than 3 million books published in the English language. There is more supply than demand now than ever.

Do I have to be on Facebook and Twitter?

Most likely, yes. However, the real question is more about connecting with your audience.

3. Common Questions Agents/Editors Ask:

Who is this author? If you're not already famous, what makes you stand out? What qualifies you to write this message or story? Agents and editors want to work with people they like. What makes you likeable? Who are you really?

Is this message/story unique? In what way(s)? You must do thorough market research to know for sure. Don't leave this to the agent to figure out.

Who is the audience for this book? Is the author connected to the audience? How can you know if you'll reach your intended audience?

How will this author promote and sell their book? You have to wear three hats to be an author these days.

Craft: How to Make an Agent (or Editor) Think You're Brilliant

Workshop #31, Sunday, 3:15–4:15 PM  

LOCATION: YOUTH MEMORIAL



Alice Crider
WORDSERVE AGENCY
wordserve literary.com

4. What *Really* Makes an Agent Think You're Brilliant

Excellent writing. This means good spelling, grammar, etc. in your proposal. Not sure if your writing is outstanding? Join a good critique group, or better yet, hire a freelance editor.

Agents and editors love to read (duh!). If you write so well that they forget they're reading a proposal, they'll think you're brilliant.

Something resonates. Agents and editors will spend more time with your proposal if it hits home with them, or if they see it will hit home with a large audience. If what you're writing is relevant to the masses, they'll think you're brilliant.

The top ten characteristics of best-selling authors. Some things are more important than knowledge and skill. If you build your life and work on an unshakable foundation, they'll think you're brilliant.

Children's Magazines: Begin and End with a Bang

Workshop #32, Sunday, 3:15–4:15 PM   

LOCATION: LAKESIDE LOUNGE



Jesse Florea
FOCUS ON THE FAMILY,
CLUBHOUSE MAGAZINES
clubhousemagazine.com

NOTE: All attendees are encouraged to bring a first page of a manuscript that will be read anonymously and critiqued during the workshop.

I. Thesis: Studies show you have 20 seconds to capture a reader's—or editor's—attention. A good lead is the difference between success and failure as a writer.

II. Purpose of Lead

III. Types of Leads

- A. Anecdote
- B. Action/Narrative
- C. Personal Involvement
- D. Descriptive
- E. Startling Statement
- F. Summary
- G. Question
- H. Quote

IV. Scientifically Proven Ways to Capture Someone's Attention

V. Mistakes in Writing Leads

VI. Finding and Rewriting Your Lead

VII. Purpose of Concluding Paragraph

VIII. Types of Endings

Children's Magazines: Begin and End with a Bang

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FOCUS ON THE FAMILY,
CLUBHOUSE MAGAZINES
clubhousemagazine.com

IX. How to Properly Construct an Article

X. Reading and Critiquing manuscripts

E-mail story ideas and manuscripts with “Mount Hermon Christian Writers” as subject line to me at: jesse.florea@fottf.org Either James Holt or I will respond within eight weeks. Theme list available upon request. Writers’ guidelines found on websites: **clubhousemagazine.com** or **clubhousejr.com**



Susan Gesell
DAYSPRING CARDS
dayspring.com

Creating Captivating Cards

Connecting people with the heart of God through messages of hope and encouragement, every day, everywhere.

I. TOP TEN CARD-SENDING HOLIDAYS (Submissions should be received 13 months in advance)

- 1) Christmas
- 2) Mother's Day
- 3) Valentine's Day
- 4) Graduation
- 5) Father's Day
- 6) Easter
- 7) Clergy Appreciation
- 8) First Communion
- 9) Confirmation
- 10) Thanksgiving

II. TOP TEN NON-HOLIDAY REASONS PEOPLE SEND CARDS (Submissions accepted year round)

- 1) Birthday
- 2) Encouragement
- 3) Friendship
- 4) Sympathy
- 5) Get Well
- 6) Anniversary
- 7) Wedding
- 8) Baby Congratulations
- 9) Thank You
- 10) Congratulations



Susan Gesell
DAYSPRING CARDS
dayspring.com

III. TOP TEN CHRISTIAN ENCOURAGEMENT CARD WRITING TIPS

How beautiful on the mountains are the feet of those who bring good news, who proclaim peace, who bring good tidings, who proclaim salvation. Isaiah 52:7

- 1) Start with your own heart. What spiritual truths have ministered to you through a tough time? How can you use what you've experienced to encourage others?
- 2) Ask God for insight into what He thinks the receiver needs to hear—not just some well-worn cliché. Prayer is an incredible editing tool!
- 3) Stick to one main theme. The more things you try to pack into a card message, the more reasons you'll give the sender to put it back.
- 4) Say it simply. Long, sing-songy messages are no longer what the majority of people are looking for.
- 5) Say it sincerely. People want a card because they need your help to say what's on their hearts. They're trying to connect—not impress.
- 6) Eliminate as much 'Christian lingo' as possible. Find ways to say it that don't require a translation for someone who is not an 'insider.'
- 7) Look for and eliminate the limiters—words that may be too specific for a broad audience. Remember, this needs to appeal to thousands of people!
- 8) Refine ruthlessly! Get rid of any word that isn't leading to the ultimate emotional purpose of the card. Every word must be contributing something vital!
- 9) Close with a clincher. The last thing the person reads should make them go, "Awww," or, "That's perfect!"
- 10) Ask for feedback from card senders (not just friends who will be nice or who don't send cards!) Ask them not just if they like it, but would they buy it! (There is a big difference!)



Sharon Elliott
GOSPEL ROADS
gospelroads.com

Branding Your Ministry

Sharon Elliott



Point – What is your specific _____?

NOTES:

People – Who is your specific _____?

NOTES:

Product – What specific _____ do you expect?

NOTES:

Program – How will you accomplish your _____?

NOTES:

Precautions – What _____ guide your work?

NOTES:

Provisions – How will your work be _____?

NOTES:



Sharon Elliot
GOSPEL ROADS
gospelroads.com

Write Your Mission Statement



A mission statement includes:

The Purpose:

I want to do what? _____
(point/message)

for whom? _____
(people/audience)

so that the result will be _____
(product/results)

The Plan: How will you accomplish that purpose? (be specific)

The business will _____
(program)

The Precaution: What principles/beliefs guide your work? (Value Statement)

I believe _____
(precaution)

Your marketing plan would be the provision portion.

Branding: Branding Your Ministry

Workshop #34, Sunday, 3:15–4:15 PM  

LOCATION: NEWTON: ROOM A



Sharon Elliot
GOSPEL ROADS
gospelroads.com

Write your mission statement.

Write your tagline.

©2010 Sharon Norris Elliott, www.LifeThatMatters.net, LifeThatMatters@yahoo.com



LOCATION: NEWTON: ROOM C



1. Brief history
2. 5 rules for mystery and suspense
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
3. Thoughts on clues and red herrings
4. Plotting for murder
 - a. Give everyone:
 - b. Motive, means, opportunity

Fiction: Writing Romantic Suspense and Mysteries

Workshop #36, Monday, 1:45-2:45 PM   

LOCATION: NEWTON: ROOM C



Gayle Roper
CRAFT
gayleroper.com

5. Character – one time vs continuing

6. Openings

Craft: Is Your Novel Ready to Break Out?

Workshop #37, Monday, 1:45–2:45 PM 

LOCATION: BROOKSIDE: LOWER DH



Karen Ball

AGENT

karenballbooks.com

What is a Break-Out novel?

Three Break-Out Techniques

1. Drop _____

2. Dig _____

3. Reveal _____

Exercises

Craft: Is Your Novel Ready to Break Out?

Workshop #37, Monday, 1:45–2:45 PM 

LOCATION: BROOKSIDE: LOWER DH



Karen Ball

AGENT

karenballbooks.com

Resource List

Karen Ball

The Steve Laube Agency &

Karen Ball Publishing Services, LLC

Writing the Breakout Novel

Donald Maass

The Art of War for Writers

James Scott Bell

Hit Lit: Cracking the Code of the Twentieth Century's Biggest Bestsellers

James W. Hall

The First Five Pages: A Writer's Guide To Staying Out of the Rejection Pile

Noah Lukeman

Rivet Your Readers with Deep Point of View

Jill Elizabeth Nelson



Steve Laube
THE STEVE LAUBE AGENCY
stevelaube.com

How do we write to a world that doesn't read?

What are the societal trends and influences that effect our ability
to communicate the gospel?

Editors and Agents have to act like advance scouts looking for the next
“ambush” or “oasis”. What does this mean for you as a writer?

How can you spot trends?

How can you anticipate the trends to lead the way instead of follow?

These questions and more will be explored in this rousing
presentation. Guaranteed to make you squirm and guaranteed to
make you think about your writing in a whole new way. You won't
be disappointed.

Steve Laube, a literary agent and president of The Steve Laube Agency, has been in the book industry for over 32 years, first as a bookstore manager where he was awarded the National Store of the Year by CBA. He then spent over a decade with Bethany House Publishers and was named the Editor of the Year in 2002. He later became an agent and has represented over 800 new books and was named Agent of the Year by ACFW. He was also inducted into the Grand Canyon University Hall-of-Fame by the College of Theology. His office is in Phoenix, Arizona. (www.stevelaube.com)

YA: Writing for the Young Adult

Workshop #39, Monday, 1:45–2:45 PM 

LOCATION: LAKESIDE LOUNGE



Robin Gunn
ROMANCE & YA
robingunn.com

“The disciples came up and asked, ‘Why do you tell stories?’” He replied, ‘You’ve been given insight into God’s kingdom. You know how it works. Not everybody has this gift, this insight; it hasn’t been given to them . . . That’s why I tell stories: to create readiness, to nudge the people toward receptive insight.’” Matt. 13, The Message

Know Your Audience

Know Your Characters

Know Your Heart

“Whatever you do, work at it with all your heart, as working for the Lord, not for men, since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ you are serving.” Colossians 3:23-24

Card Writing: Writing Greeting Cards

Workshop #40, Monday, 1:45–2:45 PM 

LOCATION: LAUREL LOUNGE



Susan Gesell
DAYSPRING CARDS
dayspring.com

Connecting people with the heart of God through messages of hope and encouragement, every day, everywhere.

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- 7) Wedding
- 8) Baby Congratulations
- 9) Thank You
- 10) Congratulations



Susan Gesell
DAYSPRING CARDS
dayspring.com

III. TOP TEN CHRISTIAN ENCOURAGEMENT CARD WRITING TIPS

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- 5) Say it sincerely. People want a card because they need your help to say what's on their hearts. They're trying to connect—not impress.
- 6) Eliminate as much 'Christian lingo' as possible. Find ways to say it that don't require a translation for someone who is not an 'insider.'
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- 9) Close with a clincher. The last thing the person reads should make them go, "Awww," or, "That's perfect!"
- 10) Ask for feedback from card senders (not just friends who will be nice or who don't send cards!) Ask them not just if they like it, but would they buy it! (There is a big difference!)

Women: Chicks, Gals, Ladies

Workshop #41, Monday, 1:45-2:45 PM 

LOCATION: NEWTON: ROOM A



Kim Bangs
REGAL PUBLISHING
gospellight.com

1. What are chicks, gals and ladies? _____

2. What a chick, gal, lady is not? _____

3. What makes a woman special: _____

4. Jesus and women

a). Mary. _____

b). Widow of Nain _____

c). Woman with the issue of blood _____

Women: Chicks, Gals, Ladies

Workshop #41, Monday, 1:45-2:45 PM 

LOCATION: NEWTON: ROOM A



Kim Bangs
REGAL PUBLISHING
gospellight.com

d) Widow with the mite _____

e) Mourning women _____

f) The women who traveled with Jesus _____

5. What does God want women to be, to become? _____

6. What issues are hindering women from becoming and embracing all of God's design? _____

7. How do I as a writer writing to women partner with the work of the Holy Spirit to be part of what The Lord uses to help them fully be His beautiful women?

Non-Fiction: What Happens to Your Non-fiction Proposal Behind Closed Doors

Workshop #42, Monday, 1:45–2:45 PM   

LOCATION: NEWTON: ROOM B



Nick Harrison
HARVEST HOUSE PUBLISHERS
harvesthousepublishers.com

I. How publishing works

A. The three major departments and why they're important

1. Editorial
2. Sales
3. Marketing

II. A brief look at the publishing committee (the people you want to impress)

1. Who's on the committee
2. The all-important CA
3. Five things the committee looks for in a proposal
4. Compensating for your weaknesses

III. How to approach a publishing company with your idea

- A. Impressing an editor
- B. Knowing the trends
- C. What NOT to do

IV. Felt Needs

- A. A look at a sample proposal.
- B. Proposal mistakes writers make

V. Post-proposal...what to while waiting

1. Stay up with the market
2. Move on to your next proposal
3. Practice the craft.
4. Don't be discouraged when you receive a rejection.

Q and A time

Email nick.harrison@harvesthousepublishers.com for handouts.

Misc: Coming Down from the Conference High— Where do I Go From Here?

Workshop #43, Monday, 3:15–4:15 PM 

LOCATION: NEWTON: ROOM C



Christine Tangvald
FREELANCER

“WHEW! NOW WHAT?”

Are you feeling: Overwhelmed? Excited? Enabled? Encouraged? Discouraged? Confused? All at the same time? How totally normal!

Let’s step back . . . and form a PLAN OF ACTION . . . for you.

EIGHT IMPORTANT STEPS FOR YOU TO TAKE WHEN THE CONFERENCE IS OVER:

STEP by STEP by STEP by STEP by STEP by STEP by STEP by STEP!

Step 1:

Step 2:

Step 3:

Step 4:

Step 5:

Misc: Coming Down from the Conference High— Where do I Go From Here?

Workshop #43, Monday, 3:15–4:15 PM 

LOCATION: NEWTON: ROOM C



Christine Tangvald
FREELANCER

Step 6:

Step 7:

Step 8:

YOU CAN DO IT!

christineandroalddtangvald@msn.com



Kay Marshall Strom
FREELANCER
kaystrom.com



ANATOMY OF A NON-FICTION ARTICLE: A BUILDING PLAN

Lay out a plan...
Assemble your building blocks...
Create a dynamite article!



Articles: The Anatomy of a Non-Fiction Article

Workshop #44, Monday, 3:15–4:15 PM  

LOCATION: BROOKSIDE: LOWER DH



Kay Marshall Strom
FREELANCER
kaystrom.com

BRICK #1: Consider your subject

BRICK #2: What type of article will you write?

- ☐ How-To
- ☐ Devotional
- ☐ Investigative Article
- ☐ Humorous
- ☐ Personal Experience
- ☐ Global Perspective

BRICK #3: Find your Focus

BRICK #4: Create a strong Lead

BRICK #5: Check for a Capsule Sentence

BRICK #6: Write the Body

- ☐ Information
- ☐ Anecdotes
- ☐ Statistic and details

BRICK #7: Add a strong Conclusion

Finishing Touches:

- ☐ Writer's Guidelines
- ☐ Tips
- ☐ Special Needs

AND:

- ☐ The all-important Take-away

Craft: Page Turning Techniques for Every Genre of Fiction

Workshop #45, Monday, 3:15–4:15 PM 

LOCATION: YOUTH MEMORIAL



James Scott Bell
FICTION MENTOR
jamescottbell.com

Readers today are distracted like never before, especially if they read on a tablet that has email and Angry Birds competing for attention. In this workshop we will explore the most effective tools and techniques for keeping readers glued to your novel, including

Character Bonding

Cliffhanger Options

End of Chapter Prompts

Ticking Clocks

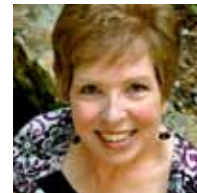
Twists and Turns

Raising the Stakes

Fiction: Romancing the Reader—Writing Romance Novels

Workshop #46, Monday, 3:15–4:15 PM 

LOCATION: LAKESIDE LOUNGE



Mona Hodgson
AUTHOR
monahodgson.com



What is a Romance Novel?

Is a story with romance, always a Romance Novel?

The Expectations



The Challenge

Fiction: Romancing the Reader—Writing Romance Novels

Workshop #46, Monday, 3:15–4:15 PM 

LOCATION: LAKESIDE LOUNGE

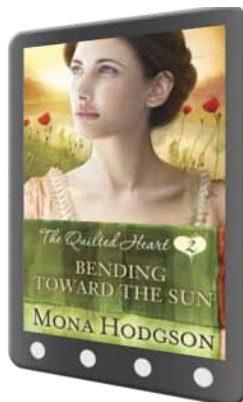


Mona Hodgson
AUTHOR
monahodgson.com

The Players

The Chase

The Catch



The Release

The Chase

The Commitment

www.monahodgson.com



Susan Meissner
FICTION MENTOR
susanmeissner.com

You've worked hard on your book, you persevered, you sought God's favor, you got published! A dream come true that just keeps getting better, right? Actually, publication is more like a portal that leads to new dreams, some of which just don't seem to come true no matter how hard you work or persevere or seek God's favor. Peace can be elusive then but it doesn't have to be. . .

After the Honeymoon

Two key perspective shifts:

- Making peace with the Control Monster

What you can control:

What you can't (Luke 12:22-34):

- Your life as published author does not define you

Reviews that Wound

- Consider whose opinion matters to you
- Find the kernel of truth
- Where to vent, where to be silent
- *A critic can only review the book he has read, not the one which the writer wrote.*
~ Mignon McLaughlin, *The Neurotic's Notebook*

Marketplace Madness

- Understand your gift mix
- Accept your limitations
- Do three things well rather than a dozen things poorly



Susan Meissner
FICTION MENTOR
susanmeissner.com

When the Numbers Aren't There:

- ☐ Beware the blame game
- ☐ The toxic effects of envy
- ☐ Cultivating joy for the success of others

Out of Print, Out of Gas

- ☐ It's not personal, it's business
- ☐ Embrace what is temporal
- ☐ Moving ahead, releasing the past

The Place where Peace Resides

- ☐ Above the noise
- ☐ Within the spirit
- ☐ Outside the circumstances

*God cannot give us a happiness and peace apart from Himself, because it is not there.
There is no such thing.*

C. S. Lewis

Children: Weaving Your Worldview into Children's Books

Workshop #48, Monday, 3:15–4:15 PM 

LOCATION: NEWTON: ROOM A



Sally Apokedak
LESLIE H. STOBBE LITERARY
AGENCY
stobbeliterary.com

CORE CONCEPT

For greatest impact, a Christian worldview should be presented winsomely.

I. THE GENERAL MARKET EDITORS

Generally speaking they are:

- ☐ Liberal and not in love in Biblical Christianity—
- ☐ Wanting to make money—
- ☐ In love with great art—

II. AND EVEN CHRISTIAN KIDS WOULD RATHER NOT BE LECTURED

- ☐ “Show don’t tell” is not just about being entertaining. It’s also an excellent way to convey your message.

III. WELL-WOVEN WORLDVIEW

- ☐ THE BRIDGE TO TERABITHIA

Children: Weaving Your Worldview into Children's Books

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Sally Apokedak
LESLIE H. STOBBE LITERARY
AGENCY
stobbeliterary.com

IV. CHRISTIANITY WITHOUT CLOBBERING

- ☐ THE CHARLATAN'S BOY
- ☐ FAERY REBEL: SPELL HUNTER
- ☐ THE YEAR THE SWALLOWS CAME EARLY

V. APPLICATION

- ☐ Character
- ☐ Dialogue
- ☐ Action

VI. CLOSE

- ☐ Questions

Non-Fiction: Get Your Story Published in Guideposts! A Writer's View

Workshop #49, Monday, 3:15–4:15 PM   

LOCATION: NEWTON: ROOM B



BJ Taylor
FREELANCER
bjtaylorblog.wordpress.com

Guideposts Winner and Author

Many writers from Mount Hermon have won a spot in the Guideposts Writers Workshop.
The next winner could be YOU!

THE NUTS AND BOLTS YOU NEED TO KNOW TO WRITE A WINNING GUIDEPOSTS STORY

#1.

#2.

#3.

#4.

#5.

#6.

You'll discover these things, and much more:

What it's like on the other side of the editor's desk.

The "formula" B.J. has taught to writers who have been successful.

The art of crafting someone else's story for submission.

How long it took B.J. to be accepted into Guideposts.

Non-Fiction: Get Your Story Published in Guideposts! A Writer's View

Workshop #49, Monday, 3:15–4:15 PM   

LOCATION: NEWTON: ROOM B



BJ Taylor
FREELANCER
bjtaylorblog.wordpress.com

FOUR SECRETS TO INCREASE YOUR CHANCES OF SUCCESS:

First secret –

Second secret –

Third secret –

Fourth secret –

www.bjtayloronline.com

