

Schedule by Times

Session 1 (Friday, 2:00–2:50)

Bob Hostetler (General & First-timers)

How to Get the Most Out of This Conference

An introduction and orientation to a writer's conference. What do you need to know? How do you navigate? What will be most helpful? Bob will get you started.

Caroline Cilento (Fiction)

What Editors of Cozy Mysteries Are Looking For

The cozy mystery is steadily growing in popularity. But what makes a cozy mystery stand out to an editor? In this workshop we'll look at the elements of a cozy mystery and what will catch an editor's eye.

Susan King (Nonfiction)

Writing Devotionals (Part 1)

Absolutely essential for anyone who wants to write devotionals in general, this workshop will also detail specifics of writing for *The Upper Room* — a highly respected magazine that reaches millions of readers in 33 languages and in over 100 countries.

Dan Balow (Platform & Marketing)

Publishers Are from Mercury, Authors Are from Pluto

Knowing your audience is the first rule of effective communication.

James Watkins (Specialty Writing)

Crossing Over with the Cross

Practical ways to take the message of the cross into the crossroads of the world, including cyber space.

Session 2 (Friday, 3:00–3:50)

Katie Long (General & First-timers)

Your Writer Platform (Yes, You Need It)

Learn why platform is so important to publishers and how you can build, maintain, and best utilize your own. Whether you are just starting or already have a tribe, this workshop will give you the tools to bring success and clarity to your platform through steps learned in Michael Hyatt's book, *Platform: Get Noticed in a Noisy World*.

DiAnn Mills (Fiction)

Creating Powerful Emotions

Novels are about confrontation, and that involves stress, conflict, and tension. These necessary ingredients are impossible to incorporate unless the writer fills the pages with character emotions—those emotions constantly in conflict.

Susan King (Nonfiction)*Writing Devotionals (Part 2)*

Continuation of Part 1, focusing on the essential elements of a devotional message. *The Upper Room* gives readers a model for reading Scripture and then listening for God's voice to come to them through it. Learning to write for *The Upper Room* will equip participants to write well for any Christian publishing market.

Todd Williams (Platform & Marketing)*What Editors Want (and Don't Want)*

Todd will give an eclectic presentation of specific issues that get editors excited—for better or worse. With nearly two hundred years of combined editing experience, the Union Gospel Press editorial team members have given him their thoughts on what makes their job easier and what makes them pull their hair out.

Michelle Medlock Adams (Specialty Writing)*Ten Tidbits to Get You Started in Children's Writing*

Want to be a children's writer but not sure where to begin? In this workshop, Michelle gives you ten tips that will send you in the right direction. You'll discover how to come up with ideas, how to find the right publisher, how to break into the market, and more.

Session 3 (Friday, 4:00–4:50)

Dan Balow (General & First-timers)*Are You Writing Out of Order?*

Sitting down and writing a book is not the first thing you should do. What should an aspiring writer do?

Megan Burkhart, Theresa Hughes, Sarah Gorman, Hope Bolinger, Carson Jacobs (Fiction)*Writing Your Fiction Proposal*

Five current Professional Writing students have been interning this summer with Hartline Agency and have been reading (and reading and reading) book proposals, as well as helping craft them. Let them show you what they've seen—the good, the bad, and the ugly—to help you with your proposal.

Rachael Phillips (Nonfiction)*Column Writing – How Should I Do It? And Why?*

Art Buchwald, Mike Royko, Dave Barry, and Rachael's personal patron saint, Erma Bombeck, all wrote during the golden era of newspapers. With the arrival of the Information Age, however, newspapers and newspaper columns appear to be on the outs. Why write a column? In this session, Rachael, a columnist for more than a decade, offers reasons why to write a column and tips for meeting deadlines with fresh, relevant material.

George Porter (Platform & Marketing)*How to Wow a Publisher*

As a publisher, George sees all kinds of queries, proposals, and writing. In this workshop, he will give you the tips you need to make a publisher choose your manuscript over the others that come across the acquisitions desk. You will discover the secrets of formatting, presentation, focusing your materials, and hooking the editor's interest.

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Make Money Writing for Specialty Markets

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

Session 4 (Saturday, 10:00–10:50)

Susan King (General & First-timers)

Making It Look Easy: Achieving Excellent Style in Any Genre

Do you want to write with such sparkle and verve that you'll knock the socks off editors? Do you want them to be falling all over themselves to publish your submission and then clamoring for anything you plan to write in the future? Readers don't care what you write if they can't tolerate how it is written. They'll just stop reading because it's easier than trying to plow through poorly written material. In this crash course in the essential elements of good style for any genre, participants will come away with concrete tools for self-editing to produce polished works that will broadcast to editors and readers alike that they are consummate professionals.

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In his experience as a magazine editor in the Christian field, Bob was constantly amazed that 90% of the fiction manuscripts he rejected were returned for the same shortcoming: poor conflict-struggle-resolution. This workshop will help participants develop that crucial ingredient of strong fiction.

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Whether you want to write profiles, add life to your nonfiction, or include expert opinions and knowledge in your manuscripts, you will want to develop good interviewing skills. Learn how to get an interview, prepare for it, conduct it, and write it up.

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Online Is the New Print

The online style of writing is increasingly making its way into print publications. Readers now expect shorter paragraphs divided by subheads, with lots of attitude. The popular blogger will share practical strategies to make your writing attractive to the readers of the 21st century.

Rebekah Blomenberg (Specialty Writing)

Your Most Pressing Grammar Concerns Answered!

What grammar problems are giving you fits? What questions have you pondered since time began? Where do you find yourself stuck? Why does Microsoft Word question perfectly correct sentences? Bring your questions and concerns for this session. Professional copy editor Rebekah Blomenberg will try to answer them for you.

Session 5 (Saturday, 1:00–1:50)

Michelle Medlock-Adams (General & First-timers)

If You Lead Them, They Will Read . . .

Let's face it; if you don't hook your reader with a captivating lead, that reader will be long gone. Leads set the pace, set the tone, capture curiosity, create an atmosphere, and provide the pull that makes a reader continue on. In this session, we will talk about the different kinds of leads, and learn which ones are most effective for certain types of articles. Bring several of your articles with you, and we'll "try out" different leads on them. It'll be fun!

Rachael Phillips (Fiction)

Putting Together the Plot

As any fiction writer knows, a great story needs a great plot. But beyond just dreaming it up in your head, what steps should you take as you lay out the plot for your story? Fiction writer Rachael Phillips has written three romantic novellas, three romances, and ten cozy mysteries. She can help take the "mystery" out of plotting.

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Write to Millions in Articles

Magazine articles are a great place to sell your writing, build an audience, increase your platform, get speaking engagements, hone your skills, and attract the interest of a publisher—and make some money too. Karen will teach you ten steps to writing well-crafted articles and how to research the magazine market, focus your article, and re-sell the work in various markets.

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How a Publisher and Author Work Together to Successfully Market a Book

Practical steps for published authors.

Jim Watkins (Specialty Writing)

Writing with Banana Peels

Serious university studies have proven that using humor in your writing increases attention, comprehension and retention. Jim will share principles, practices and pratfalls of effective humor. And you'll laugh a lot!

Session 6 (Saturday, 2:00–2:50)

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The Art of the Query Letter

What is a query letter? What to query. Who to query. Why query? How to write a "killer" query letter.

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Dialogue that Sings, Dances, and Plays the Piano

Dialogue is not written to take up word count. It's there to accomplish a purpose. It has energy, excitement, tension, and builds conflict.

Caroline Cilento (Nonfiction)*Breaking into the Guideposts Market*

For over seventy years, Guideposts has been a trusted source of inspiration. From true stories of everyday people overcoming obstacles, to inspiring devotionals to encourage and uplift, to fiction that offers a momentary escape from reality, *Guideposts* strives to encourage the world. In this workshop we'll walk through the various publications, audiences, and voices, and how to write for *Guideposts*.

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After being in this business for more than 25 years (yes, she began at age 5, haha) Michelle Medlock Adams has enough rejection letters to wallpaper most of her home. But, that's all a part of the process. In this session, she will help writers "read between the lines" of their rejection letters; use the letters to their advantage; and finally, turn that rejection slip into a contract.

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While it may seem like writing Bible exposition is straightforward—you simply explain the Scripture text, right?—there are a number of ways to make the material more useful and accessible. This presentation will provide helpful direction and insights from years of experience in editing expositional material!

Session 7 (Saturday, 3:00–3:50)

Rebekah Blomenberg (General & First-timers)*How to Write ~~Good~~ Well*

Do you find commas confusing? Do hyphens make you hyperventilate? Do you always wonder which word to put to work? Come learn the basic rules that will make you sound like a pro, from distinguishing between "lay" and "lie" to simple tricks that will elevate your writing to the best it can be. Master your petrification of punctuation and form a foundation for your fiction. You'll never fear your keyboard or pen again!

Jessie Stover (Fiction)*Writing for the YA and New Adult Fantasy Markets*

Here to explain the difference between YA and New Adult Fantasy is Jessie Stover from The Seymour Agency. Jessie will give you the rundown on current trends for YA and tips to get your fantasy stories noticed.

Amy Smelser (Nonfiction)*Who, What, When, Where and How-to*

Local newspapers need freelance reporters to cover church news, civic organizations, government and school meetings and more. They also need to know what's happening in the community. Amy will show you how to write media releases and news stories—and how to get paid in the process.

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