

2010 Cedar Falls Christian Writers' Workshop Daily Schedule

Wednesday Schedule

- 7:30 Registration opens and cabin check-in
- 8:30-9:00 **Jean:** Welcome, orientation & prayer (10 minutes)
Introductions (30 seconds—name/where/what writing)
Jean: Introduction of Shelly & Shelly introduces speakers
- 9:00-9:15 **Shelly: Devotions**
- 9:15-9:55 **Session 1: Shelly: Breaking In Without Breaking Down: Steps to Writing Success**
Description: Learn the tried and true steps to writing success that will lead you to your next publication goals.
- 9:55-10:45 **Session 2: Mark: How Do You Get Through a Whole Book?**
Description: Learn what you need to know to write, package and sell a whole book from beginning to finish.
- 10:45-10:55 Break
- 10:55-11:35 **Session 3: Jeanette: Where Do the Ideas Come From?**
Description: How do some people consistently come up with such good ideas? It's not so much a matter of being born with the ability as much as it's a matter of developing the ability. This workshop focuses solely on how to find new, fresh ideas. In class, you'll be able to learn how to use resources and delve into your own experiences, life and thoughts to find marketable ideas. You'll learn how to make an idea marketable. You'll also learn how to successfully brainstorm and weed out unmarketable ideas. This session offers much in-class participation. Sharpen your pencils!
- 11:35-11:45 Announcements & 1st give-away
- 11:45-12:00 Break and sign-ups for optional private consultations, Friday meal, book purchases, prep for lunch
- 12:00-12:45 Lunch on site
- 12:45-1:50 **Sessions 4: Jeannette: Making Good Words Great**
Description: How can you add extra pizzazz in your writing? Through the subtle use of words. This workshop covers pointers on how to easily improve your writing by turning good words into words that pack a punch. A fun and friendly workshop that especially looks at the techniques Harper Lee used in *To Kill a Mockingbird*.
- 1:50-2:00 Break and 2nd give-away
- 2:00-2:50 **Sessions 5: Mark: Networking – A Key to Building Success as a Freelance Writer**
Description: How learning to develop relationships and gather resources in the industry can help you design a client base of editors who will regularly use your work.
- 2:50-2:55 Announcements and assignment Q & A
- 2:55-3:10 Break/free time begins for those not in private consultations

3:10-3:30	1 st Consultation time - Shelly, Mark, Jeanette
3:30-3:50	2 nd Consultation time – “ “ “
3:50-4:10	3 rd Consultation time – “ “ “
4:10-4:30	4 th Consultation time – “ “ “
4:30-4:45	Break/prep for supper
4:45-5:45	Supper on site
5:45-6:00	Break and clean-up
6:00-7:00	Evening Group Time: Shelly/Mark/Jeanette/Jolene - group leaders
	<ul style="list-style-type: none"> • Share your writing dream (60 seconds) • Share your goal for this conference (30 seconds) • Read one writing sample or writing assignment for positive feedback

Thursday Schedule

8:00-8:30	Network/Coffee & Tea
8:30-8:45	Shelly: Devotions
8:45-9:40	<p>Session 6: Shelly: Developing Impressive Proposals and Killer Queries</p> <p>Description: Get the nuts and bolts of creating winning book proposals and query letters for magazine articles—from researching targeted publishers and publications to key components to how to avoid pitfalls. Learn how to build bylines and create compelling copy so that your submission stands out above the rest.</p>
9:40-10:30	<p>Session 7: Mark: Finding Your Voice</p> <p>Description: Learn how to express a specific kind of personality or point of view from which to narrate your story.</p>
10:45-11:45	<p>Session 8: Jeanette: Basic Editing</p> <p>Description: Many writers lose sales simply because they haven't learned to objectively edit their own work. Editors don't have time to do it for them and will likely turn it down for that of a writer who has learned to edit—even if the other writer's ideas aren't as creative, or don't fit their needs as well. Learn to firm up your work by spotting key unnecessary words and eliminating clutter, redundancy and confusion in your own work.</p>
11:45-12:00	Break/prep for lunch
12:00-1:00	Lunch on site
1:00-1:55	<p>Session 9: Jeanette: Turning Tough Experiences into Publishable Work</p> <p>Description: So often personal experience articles come out of tough experiences in our lives. Readers love to hear a writer's story...but not if it sounds like the person has written it for therapy. This workshop helps writers know how to tell about the tough personal experiences in their lives in a way that will apply and minister to the reader.</p>
1:55-2:00	Five-minute stretch and 4 th give-away
2:00-2:55	<p>Session 10: Jocelyn Green: How to Become Your Editor's Favorite Freelancer</p> <p>Description: Earning regular assignments from your editor is not just about a catchy query or your writing skills. Learn how to cultivate a long-term business relationship with your editor, as well as common mistakes to avoid. Jocelyn's advice is based on input from more than 30 full-time magazine editors, all members of the Evangelical Press Association. Learn the top characteristics editors look for in a writer, and how to develop those within yourself.</p>

2:55-3:10	Announcements/15 minute break or free time for those not in private consultations
3:10-3:30	1 st Consultation time - Shelly, Mark, Jeanette
3:30-3:50	2 nd Consultation time – “ “ “
3:50-4:10	3 rd Consultation time – “ “ “
4:10-4:30	4 th Consultation time – “ “ “
4:30-4:45	Break for supper
5:00	Supper
6:00-7:00	Evening Group Time: Shelly/Mark/Jeanette/Jolene - group leaders • Share writing samples or homework assignments: article ideas and potential markets

Friday Schedule

8:00-8:30	Network/Coffee & Tea
8:30-8:45	Shelly: Devotions
8:45-9:40	Session 11: Shelly: How to Become an Agent's Dream Description: Do you need an agent? If so, when and how do you acquire one? Learn the qualities that every agent is looking for in a writer, what to expect of them and how to work together to position yourself for success.
9:40-10:35	Session 12: Mark: The Secrets of Writing Good Fiction Description: Learn what makes good fiction in terms of story, pace, characterization, plot, theme and dialog.
10:35-10:45	Break & 5 th give-away
10:45-11:40	Session 13: Jeanette: Teens – In a Class All Their Own Description: Writing for teens is an investment that might help shape a person's adult life. It's a vital market with great ministry potential. Many people who try to write for teens miss the mark because they don't understand, or remember, the stages teenagers go through. They are not children and cannot be addressed as such. But although they are more on the adult level, they haven't yet experienced all the frustrations and responsibilities of adulthood. A good writer for teens knows how to meet the teens where they are. This workshop will give you tips on how to write (and how not to write) for this age. We'll brainstorm a bit on eternally-needed topics.
11:40-11:45	Announcements and submit questions for Q & A
11:45-12:00	Break/prep for lunch
12:00-1:00	Lunch on site
1:00-1:55	Session 14: Mark: The Secrets of Writing Children's Books Description: The children's book market is a large part of the sales of most publishers. Learn what you can do to break into the children's market with books that children will love and read.
1:55-2:00	Stretch and 6 th give-away
2:00-2:45	Session 15: Mark: Poetry & Humor – How They Work Separately & Together Description: Discover the joy and fun of poetry, its different forms and where to submit poetry for publication. Learn ways to include humor in poetry and prose.

2:45-3:30 **Session 16: Panel Discussion/Q & A from Participants**

3:30-3:40 Break/free time starts for those not in private consultations.

3:40-4:00 1st Consultation time - Shelly, Mark, Jeanette, Jolene, Jocelyn
4:00-4:20 2nd Consultation time – “ “ “ “ “

4:20-4:40 Break for speakers to freshen up
4:40 Leave for dinner at The Lampost Theatre

5:00-6:00 Dinner at the Lampost Theatre (self-pay, \$18)
6:00-7:00 Guest speaker and questions

Saturday Schedule

8:00 Network/Coffee & Tea
8:30-8:45 **Shelly: Devotions**

8:45-9:40 **Session 17: Jolene: Become a Book Marketing Maven**
Description: In today's marketplace, authors - whether self-published or published with a traditional house - have to promote their books. In this session, we'll discuss how to build a platform and an Internet presence, as well as explore inexpensive ways for new writers to promote their products.
Next Steps:

9:40-10:00 Break, prep for lunch, last give-away, and final book purchases
10:00-10:30 Brunch served

10:30 -11:30 **Closing Session: Jean: Goal-Setting and Action Plans**
Description: What's your next step? Wherever you are going, it all starts with the very next step. We will work to bring it all together in this session to establish steps and relationships to move you closer to your goals.

11:30-12:00 Wrap-up and evaluations

Office Hours: 9-4:30 daily or by special arrangement, 319-268-0787

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