

2012 AFTERNOON WORKSHOP DESCRIPTIONS

Matt Anderson (DaySpring Cards)

- **Timeless Encouragement for the Heart** (*Freshman*): A hands-on workshop to help you craft impactful inspirational messages of joy, hope, and encouragement that resonate with the heart and spirit. These are not just your Grandmother's greeting cards! If your ministry includes personal encouragement, this workshop may just be for you.

Allen Arnold (Thomas Nelson)

- **Keep Your Story an Offering Rather than an Idol** (*All levels*): As important as the story is – it isn't the primary focus of God. The "story of you" is far more important than your manuscript. So how can a writer run hard after story while not being consumed by it? How does a writer who knows that God inspired a story deal with the lack of marketplace success of the story? This session will be distinct in that it focuses on the author's gifting, heart and desire – as well as tangible ways to keep the story an offering rather than an idol.
- **Author Kryptonite—7 Elements that Will Derail You** (*All levels*): Just as Kryptonite is deadly to Superman, there are seven elements that can sap the momentum and potential of authors. The most shocking aspect is that these elements can often catch writers off-guard. Allen Arnold will review each element – shedding light on why they derail – as well as strengths that can replace them. A powerful session for seasoned authors as well as brand new writers.
- **Top Questions Writers Should Ask Publishers** (*All levels*): Writers know how to craft a great novel – but often aren't sure if they should be in contact with the publisher or what questions to ask. This is essential to get right – since the publisher often determines the ultimate focus on each book – and final verdict on whether the novel was a success or not. Coming from one of the leading Christian fiction publishers, Allen Arnold takes you behind the scenes from the publisher point of view, sharing the top questions every writer should be asking their current or potential publisher – as well as ways to jumpstart communication and topics that may backfire.

Karen Ball (Agent, The Steve Laube Agency)

- **Discover Your Truest Voice** (*Sophomore-Senior*): What is it that makes certain novels stand out from the rest? That gives certain stories undeniable power and impact? What captures readers and doesn't let them go? Voice. Character voice and author voice. You need them both to make your fiction outstanding. So join in this interacting workshop designed to help you discover your truest voice.
- **There's Nothing Wrong with You! Seat-of-Your-Pants Writing** (*All levels*): Does the thought of putting together a detailed outline for your book give you hives? Do you not know how your books end until you write it? Do you write whatever scene won't let you go? You're an SOP: seat-of-the-pants writer! And that's perfectly OK! In this interactive workshop—designed for those of us who fly without a net, and like it!—we'll share best practice tips and tricks, and help each other not just accept our writing styles, but embrace them.

Kim Bangs (Regal Books)

- **Concepting, Developing & Publishing Your Non-Fiction Book** (*Freshman-Sophomore*): Taking a concept/idea, whether large or small, massaging and forming it, then reforming it are a great part of the fun of developing a writing idea. Join us as we revel in God's dream in us!

James Scott Bell (Freelancer)

- **Building an E-Book Presence (w/Randy Ingermanson)** (*Senior*): There's a lot of interest in self-publishing e-books these days. Many writers think they're going to make a ton of money on Amazon and other sites. What is reality? In this workshop, we'll cover the essentials for successful self-publishing: Who should self-publish? What are the options? What does a writer need to succeed over the long term? How do I market my book when so many others are out there?

- **How to Write Page Turners in Any Genre** (*All levels*): It doesn't matter what kind of novel you write—you have to get readers to do the most important thing: turn pages. In this workshop, you'll learn the keys to Read on Prompts, High Stakes, Emotional Involvement, Stretching Tension and more. You will learn how to hook readers on the first page and keep them glued to the story until the very end. Do that, and you will also sell your NEXT book!

Vicki Crumpton (Baker Publishing Group/Revell)

- **News of My Death Has Been Greatly Exaggerated** (*All levels*): In the rapidly expanding digital universe, where self-publishing is just minutes (and typos) away, do traditional publishers still matter? While self-publishing, both in print and e-book form can be a great choice for some authors, traditional publishers continue to innovate in sales, distribution, marketing, publicity, and rights protection.
- **Agent/Editor/Industry Overview (w/Wendy Lawton)** (*All levels*): An acquisitions editor and an agent talk about the value agents bring to the publishing process, from identifying new talent to match-making to providing career direction.

Laura Derico (Standard Publishing)

- **True to the Word—Accurately Representing Scripture in Writing** (*All levels*): Coming from the True-to-the-Bible publisher, a workshop on taking care to accurately represent the Bible in Christian writing. Possible topics covered: fictionalized Bible stories, quotes out of context, historical accuracy.
- **Be a Model Writer-Editor/Writer Relations** (*Sophomore-Senior*): What you need to know about the care and feeding of editors in order to keep your publishing relationships happy and healthy.

Sharon Elliott (Gospel Road magazine)

- **Writers Present with Pizzazz** (*Sophomore-Senior*): It has been said that speaking and writing go together like a hand and glove, but sometimes, writers don't consider themselves to be great speakers. Well, your book will put you on a greater stage and folks will want to hear what you have to say. An interesting presentation gives you more confidence, connects with your audience, and boosts book sales. Attend this workshop to learn how to punch up the presentation of the message of your book with pizzazz and panache!

Diana Flegal (Agent, Hartline Literary Agency)

- **Rejections—The Key to Guiding Your Career** (*All levels*): It hurts more than you care to admit. Those blasted rejection letters keep coming and they are beginning to sound the same . . . What hints do these letters show that could jump start your career? Are they more than merely wallpaper for your home office? Should you write a snappy comeback and shoot it off? Something like, "You'll be sorry when I make the NY Times bestseller list" or "I'll be sure to drive my Rolls by your house and toot the horn"? What not to do will be discussed as well and how to make those critical adjustments that will make a difference.
- **Hooking the Attention of an Agent, Editor, Reader** (*All levels*): Bring your first page to this workshop, fiction or nonfiction. It will be read and participants may comment on the all important question, would I read on? Hooking the attention of the agent, editor and your reader is important, and you only have a few seconds to grab it. Does your first page have what it takes? Will we want to read on? Be bold, be courageous - bring your first pages.

Nick Harrison (Harvest House Publishers)

- **The Challenge of Publishing Nonfiction in Today's Market** (*Freshman*): Most beginning nonfiction writers don't understand that marketing their book has now become a crucial component of getting published. We'll look at why this is so and how to increase one's visibility and what to do if you don't have a "platform" and don't think you can build one.

- **Finding Time to Write When You're Busy** (*Freshman-Sophomore*): We're all busy. But if we know God has called us to write, we must find the time to do so. This workshop will look at ways to overcome procrastination, writer's block, and the obstacles we all face with our day to day responsibilities.

Ethel Herr (Freelancer)

- **So You Can't Sell It? Why Bother?** (*Freshman/Sophomore*): When God gives you a message and a passion to spread it, He also has a market in mind. His plan may not be for you to become a millionaire with your stories, devotionals, poems, how-to's, etc.... But if they can reach the hearts He designs them for, they will give great joy both to the readers, the writer and to God Himself. In this session we will examine how you can lay up great treasures in heaven even when editors on earth won't touch your work.
- **Making a Plan for Your Writing Ministry** (*Freshman/Sophomore*): I came to Mount Hermon 40+ years ago looking for a plan. I went home that week with just enough guidance to get started and feed my big dreams. Through the years, I learned to write articles, poems, and books—both fiction and nonfiction—even some of them I sold. I watched God's plan unfold like a tantalizing mystery. Mostly I saw His glory in the process and learned that this is His ultimate goal for all He leads me to do. In this session, I will share my story and talk about the principles it illustrates to help you solve the mysteries of your writing ministry/career.

Mona Hodgson (Freelancer)

- **Writing Books for Young Children** (*Freshman-Sophomore*): You want to write a children's book. One size, one format, one topic, one approach doesn't fit all ages. Come to this workshop for an overview of the various age groups and formats, and for a deeper look at how to write and sell board books and picture books.
- **Writing Articles to Promote Your Novel** (*Sophomore*): Great fiction is packed with truth. Learn how and where to mine your stories for the topics that could help you engage new readers through nonfiction articles. Come prepared to pick your story ideas and themes apart looking for topics, and then discover markets you hadn't considered in your promotions plan.

Randy Ingermanson (Freelancer)

- **Building an E-Book Presence (w/Randy Ingermanson)** (*Senior*): There's a lot of interest in self-publishing e-books these days. Many writers think they're going to make a ton of money on Amazon and other sites. What is reality? In this workshop, we'll cover the essentials for successful self-publishing: Who should self-publish? What are the options? What does a writer need to succeed over the long term? How do I market my book when so many others are out there?

Terri Kalfas (Hensley Publishing)

- **Writing Bible Studies for Publication—Part I** (*All levels*): If you're thinking of writing a Bible study for publication, or if you're already writing your own studies for your church or small groups, this workshop is for you. Whether you're writing for traditional paper or electronic media, you don't need a doctorate in order to publish your study, but you do need to know certain principles and concepts before you pitch your project, send off your work, or post it to the internet. Learn what to include in your study, how to put your message in writing, who your market really is, and what editors consider as they evaluate your work.
- **Writing Bible Studies for Publication—Part II** (*All levels*): A continuation of above.

Susan King (The Upper Room)

- **Turning Personal Experience into a Devotional Message** (*Beginner-Advanced*): We will focus on the four essentials for writing an effective daily devotional: Bible basis, authenticity, concentration on a single dominant image, and universality. Included will be information about the devotional market in general as well as specialized writing for *The Upper Room*, the world's largest daily devotional guide.
- **Writing Devotionals that Get Published and Read** (*All levels*): Do you want to produce writing with such sparkle and verve it will 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 might propose to write in the future? That's what this workshop is all about. This session will describe and illustrate the essential elements of style for writing in any genre. Participants will come away with concrete tools for self-editing to produce polished works that attract readers and editors alike.

Joel Kneedler (Agent, Alive Communications)

- **When a Bestseller Happens to a Good Writer** (*Sophomore-Senior*): There you are, minding your own business as you strain at your computer screen, when your trusty editor calls and says, "Your book just landed on the New York Times bestseller list! Congratulations!" What now? What should you say? Are you ready to handle the extra attention? What about the money? And where is the Lord in all this hoopla? Clearly, there are many things to be thankful for when your book sells well. However, there are serious, life-altering pitfalls to consider. What are they? How can you prepare? As Christian the klieg lights will bring an extra layer of criticism that can be especially difficult to deflect. How will you respond? As a publicist and agent, Joel Kneedler has been involved with two runaway bestsellers (*The Prayer of Jabez* and *Heaven is for Real*) that will serve as illustrations.
- **Though None Go With Me—Marketing Your Book when no one else Will** (*All levels*): Have you ever felt alone when it comes to marketing your book? Don't answer that. As a former publicity manager on several hundred books, Joel Kneedler will share a three pronged approach to seeking attention for your book: Observe, replicate & generate. He will pull back the curtain on in-house publicity and marketing and train you to think the way professional marketers think. Come discover the tools that best fit your personality and the best way to present the topics found in your book.

Steve Laube (Agent, The Steve Laube Agency)

- **Writing Quality Fiction** (*All levels*): Necessary elements of great fiction will be discussed, including what makes fiction Christian.
- **Marketing Your Published Book** (*Junior-Senior*): This session discusses the basic things needed to market your own book, including pre-pub publicity and how to do an effective book signing.

Wendy Lawton (Agent, Books & Such Literary Agency)

- **Agent/Editor/Industry Overview** (w/Wendy Lawton) (*All levels*): An acquisitions editor and an agent talk about the value agents bring to the publishing process, from identifying new talent to match-making to providing career direction.

Joanna Lutz Echols (Focus on the Family)

- **Writing Winning Beginnings and Endings** (*Freshman-Sophomore*): Less than 10 seconds. That's how long you have to capture your reader's attention. Make the most of it! This workshop will explore various types of leads and how to make them work for you. We'll also discuss how to recognize the right time to wrap up your piece. Bring the first page of your manuscript for an optional in-class critique (writers' names will be kept anonymous). Emphasis: Magazine Writing.
- **Make Your Manuscript Stand Out!** (*Freshman-Sophomore*): Want to write a manuscript no editor can resist? Find out how to recognize and avoid common mistakes. Learn to make your story capture an editor's fancy so he can't wait to publish it. Taught by a magazine editor who has read thousands of manuscripts and had to reject many, but also discovered gems by previously unpublished writers. Emphasis: Magazine writing.

Shannon Marchese (WaterBrook/Multnomah Publishing Group)

- **Sharp Writer Boot Camp** (*Junior-Senior*): A workshop for courageous fiction writers who have been writing for some time but are stuck in a writing stalemate. You must be willing to take an intensive look at what is working and what is not in your writing, toughen up that thick-skin. Will include topics: tired ideas and how to wake them up, killing clichés, story versus meaning, how and what editors really think about POV, passive writing, show-versus-tell, and what readers crave.
- **Pet Peeves in Fiction Writing** (*Freshman-Sophomore*): Wondering what turns a fiction editor off when he or she looks at your first pages? Find out what editors really think about head-hopping,

purple prose, clichéd dialogue, and recycled plots. Why not learn how to avoid editorial landmines on the road toward publication?

Becky Philpott (Zondervan)

- **Permission Issues within Fiction & Nonfiction** (*All levels*): Don't back yourself into a corner before the editing of your book begins. Whether you plan to use song lyrics, a poem, or a full article from another source, you may need permission from the copyright holder. What if you can't obtain permission but have relied too heavily on these quotations, making revision or deletion very difficult? You don't want to rewrite your book at that stage! Know the facts before you write yourself into a corner.

Ken Raney (Graphic Designer)

- **E-book Covers—They're Not What You Thought** (*All levels*): Cover designs for eBooks require some key considerations vs. the typical print book cover. Whether you're hiring a designer or attempting to design your own cover, make sure yours get noticed for the right reasons. Join illustrator/designer Ken Raney as we look at the design considerations for a compelling eBook cover that gets noticed, communicates well, and looks as professional as the writing inside. We will look at typography, stock photography, illustration, and other considerations including some case histories for a strong eBook cover.

Barbara Scott (Agent, Word Serve Literary Agency)

- **What to Expect From an Agent** (*Sophomore*): What do agents do besides read proposals and send query letters to editors? A LOT. If you are an unagented author, veteran editor and agent Barbara Scott can give you the questions to ask an agent when that "great day in the morning comes" and you are asked to sign an agency agreement. A long-lasting and mutually rewarding author-agent relationship is built on trust, respect, and the knowledge that each takes seriously the professional skills of the other. Communication is the glue that holds that relationship together, but the agent also partners with you before and after the sale to make sure your career survives and thrives.
- **Follow Market Trends to Advance Your Career** (*Sophomore/Junior*): As an author how can you use market trends to your advantage? People tell you that what's selling this year may be passé next year. Veteran editor and agent Barbara Scott will help you decipher whether a genre is a trend or just a fad. Trends last longer; fads are here and gone. Agents keep their ears to the ground to see what's coming next. If you want a long-time career as an author, you need to stay up-to-date on what's happening now and follow industry leaders who look years into the future. Hear up-to-date insider information that will help you decide what to write next.

Marci Seither (Freelancer)

- **Write Once, Sell Twice—the Art of Re-purposing Your Words for Multiple Markets** (*All levels*): Writing with more than one market in mind is a viable goal that will help you gain more experience, exposure and with a little luck, more cash in your bank account. If you have a great idea and have already done the research to write a well crafted article or manuscript, consider re-purposing your work with the goal of reselling it. We will be doing some brainstorming in class on how to take a simple subject and write it from different angles.

Lauraine Snelling (Freelancer)

- **Avoid the Prat Falls & Pit Falls of Using Your Personal Experiences** (*Freshman*): Yes, we need to use the things that have happened to us in our stories, but this can cause problems. So, learn way around the danger signs, how to make it work and how to recover after opening a vein and bleeding on the pages.

Rick Steele (AMG Publishing)

- **Crafting Query Letters & Manuscript Proposals That Get Attention** (*All levels*): A subject that needs to be continually taught for those who are unpublished, we'll camp on crafting and submitting successful query letters, do's and don'ts, editor pet peeves, follow-up with editors who fail to respond within a reasonable time, etc. Included will be a detailed analysis of what needs to go into a full proposal as well as up-to-date information on selling electronic versions of manuscripts on your own or

through a self-publishing company and the consequences of that in terms of seeking deals with a royalty publisher.

- **Writing Tight—Eliminating Wordiness from Your Writing** (*All levels, nonfiction only*): Most new authors have the impression that good writing has to be flowery and full of verbiage. But good writing—the kind editors love—is tight writing. Unnecessary words are eliminated. The writing is compact, concise, precise. This class will dissect different types of wordiness and offer suggestions on how to trim flabby writing. Learn tips to streamline your writing and become the type of author that editors are looking for.

Les Stobbe (Agent, Leslie H. Stobbe Agency)

- **Expanding Your Role as Writer** (*Sophomore*): Many writers fixate on article writing, others on books. This workshop will explore the many opportunities to turn writing skills into evangelizing and discipling not only in their world, but that of the nation. Participants will learn the basic skills foundational to this expanded role as a writer—and then learn how to adapt these skills for a wide variety of publication opportunities. The goal will be to become a writer of influence well beyond one's home community.
- **Enlisting Your Reader for Life Change** (*Sophomore*): For too many years much of communication by evangelical Christians has focused on the right information. Things have changed a lot, with the story now an important part of evangelical communication. But how can writers move the reader beyond information and an emotion-grabbing experience to vital life change? This workshop will introduce a writing approach that has the potential for effecting life change.

Sarah Sundin (Freelancer)

- **Historical Research for Fiction Writers - Enrich and Deepen Your Story** (*All levels*): In historical fiction, accurate details lend authenticity and color. We will discuss principles of conducting historical research, resources to explore, and areas to cover in your research.

Christine Tangvald (Freelancer)

- **Writing for Children...the Basics & More** (*Freshman-Sophomore*): Lots of great stuff on the basics, now to catch an editor's eye, current trends in today's markets, evergreen topics, markets that are always open, and whether picture books are your thing. Come have fun . . . Christine promises to serve chocolate!!

B. J. Taylor (Guideposts Magazine, Rep.)

- **Writing for the Guideposts Contest** (*Sophomore*): Want to break into Guideposts magazine? Deadline is June for submission to this year's contest. Come to this class to learn the ins and outs of writing for this far-reaching magazine. Your story can reach millions of readers, but craft is still paramount when submitting, as is perseverance. Learn from someone who's been there, done that.

Thomas Umstatted (Consultant)

- **How to Podcast Your Book onto the Bestseller List** (*Junior/Senior*): Learn how unpublished authors like Scott Siglar turned their stories into podcasts and then into New York Times bestsellers. Learn what a podcast is and how to start your own. Creating a podcast is easier than you might think.
- **How to Write More & Work Less** (*All levels*): Are you having trouble finding time to write? In this life changing class you will learn principles of time management that can revolutionize your writing. You will also learn digital tools to make you more productive online and offline.