

SCHEDULE – 2021 Cedar Falls Christian Writers VIRTUAL Workshop – Central US Time Zone

THURSDAY, JUNE 17

5:30 pm – 6:00 pm – Check-in and Early-bird networking

6:00 pm – 8:00 pm – WELCOMING SESSION, Intros and Keynote

Introductions: Name; where from; what help do you need and/or what help can you offer others? (We will have an attendee log, so you have it at the start, in case you want to reach out to someone during or after the workshop.)

Mary Potter Kenyon: Jumpstart Your Creativity

You've set aside time for writing. You're sitting in front of your keyboard or pencil and notepad, ready to write, only to discover nothing is flowing. What can we do when writer's block stalls us? If it's true that the hardest part is getting started, what can you do to jumpstart that writing engine? Mary Potter Kenyon walks attendees through a series of creativity exercises that gets those writing gears oiled up and ready to roar to life. Activities include blackout poetry, falsehood/truth list-making, and other fun exercises.

Scanned pages for Blackout Poetry activity will be emailed to attendees beforehand. Attendees will need a printer and a black Sharpie marker, or a word processing program like Microsoft Word with a Text Highlight Color tool.

FRIDAY, JUNE 18

8:00 am – 8:30am – Check-in and Early-bird networking

8:30 am – Opening: Jean /Devotions: Shelly

9:00 am – 10:00 am – Shelly Beach: The Power of Influence: Changing the World One Person at a Time

This session calls us to look beyond writing to our greater power of influence. How can we use our skills, passion, and the love of Christ in atypical settings: hospitals, prisons, community ministries, with our family, our neighbors, in missions, or in education? Learn how to become an awesome influencer in the world by developing a new vision of yourself as a writer.

10:00 am – 10:15 am – “10”-minute Break (be back and ready to re-start in 15)

10:15 am – 11:15 am - Mackenzie Ryan Walters: Are you a Story Builder or Story Carver?

Crafting a compelling story is hard. After coaching storytellers during a church class, and after editing more than 50 stories at faithstorytellers.com, national award-winning journalist and marketing agency founder Mackenzie Walters shares how to better identify whether you are a “story builder” or “story carver” in your approach to writing, as well as practical tips on how to make your story shine given your natural building or carving tendencies. The workshop also includes a storytelling exercise to apply your new skills.

11:15 am – 11:30 am – “10”-minute Break (be back and ready to re-start in 15)

11:30 am – 12:30 pm – Mary Potter Kenyon: Agents, Editors and Publishers—Oh my!

Traditional publisher? Self-publishing? Hybrid? Agent? No agent? Hire an editor? Pay an illustrator? We have decisions far beyond our pages of written work to consider, and the logistics in making them can make a writer's head spin. Mary Potter Kenyon has heard and seen it all: fly-by-night publishers and authors spending thousands of dollars for badly done work. The good news is that no writer needs to make a costly

mistake. Mary walks you step-by-step how to do your own homework before you make a decision, identifies red flags to watch out for and shares reputable websites that will do some of the work for you.

12:30 pm – 1:15 pm – Self-provided 45-minute Lunch Break (in three optional breakout rooms/“tables” – change your name to include 1-fiction, 2-non-fiction, 3-marketing/publishing)

1:15 pm – 2:30 pm – Gail Kittleson: Researching Fictional Characters

Discovering important facts and trivia about our heroines and heroes can be a daunting task, and the single most significant factor in our search is ATTITUDE. We must be relentless, as if seeking hidden treasure. By reading widely about the setting and period events, we may discover far more than we could ever have imagined.

2:30-2:45 pm - “10”-minute Break (be back and ready to re-start in 15)

2:45 pm – 3:45 pm – Co-work Writing Time:

We will each work together in quiet writing time. Suggestions to apply what we’ve learned so far today:

- 1) Brainstorm areas of influence you already have, or are drawn to, or feel God’s leading you toward.
- 2) Contemplate/explore if you are a story builder or story carver.
- 3) Research publishers from Mary’s resources.
- 4) Do some historical research for fictional characters or non-fiction purposes.
- 4) Or you may choose to work on something else you brought.

3:45 pm – 4:00 pm – Report back in, Take-aways for the Day, and Announcements

4:00 pm – 5:00 pm – Optional Bonus Session: Open Mic (with optional comments in the chat box, which will be saved)

The Zoom Room will be open after Open Mic until 6:00 pm for optional networking

SATURDAY, JUNE 19

8:00 am – 8:30am – Check-in and Early-bird networking

8:30 am – Opening: Jean /Devotions: Shelly

9:00 am – 10:00 am – Shelly Beach: How to Become Unstoppable: Developing Confidence as a Writer

The sad truth is that almost all authors struggle with Imposter Syndrome: the unshakable conviction that we’re getting away with something and that, at any moment, the Fraud Police will find us out. In this session you will learn how to harness the power of your identity, self-talk, realistic expectations, and routine to become an unstoppable steward of your gifts as a writer.

10:00 am – 10:15 am “10”-minute Break (be back and ready to re-start in 15)

10:15 am – 11:15 – Karen Strauss: 7 Ways to Monetize Your Book

Most people ask how many copies of their book they can sell – a better question is, “How can I use my book to make more money?” Selling books is not the most efficient way to make money or reach your financial goals. Some people do it, but for most authors it takes a lot of time to build your credibility to sell enough books to

quit your day job. The good news is that creating a book can help you make money in other ways. If you are an entrepreneur, speaker, or businessperson, writing a book can be a great way to garner attention. And Attention can equal making more money. You are attracting larger and more lucrative opportunities. In short – writing a book will make you more visible, give you more credibility and help you attract your ideal customer. Karen Strauss, who is a 35-year veteran in the publishing business, will talk about the 7 best ways you can leverage your book into a profit-making machine.

11:15 am – 11:30 am – “10”-minute Break (be back and ready to re-start in 15)

11:30 am – 12:30 pm – Sue Schuerman: How to Create A Church Devotional

Devotionals help us meet deep needs in our lives. They also make meaningful gifts. Imagine your own church members sharing God’s love and wisdom through a collection of their faith stories written as devotions. Learn what it takes to create a book of devotions written by members of your congregation. We’ll explore the process of developing a devotional from assembling your team to getting it published and everything in between.

12:30 pm – 1:15 pm – Self-provided 45-minute Lunch Break (in three optional breakout rooms/“tables” – change your name to include 1-fiction, 2-non-fiction, 3-marketing/publishing)

1:15 pm – 2:15 pm – Mary Potter Kenyon: Zoom...Zoom...Zoom: The Future of Promotion

Marketing gurus say: “Establish yourself as an expert in your topic; get your books into libraries; let your speaking sell your books for you.” We’re not in Kansas anymore, Dorothy. With the pandemic came changes in how writers can promote their books or build a platform. As the advent of the pandemic events were cancelled, libraries and bookstores closed. Now, even those places opening up have changed the way they do business. Authors need to be prepared to pivot to the new present and future ways to promote themselves. Mary Potter Kenyon comes to this topic as a presenter for community colleges and libraries throughout Iowa since 2011, experience as a former librarian and program coordinator for a spirituality center, and as an author with a book released during the pandemic.

2:15-2:30 pm - “10”-minute Break (be back and ready to re-start in 15)

2:30 – 3:30 pm – Jean Vaux: Getting Out of Your Own (and the Lord’s) Way

Do you find yourself in the Romans 7 loop: doing what you don’t want to do and not doing what you want to do? Can you relate to any of these self-saboteurs when you write:

- You stop yourself before you even get started writing because of fear of being judged?
- You get distracted by shiny object syndrome with so many ideas but never finishing one piece?
- You have trouble trying to get your editing perfect enough to push “Send?”

Find out how the latest neuroscience can help you collaborate with Christ in renewing your mind. Through mental fitness, learn how to tame your saboteur mind that derails and lies to you and tap into your sage mind where truth and creativity flow.

3:30 pm – 4:00 pm – Wrap up, Next-step goals, and Last networking