

## **SCHEDULE – 2022 Cedar Falls Christian Writers Workshop**

### **THURSDAY, JUNE 9**

**7:30 am – 8:15 am – Check-in and Early-bird networking**

**8:30 am – WELCOMING SESSION, Intros and Devotion**

**Introductions:** Please give 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.)

**9:00 am – 10:00 am – Mary Potter Kenyon: Seven Steps to a More Creative You**

Twelve years ago, Mary Potter Kenyon braved the doors of the Cedar Falls conference, certain she didn't belong. Three days later, she left a changed woman with a vision for her future writing. Never would she have imagined seven book contracts in her future. Do you have a vision for your writing life? Research shows that we are more likely to accomplish our goals when we picture them clearly and write them down. But to realize our vision, we need to take action, and that requires a skill set that might not come naturally to us. Mary encourages and inspires with an actionable plan to develop your creative skills.

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

**10:15 am – 11:15 am - Mary Potter Kenyon: Breaking Into Publication by Writing**

**Shorts** Whether your goal is to write a book, or you just want to see your work published, Mary walks you through the basics of breaking into publication with shorter pieces. With more than 700 clips published in magazines, newspapers, and anthologies, she'll share concrete examples as well as ideas for markets.

**11:15 am – 12:10 am – Shelly Beach: The Art of the Title**

What makes a title appealing to a reader and an editor? How do you know when you've crafted a good title? Should an author write a title first or after their piece is finished? When is it appropriate to use subtitles? This session presents tools and tips that will help you create memorable and engaging titles that will draw readers into your books.

**12:10 am – 12:30 pm – One-minute book intros by speaker authors and attendee authors**

**12:30 pm – 1:25 pm – Catered Lunch**

Also, sign-ups for afternoon consultations, Open Mic, Q & A Box

**1:30 pm – 3:00 pm – Daniel Bernstrom: The Picture Book: How to Learn from Mentor Texts**

As Stephen King famously said, good writers write and good writers read. But how does one read? Reading as a writer is the untold secret of writing. In this lesson, learn how to read as a writer, find universal story structures, unpack patterns, and extract the devices children's book writers use to tell unforgettable stories.

**3:00 pm – 3:10 pm - 10-minute Break**

**3:10 pm – 3:55 pm – Jean Vaux and Sue Schuerman: Velcro vs Teflon: Overwriting the Mind and the Page**

Nothing threatens the ego more than the red pen of an editor. Learn how to shift from the grip of your saboteurs and slide into Sage at the editing stage, so you can grow as a writer and keep your work flowing.

**3:55 pm – 4:00 pm – 5-minute passing break**

**Consultations:**

4:00-

4:20-

4:40-

5:00-

5:20-

5:00 pm - 5:30 pm Paid Critique

Concurrently, creative or recreative time: Writing in cabins, Fellowship Hall or Hospitality Cabin; nature or social time outside, rest, browse book tables

Optional Activity: TBD

**5:40 pm – 6:00 pm – 20-minute Break**

**6:00 pm – 7:30 pm – Catered Supper & Breakout groups**

**FRIDAY, JUNE 10**

**8:00 am – 8:30 am – Early-bird networking**

**8:30 am – Opening and Devotions**

**9:00 am – 9:50 am – Shelly Beach: Secrets of Writing Great Marketing Material**

How can writing marketing materials shape your book? And why does great marketing copy in your proposal help sell your book to the pub board? Learn how to write great marketing copy and grab the attention of editors, pub board members, and potential readers.

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

**10:15 am – 11:10 am - Daniel Bernstrom: What Writing Seven Unpublished Novels Taught Me**

I have written seven novels over the last fourteen years. Not one has been published. Two have come close, but not one book has sold. I've met some success as a picture book writer, but I long

to publish a novel. No matter what I've tried, I've failed. So why am I writing my eighth novel? Why do I keep trying? Because I love writing. And writing has changed me, because I have learned that even if I was the only one who needed that novel, it was enough. Learn what I've discovered about story and the heart of writing. Learn what I've learned about writing to heal.

**11:15 am – 12:10 am – TBD: Self-editing Superpowers**  
(Description Coming Soon)

**11:15 am – 12:10 am – Gail Kittleson: Lassoing the Power of Fictional Settings**  
Clearly, authors must pay great attention to character and plot, but neglecting or minimizing setting will downgrade our work. Participants will define and practice creating settings for a scene.

**12:10 am – 12:30 pm – Goal-setting review.** Also, sign-ups for afternoon consultations, Open Mic, Q & A Box

**12:30 pm – 1:25 pm – Catered Lunch**

**1:30 pm – 2:15 pm – Shelly Beach: Conquering Queries**  
Learn the in's and out's of writing query letters to agents and editors and how they differ. This session teaches common content that causes authors' queries to be tossed in the trash or rejected with a quick "Not Interested." Conquering the basics of excellent query letters puts you ahead of the crowd and tells agents or editors that you know your stuff and are ready for an assignment.

**2:15 pm – 3:55 pm – Mary Potter Kenyon: Book Proposal Basics (and writing activity)**  
A book proposal is the business plan that sells a book concept to a publisher or agent. Usually required to sell a non-fiction project, more and more publishers are asking for book proposals for fiction works. This condensed version of Mary's three-hour intensive book proposal workshop highlights the main sections of a proposal, with step-by-step instructions. You will leave this workshop with your own book synopsis and generous handouts.

**3:55 pm – 4:00 pm – 5-minute passing break**

**Consultations:**

4:00-

4:20-

4:40-

5:00-

5:20-

5:00 pm - 5:30 pm Paid Critique

Concurrently, creative or recreative time: Writing in cabins, Fellowship Hall or Hospitality Cabin; nature or social time outside, rest, browse book tables

Optional Activity: TBD

**5:40 pm – 6:00 pm – 20-minute Break**

**6:00 pm – 7:30 pm – Catered Supper & Open Mic**

## **SATURDAY, JUNE 11**

**8:00 am – 8:30am – Early-bird networking**

**8:30 am – Opening and Devotions**

**9:00 am – 10:00 am – Jolene Philo: Getting and Staying Organized for Optimal Productivity**

Writers leave writers' conferences with renewed purpose and beaucoup ideas they want to put into practice. They also leave asking themselves where to start, how to make time, and how to organize materials and resources. In this workshop, Jolene suggests a handful of tips to help writers set priorities, create schedules, and organize electronic files so what you bring home and what you write is easily accessible.

**10:00 am – 11:00 – Panel on Author Marketing**

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.

**11:00 am – 12:00 pm – Celebration Party with video, cake and box lunch.  
Messages from Shelly, Jean and Sue**

**12:00 pm – 12:45 pm – Mary Potter Kenyon: Uncommon Sense**

What happens when God asks you to do something that doesn't make sense? When He asks us to do something outside of our comfort zone, we can face the fear and trust in Him or ignore the promptings of the Holy Spirit and stay in the safe zone, potentially missing out on God's perfect plan. Following the death of her husband in 2012, Mary Potter Kenyon developed a personal relationship with her Savior. In the process, she learned to listen and discern God's voice. Sometimes what we want in our writing isn't what God has planned for us. This inspirational presentation demonstrates what can happen when we step out in faith in our writing and our life.

**12:45 pm – 1:00 pm – Workshop Future Vision, Closing and Prayer**