



2024 WORKSHOP OVERVIEW

Better Together

Time	General	Beginner Author	Intermediate/Advanced Author	Professionals
9:30–9:50 AM	Welcome and Intro with Alexa Bigwarfe			
10:00-10:50 AM	<p>Gabriela Pereira How to Survive and Succeed as a Writer (without breaking your heart or losing your mind)</p> <p>In this fast-paced session, Gabriela</p> <ol style="list-style-type: none"> 1. Debunks some major myths about creativity 2. Shares key mindset shifts that will help you get past blocks and get back to writing 3. Walks you through an essential technique that will change your creative process forever. 	<p>Savannah Gilbo How to Write a Well-Structured Scene</p> <p>By the end of this session, you will know</p> <ol style="list-style-type: none"> 1. How to write a well-structured scene start to finish 2. What it means to write a meaningful arc of change in each one of your scenes 3. How to troubleshoot scenes that don't work and feel "off" 	<p>Stacy Juba From Flat to Fabulous: Reviving Characters with Dynamic Body Language</p> <p>By the end of this session, beginner and intermediate authors will</p> <ol style="list-style-type: none"> 1. Know how to identify and avoid the most overused nonverbal phrases that result in flat characters and lackluster writing 2. Gain strategies for enriching nonverbal communication, allowing your unique voice to shine and fostering deeper reader connections with your characters 3. Learn three critical mistakes to steer clear of when using nonverbal communication in your writing 	<p>Angela James Beyond the Red Pen: Amplifying Author Voice through Skillful Editing</p> <p>Editors will go through a five-step approach of working with authors, including:</p> <ol style="list-style-type: none"> 1. What questions to ask at the pre-edit stage to build an understanding of the author's vision, voice and background 2. How to approach edits in a way that acknowledges and preserves differing lived experiences, backgrounds, cultures, languages and slang. 3. Language to include in edit leaders and FAQs that create a foundation for expectations of collaboration and respect <p><i>Professional: Editors</i></p>
11:00–11:50 AM	<p>Alessandra Torre Six Secrets Every Indie Fiction Author Should Know</p> <p>It's easy to get overwhelmed, frustrated and confused. New York Times bestselling author Alessandra Torre will share her six secrets, that include:</p> <ul style="list-style-type: none"> • The biggest differences between successful and non-successful authors • What types of novels are the easiest and most profitable to sell • The stumbling block that derails most careers • Why a "failed" release isn't the kiss of death 	<p>Jen Navarre Writing Books for Young Readers: Determining what Type of Children's Book to Write</p> <p>At the conclusion of this session you will know</p> <ol style="list-style-type: none"> 1. The differences between picture books, early readers, and chapter books 2. How to determine the best audience for your book and why this matters for emerging readers 3. Tips for revision so your book aligns with what's already on the market 	<p>Kate Allyson Create a Writing Routine that Works for Your Brain</p> <p>This is not one-size-fits all writing advice. By the end, you will know</p> <ol style="list-style-type: none"> 1. The importance of understanding WHY you are writing your book 2. How to experiment to find the best writing routine for you 3. How to maintain your routine over time, so you can get your book written 	<p>E. Danielle Butler Welcome, Ghosts: Should Your Writing Client Use a Ghostwriter</p> <p>In this session, E. Danielle will walk publishing professionals through the considerations of working with a ghostwriter. They will</p> <ol style="list-style-type: none"> 1. Understand the benefits of working with a ghostwriter 2. Learn more about pricing and process for engaging a ghostwriter 3. Identify the needs and opportunities for steering a client towards using a ghostwriter <p><i>Professionals: Publishers and Publishing Assist</i></p>
12:00–1 PM	Lunch/ Networking Coffee Chat Room			
1:00–1:50 PM	PWA Gold Sponsor Block Streamline Your Self-Edit with Technology			
2:00–2:50 PM	<p>Tieshena Davis Authorlocity: The Top Strategy to Establish Yourself as a Thought Leader with a Non-Fiction Book</p> <p>By the end of this session, you will know</p> <ol style="list-style-type: none"> 1. What type of prescriptive book to write 2. How to capture and articulate your evidence-based knowledge 3. How to master strategic persuasion to maximize your impact 	<p>Wendy Van Camp Every Word Matters: Using Prose to Enhance Fiction and Creative Non-Fiction</p> <p>In this session, you will learn about Meaning, Voice, Tone, Rhythm/meter, Sound Devices, and Word Choice and how to apply them as a novelist.</p>	<p>Shirley Jump Six Techniques to Create More Compelling Novels *PRERECORDED SESSION*</p> <p>This is an interactive class will guide you into more powerful writing. Benefits include</p> <ol style="list-style-type: none"> 1. Deeper, richer plot 2. Stronger, more compelling characters 3. A tool to make any aspect of your book more unique 	<p>Michelle Oucharek-Deo The 42 Minute Hour: A Time Management Tool For Enhancing Business Productivity</p> <p>This session is a time mentoring program for real women whose goals often get sidelined by everyday challenges. This technique can revolutionize your productivity, not just in writing but in managing many areas of your life.</p>

Time	General	Beginner Author	Intermediate/Advanced Author	Professionals
3:00–3:50 PM	<p>Eryka Parker The Art of Immersion: Boost Productivity and Morale with Journaling, Role-Playing, and Method Writing Techniques</p> <p>By the end of this presentation, you will know</p> <ol style="list-style-type: none"> 1 - How to create compelling imagery through vivid descriptions and emotions 2 - How to tap into your reader's deepest needs, wants, and desires 3 - Ways to create a writing strategy that defies obstacles and embraces your author theme 	<p>Alexa Bigwarfe, Purple Butterfly Press What you REALLY need to Know About Writing and Publishing a Children's Book</p> <p>You may know Alexa as the host behind the Women in Publishing Summit, but what you may NOT know is that she's also the publisher behind Purple Butterfly Press, an award winning hybrid children's book company. Through the years of publishing children's books, she has developed a wealth of knowledge about the key things most indie picture book authors don't know. This session will cover topics such as: word count for your books (this is one that gets messed up all the time!), ensuring your book is leveled for the appropriate age group, understanding the needs of schools and librarians, distribution and print options, when and how to start your marketing, and more. This is a key session for anyone just starting a children's book, in the process of writing one, or previously published and not seeing the success they want.</p>	<p>Barbara V. Evers Creating Believable Characters Using Myers Briggs Types</p> <p>The Myers Briggs Type Indicator (MBTI) will help you answer questions about your characters, such as, what makes them tick? How do they recharge? What type of information do they trust? And more.</p> <p>After this session, you will be able to</p> <ol style="list-style-type: none"> 1. Establish your character's type 2. Recognize examples of the four areas that create the sixteen MBTI types and how you might use this information to create characters who leap off the page 3. Begin to develop how your character behaves under normal circumstances and how their environment might change those behaviors 4. Describe what happens to your character's type under stress and conflict 	<p>Tara Whitaker The Case for Community: Why Editors and Freelancers Need to Find Their People</p> <p>This part how-to, part tell-all session discusses why and how joining or building the right values-focused virtual community — whether as an author, editor, or creative freelancer — has become necessary for a stronger and more sustainable solo business.</p> <p>Professionals: Editors (& Freelancers)</p>
4:00–4:50 PM	<p>Break Coffee Chat</p>	<p>Brooke Van Sickle The Three Biggest Mistakes Children's Book Author *PRERECORDED SESSION*</p> <p>By the end of this presentation, you will know</p> <ol style="list-style-type: none"> 1. What to do with a new story idea 2. How to get started writing your first draft 3. The biggest mistake writers make when it comes to illustrations 		
5:00–5:50 PM	<p>Jacci Turner Writing About Grief and Trauma in Your Fiction and Creative Non-Fiction Books</p> <p>This session focuses on writing characters who have experienced trauma with sensitivity and compassion, without spreading misinformation.</p>	<p>Jennifer Wilkov Memoir Mastery: How to Tell Your Story So It Sells</p> <p>In this session, you can expect to learn</p> <ol style="list-style-type: none"> 1. What your memoir is — and what it's not 2. Where your story begins and why it matters 3. The basics for writing a memoir that sells 4. The secret to catching a literary agent's eye with your memoir 5. Fool-proof ways to know your audience 6. Proven techniques to use your memoir to reach publishers, producers, and the media 7. Top strategies to leverage your memoir for various audiences, speaking opportunities, and markets 	<p>Leslie J. Hall Show, Don't Tell: A Secret Weapon for Writers</p> <p>After this session you will</p> <ol style="list-style-type: none"> 1. Understand what the phrase "show, don't tell" means for your story 2. How to identify "telling" prose 3. How to convert "telling" to "showing" 4. What is okay to tell 5. How to use point of view to heighten "show, don't tell" 	<p>PANEL DISCUSSION: Linda Ruggeri, Tenesha Curtis, Katherin Pickett, Brittany Dowdle Editors as Authors: Behind the Scenes of Publishing Your Own Work</p> <p>After this discussion, you will be able to</p> <ol style="list-style-type: none"> 1. Understand the opportunity editors have in writing and publishing their work (both fiction and non-fiction) 2. What the process is like for both traditional and indie track publishing 3. How being a published author fits into an edition business/career 4. How "editors as authors" can contribute to a more meaningfully inclusive publishing landscape
6:00–6:45 PM	<p>Keynote Speaker/ Platinum Sponsor: Paige Allen, Ingram: Shaping Stories, Shaping Culture: The Impact of Women's Voices in the Publishing World</p>			

Time	General	Beginner Author	Intermediate/Advanced Author	Professionals
9:00–9:50 AM	10 Min Yoga & Meditation + Coffee Chat/Networking			
10:00 AM	<p>Michelle Vandepass (Empower Press) Five Steps to Writing, Publishing, and Marketing Your Nonfiction Book</p> <p>Come learn about your options for publishing your book with Michelle Vandepas of GracePoint and Empower Press. As a seasoned publisher, Michelle has many insights, and will also share about the types of authors she’s looking for.</p>	<p>Lucinda Halpern Get Signed: Turn Your Big Ideas into a Winning Pitch</p> <p>Writers of all levels will gain insight in this session and will have knowledge of</p> <ol style="list-style-type: none"> 1. What common pitfalls and errors to avoid in a query letter 2. How to articulate to agents and publishers that your book is the perfect win-win 3. What techniques to employ in crafting your pitch to stand out from agent’s slush piles 	<p>Katherine Pickett Get the Most Out of Your Beta Readers and Manuscript Assessments</p> <p>Learn how to manage differing opinions from your beta readers, how to minimize the problems and maximize the benefits, and much more. You will walk away with confidence in your ability to sort the good advice from the bad to craft a stronger, cleaner manuscript.</p>	<p>Lori Mcknight A Printer’s Guide to Offset Printing Your Children’s Book</p> <p>In this session, we will discuss the pros and cons of both offset and POD printing with real life examples so you can make an informed decision on the best route for your book and business.</p>
11:00 AM	<p>Georgia Clark The Art of Giving and Receiving Feedback</p> <p>By the end of this session, you will know</p> <ol style="list-style-type: none"> 1. How to give feedback that expresses your ideas in a helpful way 2. How to receive feedback, even if its overwhelming or hard to hear 3. How to turn feedback into a solid, achievable revision plan you feel excited to tackle 	<p>Tamera Dever Picture Book Design and Production: Book Formatting and Design for Children’s Books</p> <p>Picture books must deliver a big punch in a small package. It is vital that each piece is carefully planned and executed to put together the best packages possible to deliver your special story.</p> <ol style="list-style-type: none"> 1. Learn the production options available, whether printing digitally, offset, or on-demand 2. Learn why you need both illustration and design and how they work together to bring your story to life 3. Learn how planning for production while you’re writing can streamline the book creation process and even improve your book 	<p>Monique Danielle Atticus: Your DIY Book Formatting BFF</p> <p>If you are considering formatting your own book, this session shows it is completely possible with Atticus. Atticus is the book formatting tool created by the team at Kindlepreneur/ Publisher Rocket. Attend this workshop to learn about Atticus and how to use it.</p>	<p>PANEL DISCUSSION: Julie Trelsted, Kelly Peterson, and Natanya Wheeler Growing Your Publishing House with Romance Writers — and keeping them.</p> <p>At the end of this interactive workshop, you will know</p> <ol style="list-style-type: none"> 1. Which books will work best in the global market 2. How to market your books in foreign markets 3. How to sell and buy foreign rights to grow your publishing business
12:00 PM	Lunch/Networking Coffee Chat Room sponsored by Wonderlady Books			
1:00 PM	SPONSOR BLOCK			

Time	General	Beginner Author	Intermediate/Advanced Author	Professionals
2:00 PM	<p>Routes to Publishing Panel</p> <p>Join us for a session to learn about the differences between the different routes to publishing and which might be best for you.</p> <p>Moderated by: Tara Alemany, Emerald Lake Books</p> <p>Panelists: Brooke Adams Law, Anne MacDonald, Ami McConnell, Abigail Wild</p>	<p>Danielle Anderson How to Set and Spend Your Editing Budget Wisely</p> <p>By the end of this session, you will know</p> <ol style="list-style-type: none"> 1. The difference between the types of editing and when and why you may need them 2. How to find, hire, and work with the best type of service provider so you can get the feedback and support you actually need 3. How to save time, energy, and money working with editors for the highest quality result 	<p>Jess Ekstrom MicDrop! Empowering Your Voice: Strategies for Impactful Speaking *PRERECORDED SESSION*</p> <p>Jess E. shares insightful tips for aspiring speakers and entrepreneurs, highlighting the importance of focusing on the value you bring to your audience over just your personal story. Through this session, Jess provides tips around leveraging connections as starting points for speaking engagements, how to negotiate for assets beyond speaking fees, such as professional event photos, testimonials, and referrals. Jess also provides recommendations on structuring your talks and her formula to deliver concise, impactful messages. These strategies are aimed at empowering women writing nonfiction books who want to take the stage to make a bigger impact.</p>	<p>Miranda Darrow Developmental Editing of Fiction Concepts and Deliverables: An Intro Into Developmental Editing for Copyeditors and others</p> <p>During this session you can expect</p> <ol style="list-style-type: none"> 1. An overview of Developmental Editing, including the various levels of editing and defining Developmental Editing 2. A discussion and examples of various types of Developmental Edits, manuscript evaluations, edit letters, ghostwriting, book mapping, and more 3. Main Developmental Editing Concepts and comprehensive coverage of this type of editing
3:00 PM	Silver Sponsor Block	<p>Chelsea Bennett Being Successful in Self Publishing is all about Having the Right Tools</p> <p>Authors have many choices to make when it comes to publishing and distribution. In this session, you will learn what to consider when making big decisions and the tools required to set your business up for autonomy and serving your best interests.</p>		
4:00 PM	Coffee Chat Room Inkworthy Books — Danielle Anderson			
5:00 PM	<p>Kathy Meis Metadata for Beginners: The Key to Driving Discoverability and Sales</p> <p>In this session, you will learn about the importance of metadata; what it is, and how you pull it all together.</p>	<p>PANEL DISCUSSION Great Cover Design</p> <p>Kiffer Brown, Felicia Brookins, Tamian Wood, and Cathy Helms</p> <p>Cover Design Panel — What's in a good cover? Cover Critique Session</p>	<p>Jana S. Brown From Data to Drama: Leveraging Market Research to Create Bestselling Fiction</p> <p>By the end of this session, you will know</p> <ol style="list-style-type: none"> 1. How to research the genres you are passionate about to find out what your audience needs to be satisfied 2. How to choose your cover, blurb, and details about your content to fit with the best sellers in your genre 3. Why market research matters and how it can be applied to work that is completed, or used to create a writing plan for your newest novel 	<p>Dayna Reidenour and Penni Askew Achieve Success: Find the Manual to Your Brain and Optimize Your Workspace</p> <p>In this presentation, authors and service providers learn different ways to approach their work, with the ideas gleaned from the presenters' 32 years of publishing experience and 23 years of guiding her neurodivergent offspring. By the end of this session, you will know</p> <ol style="list-style-type: none"> 1. Neurodivergent brains are awesome and deserve to be honored and respected with methods that fit, not chafe 2. Focus flourishes in environments that foster growth 3. Breaking the rules is advised: Find what works for you and throw out the rest of it
6:00 PM	Special Closing Session			

Time	General	Beginner Author	Intermediate/Advanced Author	Professionals
9:30 AM	Coffee Chat Networking Special Yoga Stretch with Lou S. Adams			
10:00 AM	<p>Michelle Glogovac How to Create a Podcast Book Tour</p> <p>This session teaches</p> <ol style="list-style-type: none"> 1. How to craft your media kit and unique podcast pitch 2. How to show up as the best podcast guest without selling, along with tips for being comfortable as an introvert 3. Ways to repurpose your podcast interviews into greater marketing content you can utilize for your author brand and book promotion 	<p>Markeyla Henton Echo Chambers: A Winning Marketing Strategy Before You Finish Your Book</p> <p>In this session, burgeoning authors learn how to galvanize people around their books. This session teaches writers how to find people who will support them and how to launch their books with raving reviews and a collection of people echoing their message.</p> <p>Specifically, in this session you can expect to learn</p> <ol style="list-style-type: none"> 1. How to pitch potential supporters to join their Echo Chamber marketing team 2. How to gather, excite, and incentivize their Echo Chamber 3. How to laundh with their Echo Chambers support 	<p>Lindsey Smith Increase Your Author Revenue Through Subrights</p> <p>By the end of this session, you will</p> <ol style="list-style-type: none"> 1. Have eight new streams of revenue to choose from 2. Know exactly what to do to implement each new stream immediately 3. Confidently choose which streams will personally work best and be in alignment with you 	<p>Nev March How to Motivate Your Author In Marketing Strategies</p> <p>In this session, Nev March will share her approach to building an effective marketing plan with her publisher. What does the publisher offer, and what's the author's role?</p>
11:00 AM	<p>Hannah Jacobson Book Awards: How to Find and Use Awards to Promote Your Book</p> <p>This session focuses on actionable ways to</p> <ol style="list-style-type: none"> 1. Identify and submit your book to valuable award programs 2. Share every step of the award process in a way that connects with readers 3. Leverage book awards to build community and unlock professional opportunities 	<p>Renee Bauer How to Launch Your Non-Fiction Book into a Bestseller List</p> <p>Renee will provide a roadmap to launching your book into the world and increasing your chance of making a bestseller list. By the end of this presentation, you will</p> <ol style="list-style-type: none"> 1. Know when to do what to launch your book to success 2. Identify which pre-order bonuses you will offer 3. Start to create your own PR plan 	<p>Andrea DeWerd - POSTPONED! What's Working Now? Understanding Content Algorithms for Facebook, Instagram, TikTok, and SEO to Uplevel your Discoverability</p> <p>In this session, Big Five veteran, Andrea DeWerd will teach authors and publishing professionals alike what's working right now for different genres and different platforms, including understanding the content algorithms for Facebook, Instagram, and TikTok, with a specific focus on search optimization and discoverability — from SEO for author websites to tips and tricks for optimizing your Amazon listing and metadata.</p>	<p>Keri-Rae Barnum Goal-Focused Distribution</p> <p>This class will cover</p> <ol style="list-style-type: none"> 1. Distribution opportunities for print books, eBooks and audiobooks 2. The costs and time commitment involved with each distribution option 3. Which distribution methods are best for stocking consideration in three major outlets; bookstores, chain stores, and libraries
12:00 PM	<p>Sponsor Booths Featuring — Publishing Solutions, Distributors, Printers, Editors</p>			
1:00 PM	<p>Gold Sponsor: Abundantly Social How to Blend Traditional and Digital Marketing into Your Book Launch for Ultimate Success</p>			

Time	General	Beginner Author	Intermediate/Advanced Author	Professionals
2:00 PM	<p>Pam Sheppard From “No, not interested” to “Tell me more...”: Adapting Your Pitch to Any Marketing Opportunity</p> <p>Everything in marketing is a pitch of one kind or another. With this presentation, participants can learn</p> <ol style="list-style-type: none"> 1. Ways to assess relevant market trends 2. Ways to identify your unique value assets that respond to those trends 3. How to adapt a strong pitch for any specific market opportunities 	<p>Jennifer Hanson-dePaula What Authors Can Post on Social Media Before the Book is Published</p> <p>This session will teach</p> <ol style="list-style-type: none"> 1. Exactly what to post to grow on social media without giving anything away 2. How to set up an easy to apply system to build community, drive traffic to your website, and grow your newsletter list well before your book is published 3. The tools, systems, and processes you need to build a solid and attentive community of avid fans 	<p>Steff Green Serving Your Superfans: How to Build and Foster a Fandom</p> <p>In this session, you will learn ways fans are one of the most important assets to have in order to remain profitable in a changing publishing landscape. By the end of the presentation, you will know</p> <ol style="list-style-type: none"> 1. What are fans, what fans want from their favorite authors, and how you can reach fans 2. How to build your books, your brand, and your business around cultivating fans 3. How to leverage your fans as an additional income streams such as direct sales, kickstarter, merchandise, etc. 	<p>Lily Tran The Most Common Tax Mistakes Made by Small Businesses</p> <p>Join us for this workshop taught by Lily Tran with TaxUSign. You'll learn about the most common tax mistakes small businesses make and how to avoid them.</p>
3:00 PM	<p>Sponsor Booths Marketing, Business Growth, Writing Coaches, Writing Tools</p> <p>Abundantly Social, Heart of the Story, Your Book Is Your Hook, PubSite, BookFunnel, Children's Book Mastery, Front Porch Collective, Busy Bee, Old Mate Media, Book Award Pro, AutoCrit</p>			
4:00 PM	<p>Coffee Chat Room Sponsored by Lit Launch</p>			
5:00 PM	<p>Roshanda Pratt Crafting Author Success: Mastering Live Video for Book Sales and Fan Engagement</p> <p>In this engaging session, authors will learn the art of crafting a compelling online presence through live video. From honing your message to perfecting delivery, we'll explore the key elements of authentic connection with your audience. Learn valuable tips and tricks for increasing book sales, cultivating a loyal fanbase, and standing out in the digital landscape. Join us as we unlock the secrets to author success in the world of live video, empowering you to shine brightly and captivate readers worldwide.</p>	<p>Amber Petty Five Simple Steps to Starting a Newsletter that Grows Your Audience and Your Sales</p> <p>By the end of this session, you will know</p> <ol style="list-style-type: none"> 1. Why a newsletter is the best way to grow your platform 2. The best software to set up a newsletter 3. How to structure your newsletter so that it helps ideal readers, stays sustainable, and showcases your work without saying “buy my book” 	<p>Manon Wogahn Book Influencers: How to Find, Contact, and Work with Readers on Social Media</p> <p>Book influencers have changed the book marketing game. This session will use case studies and the presenter's own experience to take attendees through the key components of liaising with book influencers. You will learn why it is important to</p> <ol style="list-style-type: none"> 1. Customize your approach to each influencer 2. Focus on micro influencers within your genre 3. Be respectful of the influencers time and platform 	<p>Paige Dungan Using PR to Grow your Editing, Freelance, or Publishing Business *PRERECORDED SESSION*</p> <p>As a publisher or publishing assistant, you are probably doing a lot of marketing for your authors. Paige Dungan will share her expertise on how you can use PR and marketing as the publisher to market your books.</p>
6:00 PM	<p>Happy Hour</p>			

Time	General	Beginner Author	Intermediate/Advanced Author	Professionals
9:30 AM	Coffee Chat Lea Grimaldi — Yoga Sessions			
10:00 AM	<p>Elizabeth Ducie Taking Care of the Money: Cashflow Plan At the end of this session, you will know</p> <ol style="list-style-type: none"> 1. How to construct a monthly cashflow plan for up to three years 2. How to draw conclusions from the plan 3. How to use the plan to test a variety of financing models 	<p>Toby Dorr Amplifying Your Words: Harnessing the Power of Podcasts to Boost Book Sales Learn how creating your own podcast can increase your reach, ultimately providing opportunity for more book sales and impact. You will learn the options and costs for recording your own podcast, how to incorporate your podcast with your brand, ways to monetize your podcast, and how to use social media to promote your podcast.</p>	<p>JoAnn Sky From Page to Screen: Screenwriting basics for Novelists In this workshop, participants will learn the fundamentals of adapting a novel to screenplay including</p> <ol style="list-style-type: none"> 1. Structural choices to be made during the adaptation process 2. Stylistic components to embed within the script 3. Formatting requirements 4. Pitch deck development 5. The importance of a logline 	<p>Jessica Andersen Leveragin LinkedIn for Entrepreneurial Authors and Editorial Professionals Learn how to use your long-neglected LinkedIn profile as a powerful makreting asset for your personal brand or business. Jessica will spill the secrets on optimizing your profile, and as well as best practices for networking, engaging, and creating content on the platform in 2024. You will know how to set up your profile by the end of this session.</p>
11:00 AM	<p>DiAnn Mills How to Attract Book Clubs At the end of this session, you will</p> <ol style="list-style-type: none"> 1. Be given handouts to assist in reaching out to book clubs 2. Understand the value of book clubs 3. Where to find and approach book clubs 4. Learn how to increase relationships with both online and in-person book clubs 	<p>Alesha Brown Embracing the Role of Entrepreneur: The Business of Being a Profitable Non-Fiction Author Attendees will learn</p> <ol style="list-style-type: none"> 1. How to shift their perspective from being solely authors to becoming authorpreneurs, with insights into the importance of personal branding and strategic storytelling for creating a unique and resonant author identity 2. Effective strategies for navigating the complex landscape of book marketing, to enhance visibility and connect authentically with readers 3. An informed understanding of the various avenues available to monetize their writing through diversified channels for long-term profitability and career growth 	<p>Malorie Cooper My Facebook Ads are Failing: Strategies to Reboot and Improve the Performance of Your Facebook Ads This class will cover the basics of Facebook ads, audiences, setup and creation of ads and how to grow your following from Facebook ads.</p>	<p>Jen Millius How to be Successful with In-Person Book Signing Events When this presentation is complete, attendees will be able to</p> <ol style="list-style-type: none"> 1. Have the right mindset for success 2. Undertand the prp needed to put themselves and their businesses in the best light 3. Know how to shine during the event
12:00 PM	Coffee Chat Sponsored by Written Word Media			
1:00 PM	Expert Meet & Greet			

Time	General	Beginner Author	Intermediate/Advanced Author	Professionals
2:00 PM	<p>Laura Briggs How to Make More Money with Your Skills: Freelance Writing Services</p> <p>In this session, any level author will discover how to pivot their skills to earn additional experience and income as a freelance writer. By the end of the class, you will know</p> <ol style="list-style-type: none"> 1. What it takes to succeed as a freelance writer 2. Which freelance services makes the most sense for author to dive into 3. How to get started with this part-time, flexible, and scalable opportunity 	<p>Kiffer Brown How to Create a Successful Crowd Sourcing Campaign: Kickstart Your Book and WHY YOU SHOULD DO IT</p> <p>In this session, you can expect to learn</p> <ol style="list-style-type: none"> 1. Different crowd sourcing platforms/ options 2. Using kickstarter as book launch tool in promotional efforts 3. Raise your author profile and build awareness of your works 4. Connect directly with your readers — sell directly to your readers 5. Build your reader/fan community 6. Collect email addresses and keep in touch 7. How to design your campaign 	<p>Honoree Corder Monetizing Your Nonfiction Book: The Six Steps to Book Monetization Success *PRERECORDED SESSION*</p> <p>This session will help you turn your book into multiple income streams.</p>	<p>Tara Alemany The Top Tools You Didn't Know You Needed for Your Publishing Business</p> <p>Every publisher knows the importance of keeping costs low which providing the greatest value. Tara will share some of her favorite tools that streamline her publishing business to give her the productivity boost she needs to run an efficient business.</p>
3:00 PM	<p>Publisher Speed Dating The following companies have been invited: Publish, Get It Done, Empower, Luminare, Lulu, Old Mate Media, Phoenix Rising, Bright Communication, Emerald Lake Books, Hybrid Global, Purple Butterfly Press, EvyDani Books, Wonderlady Books</p>			
4:00 PM	<p>Kyra Wilson Cook Writing to be Heard: Keeping the Sound of Stories in Mind While Writing</p> <p>In this session, you will explore common writing blunders beyond the usual typos and grammar gaffes such as</p> <ol style="list-style-type: none"> 1. Why you can't use song lyrics 2. How to incorporate diversity, diversity, equity, and inclusion in your writing 3. Why sources matter 4. Can you say profanities 5. When to use italics and when not to and more 	<p>April Cox Amazon Ads for Authors</p> <p>By the end of this session, you will understand</p> <ol style="list-style-type: none"> 1. Optimization Strategies 2. Key Metrics Mastery 3. Practical Adjustment Techniques 4. Proactive Problem Solving 5. Clear Roadmap for Success 	<p>Mary Czarnecki Five Ways to Increase Book Sales and Generate Additional Revenue with Speaking</p> <p>By the end of this session, authors will know</p> <ol style="list-style-type: none"> 1. How to increase book sales and generate new revenue with speaking 2. Simple ways to find speaking opportunities, even if you're just getting started 3. What to say to ensure your talk is irresistible to event organizers and hosts 	<p>Diane Windsor Building a Media Kit That Gets Your Author Noticed</p> <p>In this session, the discussion will center on the elements of a media kit, where to find templates that are editable, how to write and distribute a press release, and how to find the right person to send the kit to.</p>
5:00 PM	<p>Closing Happy Hour</p>			

This printable 2024 Workshop Overview was created by Susi Clark of [Creative Blueprint Design](https://www.creativeblueprintdesign.com).