

# 2023 Conference Schedule

This is subject to change, but here are the workshops we have lined up! Additionally, you'll have plenty of coffee chats (networking), Special offers and chances to meet with our sponsors in Sponsor booths, special events, and lots of fun and encouragement!

## Day 1 - Writing Craft & Mindset

**Sponsor Presentation: Pub-Site & Publish**

**Special Presentation: Paige Allen, Director, IngramSpark**

**Joni B. Cole**

**Good Naked: Exposing the Myths and Popular Practices that Undermine Your Creativity**

Oh, the things we believe! So many of the ways we think we should write actually get in the way of a positive and fruitful creative process. In this talk, acclaimed author and writing teacher Joni B. Cole lays bare those counter-productive practices—most of them based on long-standing myths of how “real writers” work—and offers a host of ideas that can help you write more, write better, and, yes, even be happier. (Because who isn't happier when writing more and writing better?) Expect to leave this lively, eye-opening session with lots of actionable do-this-not-that insights that will help you get started, stay motivated, and inspire your creative process from the blank page right through your final revision!

**Dana Ridenour**

**How to Write Believable Law Enforcement Characters**

Law enforcement personnel are an integral part of crime fiction. Their roles range from those enforcing the law at street level up to the upper echelons of command. This discussion will include: The psychological toll of being a law enforcement officer, how to write realistic law enforcement characters and crime scenes, writing about firearms, understanding jurisdiction, writing realistic fight scenes and turning your real-life experiences into fiction. It will also delve into the importance of research.

**Melanie Votaw**

**8 Secrets of Best-Selling Self-Help Books**

What makes a self-help book successful? The top authors with big publishers use these 8 key secrets to create a book that engages readers from start to finish and makes them recommend it to their friends.

Among these 8 important elements, you will learn how stories in a self-help book differ from stories in fiction or memoir, how to craft a title and subtitle that will draw readers to your book, and how to avoid the biggest mistakes that many beginning self-help authors make.

**Brooke Van Sickle**

### **The 3 things you must have before you start writing a children's book**

Brooke Van Sickle will teach you the 3 things you must have before you can start writing a story and explain why if you miss any of these, your book will be rejected by either a publisher or a reader.

**Leslie J. Hall**

### **How to Get the Most out of a Writer's Group**

Feedback, Evaluation, Critique, Oh My!: How to Get the Most out of a Writer's Group

A writer's group can help you become a better writer. But what you get out of it depends on what you put in. A veteran writers' group leader will share do's and don'ts for success. Learn how to find the right group, multiple ways to structure a group, how to give and receive feedback, resolve differences, and more.

**Judy L. Mohr**

### **The Antagonistic Beats of a Story**

When crafting a story, it's only natural to focus on the protagonist and what makes them such an important character. But the antagonist is just as important to the story as the protagonist. Without the antagonist, there would be no conflict. Without conflict, there is no struggle. And without struggle, how can the protagonist have a character arc?

In this session, we're going to dive into the role of the antagonist of the story and how their actions are just as important to the story structure (with beats that are dedicated to the antagonist). But we're not going to focus on just the antagonists that are embodied by another character. Oh no... We're also going to dive into the antagonists that come in the form of nature, societal norms, and our own inner demons.

**E. Danielle Butler**

### **Working Together: The Ghostwriting and Collaborative Writing Process**

Ghostwriters have been around for decades, helping others share their stories. In this introductory program, I'll describe what ghostwriting encompasses, why someone would hire a ghostwriter, and how you can become a ghostwriter. Confidence-building exercises, mindfulness tips, interviewing skills, reflective listening, and more will be included in order to provide a focused, fulfilling experience.

**Heidi Fiedler**

### **How to Create a Series Worthy Picture-Book Character**

Creating characters from scratch is an essential skill. But what does it mean to write a relatable character? And exactly how do we do it? In this session, we will study modern classics, and walk through the process step by step, so you can create your own beloved characters with confidence. Learn how your main character is like a friend, discover how to introduce your character in a natural, engaging way, and practice pulling details from your own life. This interactive class will inspire you, whether you're totally new to writing fiction or just feel like this is a blind spot. (Includes worksheets and guided writing time!)

**Kris Kennedy**  
**Keys to Romance Fiction**

Romance is the hottest genre in fiction, with limitless subgenres and a voracious reader base. But that doesn't mean you can simply add a romantic interest and maybe some hot passion and call it good. Romance is its own fiction ecosystem, with specific genre conventions and Story requirements readers are looking for. You need to nail them to get on your readers' auto-buy list.

Join USA Today bestselling romance author & fiction story coach Kris Kennedy to learn 3 powerful keys for crafting a page-turning, character-driven romance.

Learn why your romance is sagging & get concrete, actionable strategies on how to fix it. You'll learn how to create emotional, organic conflict, how to build the romantic connection so readers are rooting for their Happily Ever After, and how to make sure your romantic leads are always in each others' minds.

**Louise Pachella**  
**Do Dead Bodies Sit up?**

Louise Pachella will provide fundamental knowledge about dead bodies and mortuary procedures to help authors portray death accurately in their work. Attendees will learn about death processes and funeral preparation, including autopsies, embalming, methods of getting rid of a body, and ways to create problems for characters. After taking this class, attendees will know proper postmortem terminology, stages of decomposition, and how to avoid myths and misinformation. Note: the conversation may be graphic to some, but there are no gruesome images on the slides.

**Krista Hanley**  
**Ready to Tell All: Writing About your past trauma**

Many of us feel compelled to write personal essays and memoir about our past experiences. At the same time, it can be incredibly difficult to actually write about our history, especially when we are survivors of trauma. In addition, many writing workshops and groups do not provide trauma-informed guidance or safe spaces to share our most personal and revealing stories. Writing about our personal trauma is different than writing about anything else. How can we approach this kind of writing in an empowered and trauma-informed way?

In this presentation and through guided prompts, you will learn:

1. Elements and practices for trauma informed writing.
2. Ways to write when you are avoiding the work.
3. How to develop a safe and empowered individual writing practice, and tips for creating trauma-informed writing groups.

This session will be facilitated by a published writer, public speaker, and empowerment self-defense instructor, who has developed trauma-informed practices to help writers overcome the silence and uncertainty of writing about trauma.

**Jaime Formato**  
**Friendship Is Magic: Creating Strong Friend Groups in Middle Grade Fiction**

This session is designed to give middle grade authors tools and tips needed to write strong friend groups, in which each character is fully actualized and the chemistry between characters is engaging. Through

the use of vivid slides, clear strategies, and strong examples from mentor texts, attendees will be invited to take a closer look at friendships in middle grade.

#### Top Three Takeaways

1. Give the reader a glimpse into your MC's bestie's life. This can be done through insightful room descriptions, interactions with parents/family members, worries, etc.
2. Friends need to be more than sounding boards or plot devices. Just as in real-life friendships, there needs to be a give and take. How can your MC help their friends on their journeys while receiving help in return? This enriches the relationship and provides depth to your story.
3. Chemistry is important. When building a friendship, the way your characters interact is important. Banter, shared pursuits, moments of vulnerability, disagreements, and make-ups are all ways to show chemistry between characters and make them all more three dimensional.

### **Cynthia Fails**

#### **The Impact of Imposter Syndrome: How and Why Hope is Essential in Writing**

Session attendees will discuss Imposter Syndrome, identify its impact on our writing, and gain a deeper understanding of hope as a driving force. Hope Setting focuses on the importance of mindfulness in writing and publishing. Additionally, C. L. Fails will guide attendees through the process of identifying how to tap into their own hope, and learning how to retrain their internal and external dialogue to increase what's possible when writing and publishing your work.

### **Jacci Turner**

#### **Plotting for Pantsers**

In this session participants will learn the three most important parts of plot development: Goals, Motivation, and Conflict. Goals are the What of a story. Motivation is the Why of a story, and Conflict is the Why Not of a story. We will also talk about the importance of pacing.

Key take-aways:

Goals: a character must want what they do not have. They must desperately need it. Goals must be important, and urgent. Goals must be easy to understand and may change over time.

Motivation: Motivation drives the character to obtain the goal. It must be strong enough to land them in trouble and make them take risks. It must be urgent. All the characters actions and decisions should be from this motivation.

Conflict: Conflict is the reason the character can't get what they want. It is a struggle against someone or something where the outcome is in doubt. It is what causes your character to grow and change.

### **Jenna Avery**

#### **Daily Writing Made Easy**

In this session, Jenna Avery will help writers design a writing practice and schedule that actually works with their specific life circumstances (no matter how busy!), learn how to get back on track with writing if or when they fall off course, and gain creative tips and strategies to keep writing all year long and see their books and screenplays all the way through to done.

The top 3 takeaways the participants will take from this session:

1. An actionable, consistent writing practice that works.
2. Methods to get back on track if or when writers fall off course.
3. Getting to "done" — tips and tricks to stay in action, even when the gremlins rear their heads.

## **Sarah Woodard**

### **Writing Scary Topics That Educates and Empowers Children**

Sarah Woodard will provide tips and suggestions for writing about scary topics for children in a way that gives them hope and empowers them (and the adults reading with them). Session attendees will learn:

1. how to use simple language to convey complex subjects
2. ways to approach scary subjects in a kid-friendly way
3. how to end the story with hope and encouragement, if even the plot arc itself is sad
4. how to work with their illustrator to ensure pictures convey the emotions of the story without being too sad, scary, etc. for young readers
5. a few tips about how to position their books in this niche market

# Day 2 - Editing, Production, Routes to Publishing

## **Special opening session: Baya Salmon-Hawk: Remove The Writing Blocks With EFT**

**Sponsors: Your Book is Your Hook, ProWritingAid, FirstEditing**

## **Tara J. Alemany**

### **Choosing the Right Publisher for YOU**

When it comes right down to it, “publishing” is the process of taking a manuscript and producing a book. It’s that simple. No matter what path you take, that’s all publishing is...

However, there are different business models one can use to publish a book (traditional, self and hybrid), and each has its pros and cons. Before settling on a specific approach to publishing, it’s important to assess which model suits your needs best. Yet, too often, we’ve taken calls from prospective authors who had no idea what questions to ask or how to select the best publisher for their book.

What you’ll learn:

1. How to decide which publishing model fits you, your book and your unique personality.
2. Common questions you should be asking a potential publisher and what they mean to you.
3. How to avoid regretting your decision when choosing a publisher to work with.

## **Kristina Stanley**

### **Learn to Perform A Story Edit**

We all get excited when we type “The End” on our first draft. Before you share your story with others, you owe it to yourself to tell the best possible story. Learn how to story edit, and you’ll create a story readers love. Please note, this is not a session on copyediting.

In this session, you’ll learn:

1. When to start a story edit (how do you know you have a draft story?).
2. The most important aspects of story editing and how to apply them to your manuscript.

3. When you're ready to share your story (how do you know your story is strong?).  
You'll leave this session with the knowledge and process to perform a structural edit on your story.

### **Sandra Wendel**

#### **What First Time Nonfiction Authors Need To Know About Editing**

Don't make first-time author mistakes. No matter what you think, you need an edit. Not the English teacher next door. A professional editor who knows how to navigate those thorny commas and can solve your organizational questions. An editor who can guide you through the murky waters of modifiers and passive sentences, correct typos and fact check, and get your book manuscript polished and on its way to production.

### **Jennifer Navarre**

#### **How Should I Publish My Children's Book? An Exploration into Traditional and Self-Publishing**

Jennifer Navarre will explain the process of traditional publishing and self-publishing for kidlit authors (picture books, chapter books, middle grade, and YA) so they can make an informed decision about how they want to publish their books.

### **IngramSpark - Bailey Davis and Josh Floyd**

#### **Using Ingram**

TBD

### **Jodé Millman**

#### **Writer's Law School - Protecting your Artistic Rights**

In this session, you'll learn:

1. The differences between Copyright, Trademarks, Patents and Service Marks
2. The Copyright Registration Process and the CASE law
3. What is the Public Domain?
4. What is the Fair Use Doctrine?
5. Which Business Entity is best for my writing career?
6. What are the Right of Privacy, Libel and Slander?
7. The Anatomy of a Publishing Deal-Contract Basics
8. Resources to help you protect your rights

### **Stephanie Moon**

#### **An Inside Look at The Sales And Marketing Process at Traditional Publishing Houses**

Go behind the scenes of medium to big publishers to see the process that happens between Sales & Marketing teams to build excitement and secure sales at accounts and retailers.

The Sales and Marketing department at publishing houses work tirelessly behind the scenes to get a book onto retailers' bookshelves. Some of the key points covered in the workshop will include: learning about the different channels and classifications of retailers, the timing of internal Sales & Marketing

meetings (and why this is important) and why your platform matters... even after you've secured your publishing deal.

## **Tamara Dever**

### **Picture Book Design and Production**

Picture books must deliver a big punch in a small package. It's vital that each piece is carefully planned and executed to put together the best package possible to deliver your special story.

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.

### **SPONSOR SESSION**

#### **AGENT Q&A**

**TBD**

**TBD**

### **SPONSOR BLOCK**

## **Allison Lewis**

### **PCIP Book Cataloging, Libraries, and Your Book**

In this lecture and slide presentation, former librarian and professional book cataloger Alison Lewis will explain what Publisher's Cataloging in Publication (PCIP) book cataloging is and how your book might benefit from it. Self-publishers and many small presses are not eligible for book cataloging services from the Library of Congress, but they still want their books described and cataloged by a professional librarian. That's where PCIP comes in! While not a marketing tool, PCIP can provide one more marker of professional book production and one more valuable description of your book's content to libraries, booksellers, and readers. Attendees at this session will come away knowing:

1. What PCIP is – and isn't
2. How to best work with a professional book cataloger
3. How to best position your book for sales to libraries

## **Lisa Rose**

### **Show & Tell: What the Heck is Your Line Editor Trying to Tell You?**

Attendees will learn:

1. how to identify and understand common line editing problems (e.g., too much use of passive voice)
2. how to understand the feedback their editor would provide as a solution (e.g., use active voice)
3. how to turn the feedback into actionable steps to improve their writing, hook their readers, get their book published, and sell.

The session will briefly cover the steps of the editing process and then dive into common line editing mistakes made by new and seasoned authors, including how to eliminate filter words and crutch words, how to use active voice, how to choose specific and active verbs, how to use punctuation to manipulate the flow of prose, what the heck “show vs tell” is, and why all these techniques are valuable to authors.

### **Dakota Nyght**

#### **Simple Manuscript Formatting Guidelines for the Budget-Conscious Author**

Many authors aren't sure what style decisions to make for their manuscripts—like whether to spell numbers out or use numerals, how to properly use quotation marks and format dialogue, and when to use (or when to refrain from) punctuation marks like colons and semicolons. Copyeditors routinely make these corrections for authors, but poorly formatted manuscripts take more time to correct. In this session, authors will learn about some of the “rules” they can use to format their manuscripts and cut down on the amount of editing time it will need—ultimately resulting in a quicker turnaround time and a less expensive edit.

### **Sunny Duran**

#### **How To Find An Illustrator That's Right For Your Book, Budget And Timeline**

Sunny will show you how to look for an illustrator and what to ask, to make sure you have the best outcome and the best working relationship.

### **CLOSING SESSION**

**Angela Engel, Publisher, The Collective Book Studio and Brooke Warner, Publisher, SheWrites Press**

**TOPIC TBD**

## **Day 3 - Marketing**

### **SPECIAL SESSION: COFFEE CHAT/NETWORKING**

#### **Julie Broad, BookLaunchers**

##### **5 Tips To Write A Book With Marketing In Mind**

Many authors write a book and then figure out how to sell it, but that is a big missed opportunity for setting your non-fiction book up for sales and marketing launch success. In this talk you'll uncover:

1. 3 things to do before you start writing that will sell your book when it's done,
2. One change to your book that lands speaking engagements and media attention, and
3. How you can think strategically about your marketing approach when you're writing for maximum reach post-launch.

## **Otescia Johnson**

### **Using The “F” Word In Marketing (Fun)**

Authors will learn how to:

1. Identify what makes their characters human and how to implement those traits into their marketing- i.e. A main character who is always late would be an excellent subject for social media memes but also gives readers a chance to make light of themselves. Authors will learn how to help readers see themselves in the characters.
2. Apply the breaking news angle- No one wants to be the last one to hear about a news story and many people will often lie and say they've heard of something when they haven't. Authors will learn to use FOMO as a conversation starter to promote their fiction books.
3. One link leads to another- Authors will learn how to use links inside of Kindle eBooks as well as references to other works inside of their story.
4. Keep it Real- Authors will learn how to incorporate the nuances of their fictional world into their marketing. For example, if the world ended on August 1, 2030 in their story, August 1st becomes a significant marketing day.
5. Parties, Character Costumes, and Special Appearances- Now that the world is “back outside” authors have a unique opportunity to reconnect with fiction readers. Making special appearances at book club meetings, creating an Amazon list of items needed for character costumes, and book themed parties are all fun ways to engage readers without breaking the bank.
6. GIPHY Magic- GIFS are still a fun and easy way to engage readers. Authors will learn how to use GIF touchpoints to connect with readers and promote their books including how to have GIFS created from their own books.

## **Mary O'Donohue**

### **5 Book Marketing Secrets Hidden In Traditional Media**

Every day, media outlets tell their audiences what's most important to them. In fact, 5 secrets are hidden in plain sight every day across the media landscape but most nonfiction authors miss them.

Nonfiction authors will learn:

1. How to create a powerful mindset shift that will make getting publicity so much easier
2. What's most important to the Media when it comes to booking and interviewing you
2. How to embrace and prioritize 5 key elements for massive media success

## **Quinn Cummings**

### **How to Attract, Engage, and Build Relationships with Potential Readers Through Email**

When you finish this training, you will walk away with a plan to implement email into your marketing strategy from the beginning.

1. You will learn methods to attract the families that need and want your book.
2. You will learn how to engage those potential readers and keep them in your audience.
3. You will walk away with a plan to build relationships with those readers to keep them around for future books!

I will also share my strategy for running giveaways in a way that not only brings you visibility as an author, but ensures that those entrants know you and your books, and how to avoid losing them once the giveaway is over!

## **Susan Young**

### **The Shameless Art of Self-Promotion: How to Get Publicity and Readers in a Chaotic World**

Publishing a book is not newsworthy. The newsworthy nuggets that will grab the attention of readers, reporters, and podcasters are within the pages of your book. Women often struggle with what to talk about (and what to leave out) when promoting their books and businesses. Now, you can learn from a former radio news reporter and publicist how to get publicity and self-promote. Susan Young, an award-winning storytelling + speaker coach, teaches how to find your voice in our noisy online world so that you impact more people.

Participants will discover...

- The #1 Marketing Secret to Attract Readers—and Opportunities
- 5 Ways to Show Up Online with Clarity, Confidence, + Credibility
- The 2-Step Rule for Success

## **Belinda K. Griffin**

### **How to Avoid the Book Marketing Money Pit**

This session will go deeper than spotting shady services and companies, but that will be covered. Other content will include:

- How paid ads are not an easy answer to book marketing
- How to stack book promos for best results
- How zero investment in marketing is unrealistic, and how the cost of small investments add up over time but may do little for sales or audience growth (you're being careful with your budget, but is it actually money down the drain?)
- How not to fall for one-off services (often over-priced, but still legitimate) as being magic bullets - I'll reveal the key things to ask yourself before paying for any of these. For example, will this get me in front of my ideal readers, how does it fit in with my overall marketing plan, how will I monitor its effectiveness, why am I buying this (what do you hope it will achieve, and is there evidence it will do that)
- Why investing in your own knowledge/education is best for long-term ROI.

The 3 key takeaways will be:

1. Know how to evaluate book marketing opportunities
2. Learn that paying for short-term book exposure isn't always cost-effective
3. Understand that investing in book marketing education can be just as (if not more) valuable as investing in promotional tools or tactics.

## **Dana Snyder**

### **3 Social Media Ad Strategies - Which One Works For You?**

This session is designed for organizations ready to take their social media advertising to the next level. Maybe you've run a few ads, but haven't seen great success or you're looking for a more strategic approach. Whether you have a budget of a few hundred dollars to thousands per month, there's a strategy that can work for you. You'll leave this session with 3 social media ad strategies to implement based on your business goals:

1. Staying Top of Mind - With this low-cost "always-on" approach, you'll constantly have an online presence reaching exactly the right audience.
2. Generate Webinar Sign-Ups - Building a strong email list is key to consistently warming and selling to your audience. You'll learn how to create and test an ad campaign specifically for building an email list.
3. The Attraction Method - How do you convert a stranger into an advocate? I'll break down my 4-part social media advertising series to showcase how to take a cold audience and turn them into brand advocates.

### **Shayla Raquel**

#### **Marketing a Children's Picture Book for Beginners**

Parents, grandparents, and caregivers are looking for picture books to make their favorite kiddos smile and giggle. Will they find yours when they're searching? Self-publishing mentor, marketer, and #1 best-selling author Shayla Raquel teaches children's authors how to get their delightful stories into tiny hands.

#### **Key Takeaways:**

At the end of this class, children's picture book authors will know how to:

- Find their target market (who *specifically* wants your book?)
- Reach out to local communities
- Up their value through coloring pages, stuffed animals, and more
- Entice the right audience through a book blurb
- Engage new audiences through online platforms (what works best for *you*?)

### **Alesha Brown**

#### **The FUNDing of It All**

Authors often have trouble funding their publishing projects and making them profitable. In this session, led by Alesha Brown, attendees will learn:

- 1) Is your book fundable?
- 2) What type of funding options are available for authors?
- 3) How do you gain access to funding options for authors?

This session will provide insight on creative ways to fund your book project and author platform. "Money exists for your book endeavors, but you must think out-of-the-box and strategically in order to garner funding for your next book project."

### **Alice Hanov**

#### **Building Your Social Media Presence**

In this presentation you'll learn why you need social media before your book is out and learn how you can go about talking about your book without having finished it yet.

### **Stephanie Feger**

#### **Make Your Author emPact: emPactful Marketing Strategies to Sell More Books, Increase Your Reach and Achieve Your Why**

There are countless ways to share a message, but you have chosen a book as the tool to share yours for a reason. Do you know your why? And better question, did you know that having clarity on your why will direct how you should spend your energy, time and resources marketing it?

As a 20+ year marketing strategist, Stephanie shares her expertise, insights and laser-focused strategies and tactics to help authors make their author emPact. Attendees can expect to:

- Gain clarity on their why and use it at the starting point for identifying their next right marketing move.
- Leverage the framework Stephanie and her team use to create focused marketing strategies and tactics that are efficient, effective and emPactful.
- Work through the Author emPact Method as a tool to identify how to reach those who need their book when and where they need it.
- Walk away with actionable marketing steps to align with their book goals.

Whether you have written your book, aspire to write a book, or have a business that a book could support, this workshop will give you to refocus on your why and build a plan to align with it while tuning out the noise of marketing options that make you feel like you are running on a hamster wheel with no true end in sight.

Kidlit@Heart panel - Leslie Eva Tayloe

#### ***Forming a Collaborative Children's book Marketing Group***

Kidlit@Heart's challenges and successes. How six women from various parts of the United States and Canada all met through zoom and made a marketing group successful. The Kidlit@Heart is a Marketing Group with 6 women from the United States and Canada. All six women are/or will have books published in 2022 and 2023. The group is comprised of self, traditional/hybrid, and traditionally published authors. Our main goal is to market our books as a group and individually. Kidlit@Heart Marketing Group will provide the audience with information on how the group was formed, the collaborative efforts of the group, what was accomplished, and the group's successes.

### **Victoria Southerland - Foreword Reviews**

#### **What are Trade & Industry Reviews and Why Do You Need Them?**

The team from Foreword Reviews will explain what trade and industry reviews are, why authors need them for better success with their book launch, and the timeline for submitting for these reviews to make sure you've got them in time for a better book launch.

### **Pam Sheppard**

#### **Understanding Market Trends & Competition to Successfully Market Your Book**

After editing, polishing, and finishing your 60-70-80,000 word book project, how do you decide exactly what your project brings to the market? It is more than just its genre, keywords, and comps. Before you finalize your description, before you search for comps, and while you profile your ideal reader, step back and assess exactly how your project will meet the competition in an ever-changing market for books. In this session, Pam will provide you with the tools and insights to find the marketing assets deep in your project that create a strong foundation for your visibility and relevance in an ever-changing marketplace. She will help you:

\*Assess your book's unique qualities that will SELL it, not just tell its story.

\*Profile the market trends for how they align with your book's best assets.

\*Transform your metadata, your description, and your advertising options with new information.

## **Emily Enger**

### **Minimalist Marketing That Grows Your Author Career**

Current book marketing trends have turned authors into hustling sales machines instead of contemplative artists. Is there a way to effectively market our books in a way that fits a calmer temperament? In "Minimalist Marketing That Grows Your Author Career," Emily Enger will dispel the myth that productivity is related to good ROI. She will provide actionable advice to help authors find a relaxed marketing strategy that fits their schedule and personality.

Attendees will come away with:

--The importance of self-awareness to set realistic goals

--Strategies and tools to avoid "cold pitching" as much as possible

--An action plan for their marketing goals that they can customize based on their own comfort level

It is possible to gain visibility, connect with readers, and make industry partnerships without hustling or being constantly overwhelmed. In fact, a minimalist marketing strategy is actually better for long-term success. This workshop will help authors understand why that slow approach is better and what it can look like for their own individual career.

## **Dana Claire**

### **Book Marketing at Your Fingertips - Amazon A+ Content**

What is Amazon A+ Content?

Where is it located on your book's product page?

What does it look like?

Why should I add it to my book marketing strategy?

What can I do with it?

How to create Amazon A+ Content?

How to upload it on KDP for approval?

# Day 4 - Business Building Tools

**Julie Lokun & Corinna Belliza**

## **Building Your Books Brand Through Podcasting**

The power of podcasting will give authors the tools they need to pitch themselves to podcast hosts and grow their audience.

- How To Pitch a Podcast
- Understanding their story behind the story to engage a new audience
- Creating an unforgettable narrative that results in book sales

**Altimese Nichole**

## **Owning your power brand positioning**

Altimese Nichole will share 3 key strategies to leverage social media for maximizing your brand values and connecting with your audience. 1) The first strategy is showing up boldly and unapologetically. During this section, Altimese will address the importance of utilizing social media as a connection opportunity (not a personal outlet). 2) The second strategy involves owning the narrative around your brand (investing in or prioritizing public relations) 3) The third strategy is becoming friends with consistency. Algorithms favor consistency, just like humans. It's important to show up and do it in the best, most consistent way possible.

**Jen Ruiz**

## **Generate passive income and leads for your business on autopilot with your book**

Writing a book is one of the best ways to establish expertise and generate passive income online. Learn how to go from idea to bestseller with this session. This talk will cover how to research the market for a new book, tips for designing a cover that sells, strategies for a successful launch, and marketing tips for continued rankings and success.

**Holly Dibella McCarthy**

## **How to create a value-added Book Resource Guide for Teachers**

Holly DiBella-McCarthy will share branding tips and ideas, how to create a Resource Guide aligned to your book that parents and teachers will value, 4 reasons adding this resource will drive book sales, and a template to use following the session to complete an amazing finished product.

**Honoree Corder**

## **Turning Your Book Into Multiple Income Streams**

Honoree Corder will teach authors how to turn their book into additional income streams, including (1) how to repurpose their content, combined with their knowledge and expertise, into other income streams,

(2) how to map out a new income stream, (3) what collateral material they need to launch their new income stream.

**Heather Davis**  
**Email List Building Strategies**

This session will deep-dive into all things email list building in a fun and interactive way. Authors will get clear on why email list building is the most important part of an author platform (and all subsequent sales and marketing efforts), they will learn how to use tools such as BookFunnel and StoryOrigin to build their email list fast, and they will discover how storytelling is the key to writing emails that don't suck (and get opened). This session will help authors build confidence around list building and email writing. Best of all, this session will help authors avoid that soul-crushing moment when they sit down to write an email to their list (ugh, not again!) and just stare at the blinking cursor for an hour wishing the email would just write itself already.

3 Major Takeaways:

- 1) Authors will learn why having an email list is powerful and absolutely essential for sustained marketing success.
- 2) Authors will learn how tools such as BookFunnel and StoryOrigin can help them build their email list fast.
- 3) Authors will discover how to use their storytelling skills to write engaging emails that subscribers actually open.

**Elizabeth Ducie**  
**Writing Your Author Business Plan**

Most writers are sole traders. They therefore need, in addition to their creative mindset (writing) and their managerial mindset (marketing and sales), to develop a business owner's mindset (for strategy and long-term planning).

This session speaks to business owners, whether they are just starting out (converting their writing from a hobby to a business) or have been in the industry for a while (and feel it's time to take stock and re-assess the direction of their activities). We'll start by discussing the concept of a business plan: what it is and why it is a useful tool, before moving on to a practical demonstration of how to use the tool. All attendees will have access to a template in advance and will be encouraged to begin their own plan during the session. By the end, attendees will have an understanding of what a business plan is and why it might be useful to them. They will also have seen a planning tool in action and will understand that business planning can be simple and straightforward. And they will have the first draft of their own business plan, which they can take away and develop further.

**Belinda Mays**  
**How Children's book Authors Can Use a Website to Grow their Business**

Tips and insights for using your website to sell more of your books!

**Roshanda Pratt**

## **Using Your Book to Leverage Speaking**

Your book can be the perfect leverage for speaking gigs! Roshanda will lay out how she uses her book to get invited to speak all over the country.

**Linda Ruggeri & Brittany Dowdle**

### **Create Your Network! For Freelancers & Editors - A special session for editors!**

After this session, we'll help you plan your steps to create a network that is uniquely yours, based on your goals and networking style. This presentation is for editors, proofreaders, indexers, fact-checkers, translators, writers, and anyone else pursuing a freelance career in the publishing industry.

Networking for Freelance Editors will show you how to

- identify and dismiss the stale, stress-inducing ideas about networking that are holding you back;
- discover an easy, incremental approach that gives you a foundation for building long-lasting professional relationships; and
- leverage your strengths to create a networking practice that gets results.

**Suzanne Tregenza Moore**

### **Using LinkedIn to Build Thought Leadership Status**

If you have wondered about LinkedIn and whether building a community there is for you, Suzanne Tregenza Moore will share why it is the best place for non-fiction authors with big, important messages to focus. You'll leave this session with actionable strategies for building your audience and your thought leadership status in small pockets of time throughout your business week.

Suzanne will share:

The top strategies for getting wider reach on your posts

The three most important things to understand about the LinkedIn algorithm

Why LinkedIn can be the easiest place to make a name for yourself, and

So much more.

**Nancy Erickson**

### **Build Your Business by Writing a Nonfiction Book**

Nancy Erickson, The Book Professor, reveals the streamlined way to write a high-impact nonfiction book that establishes you as an expert in your field, increases your credibility, and attracts a following. In this jam packed session you will learn:

1. The simple formula for telling your story
2. How to construct your chapters for maximum impact
3. How to repurpose your book content to create other revenue-producing products

**Sue Toth, Dayna Reidenouer, and Penni Askew**

## **By Editors For Editors (and Authors)**

The panel would be primarily for editors, but authors may also benefit by gaining insight into the nuances of the editing process and learning about the best places to look for editors and related service providers.

This would be a roundtable discussion on the best places for editors to get advice from other editors, where to go to talk about editing issues, marketing dilemmas, problems with clients, or to just find a friend to talk to about something not necessarily related to editing.

We would talk about groups we belong to, such as the EFA, ACES, and writers' groups for various genres. We'd also discuss online groups we are involved with on Facebook, Twitter, Slack, and Discord, along with podcasts for editors.

We will share the good that these groups do for the industry, including building camaraderie, getting and giving referrals, educating about publishing/editing, and discovering classes available for editors.

We will also discuss how to find the right groups for different types of editor as well as the etiquette required for these groups.

Top 3 Takeaways:

1. Editors will get advice from other editors.
2. Editors will receive information on paid groups, social media, and podcasts that will help their businesses.
3. Authors will learn about the best places to look for editors for their manuscripts.

SLUSH FEST!