



2020 ANWA Writers Conference

Friday Schedule

Welcome
Desert Rose Ballroom
8:00 AM

Keynote
Tyler Whitesides

Breakout #1
10:00 – 10:50 AM

Gina Larsen
It's All About The Kissing!

Arizona
Workshop

Do you have a little performance anxiety when your non-romance manuscript demands a little lovin'? You're not alone. But for some readers, it really is all about the kissing. Nearly all genres include romantic elements. If you're uneasy or scared to write the words tongue, lip, hip, or rip into a romance scene, let Gina talk you through the various stages of heat. We'll do this by using some (of her) real-life experiences, movie scenes, and published works, and then translate that to your WIP. Locate your kissing scene and come prepared to work through these three components:

- 1: The Reader's Expectations
- 2: The Tension, aka The Peck, The Primal, or the Slow-Burn
- 3: How To Write It So It's Not Awkward

Gina Larsen is putting her expansive smooching experience to work—but only because they say “Write What You Know!”

Karlene Browning

Bisbee

Creating Book Covers That Sell!

A bad cover will sink your book. A good cover will sell it. But a GREAT cover, specifically targeted to your reader, will sell even better. We'll look at covers—those that work and those that don't—and all the pieces you need to make your book look like a Best Seller: building blocks for a good cover; what one glance should tell your reader; choosing book titles, images, fonts; designing for a series; what goes on the front, back, and spine; tools & templates for DIY covers; finding a good book designer. Comes with a checklist, worksheet, and more. Beginner to Intermediate level.

Agent & Editor Panel

Flagstaff/Gilbert

Questions and Answers with Editors and Agents

How much do I personalize a query letter? When should I give up on a book? What's the best way to make a good impression on an industry professional? Whatever your question is, get it answered by our visiting agents and editors. Questions will be anonymous.

Kate Stradling

Legado

Grammar Ain't Sexy, But Everyone Has to Verb

The versatile verb controls your narrative and can make or break your reader's engagement. Flirt with the features and invest in the relationships that characterize this simple, essential part of speech. We'll explore the dynamics of grammatical arguments, how to identify and eliminate filter verbs, and what it means to capitalize on agent-subjects, all to create an immersive reading experience. Strengthen your prose at its most fundamental level. This is grammar for the literary craftsman. (No diagramming required.)

Breakout #2

11:00 – 11:50 AM

Sammie Trinidad

Arizona

It's Vulnerable to Be Vulnerable—Do It Anyway

Workshop

Have you ever read something that hits your heart tenders because it's so raw and moving? This happens in all transformative stories. It can happen across all genres...so how do you do it? How do you cultivate vulnerable moments for your characters in a genre like fantasy? What creates that tension? Why is it effective? In this class, we'll discuss the importance of

vulnerability in writing, especially in fiction, show examples of subtle vulnerability, dissect what makes it effective, and workshop your piece or idea to get that perfect sweet spot.

Julie Coulter Bellon

Bisbee

Five Secrets to Great Back Cover Copy: Turning Readers From Browsers To Buyers

Besides a professional looking cover, the back cover copy is an author's biggest marketing tool. Capturing your audience with a professional and compelling blurb is a must. So many authors dread this part of the process, but this class will show you a step-by-step process to make your back cover copy shine and turn your potential readers from browsers to buyers! Come listen to professional editor, back cover copy writer, and romantic suspense novelist Julie Coulter Bellon teach you how to craft great back cover copy that sells.

Editor Lisa Mangum

Flagstaff/Gilbert

The Editor Is In: A Live Editing Demonstration

Have you ever wondered what happens to your work when it goes under an editor's red pen? What do they change? And why? What do they leave alone? What level of edit should an author expect to get back from an editor? Join Managing Editor Lisa Mangum as she works on 5 pages of an untouched manuscript and walks you through her editorial thought process.

Traci Hunter Abramson

Legado

Writing a Series: What to do when the end is really the beginning

Is your story idea ready to expand beyond a single novel? Are your characters reluctant to live happily ever after even though the last page has been turned? Or do you already have a series plotted out in your mind? This class will delve into the different types of series, explore the challenges of marketing a multi-volume work, and discuss how to make sure your readers are anxiously awaiting the next volume.

Lunch

Desert Rose Ballroom

12:00 PM – 12:50 PM

Breakout #3
1:00 PM – 1:50 PM

Stephanie Morris
Revising at a Glance

Arizona
Workshop

When you finish a manuscript, do you feel like stomping on it, scribbling graffiti over each page, throwing your hands up, and walking away because now it's revision time? In this workshop, that's exactly what we'll do—minus the stomping and walking away. (And when you throw your hands up, it will be in triumph!)

This revision technique is wonderfully customizable for each manuscript and every author. It's a visual way to reduce the clutter of letters and words and quickly diagnose big picture items as well as discover problems with smaller details—everything from plot, POV, and tension to chapter breaks, additional characters, and timeframe to proportions of dialogue vs. internal thought vs. description—and more.

To get the most out of this workshop bring pages of your manuscript (finished or unfinished) and multiple colors of highlighters and pens.

Brittany Larsen
Girl Power: Making History Herstory Too

Bisbee

Gender representation is a hot topic in publishing today, particularly after the #metoo movement. No matter what you write or who you write for, recognizing the disparity in female representation leads to questions that will make your writing stronger. Are we creating real characters or perpetuating stereotypes? Are we giving space to women where there hasn't been space given before? Does our writing pass the Bechdel Test? Or how about the Maki Mori, Furiosa, and/or Sexy Lamp Tests? Which one of these tests do we NOT want our writing to pass? (Hint: it's not the first three). We'll discuss all of these questions using examples from literature and film and, in the process, learn how to make our female characters more dynamic.

Agent Steven Salpeter **Flagstaff/Gilbert**
Pitch Perfect: Strategies to Successfully Query, Pitch, and Talk about your Writing

How often are you asked to describe your writing? Whether at a conference, at home, in the query trenches, or even as published author, it's vital to be able to talk about your work in a way to hook new readers and industry professionals. Before starting to build his own list, literary agent Steven Salpeter read queries and manuscripts for agents at three major agencies. Let a literary agent bring you through all the stages of crafting descriptions, pitches and submissions for your writing and reveal industry tips and trick to getting your material read.

Whitney Hemsath

Legado

Screenwriting for Novelists: Learning from Hollywood to Improve Your Novels

Even if you don't plan to write a screenplay, there's plenty to learn from Hollywood's written format. Join us as we discuss basic screenwriting format, the overlap and key differences between the two forms, and how to draw on the strengths of screenwriting to write a better novel.

Breakout #4
2:00 PM – 2:50 PM

Editor Kami Hancock

Arizona

Where to Start? The Strongest Point, Of Course.

Workshop

Why is it essential to get that first chapter right? Why do agents and publishers put so much stock in the first few pages of your book? In this class, you will learn why the beginning of a book is so important. We'll discuss what it means to have a strong voice, likeable characters, an inciting incident worth fighting for, and a plot that grips your readers from page one, among other writing elements. Don't miss why a book's beginning is as crucial as the satisfying ending.

Wendy Swore

Bisbee

It's All About Perspective

Writing from your character's point of view can help make your story and your world richer and make the impossible possible. Come learn how to craft metaphors and similes in your character's voice and avoid clichés . . . like the plague.

Sara Ella

Flagstaff/Gilbert

After the Honeymoon: 1-star Reviews and Beyond

Any author who's been published knows about the honeymoon phase. That first offer of representation from an agent. That first contract. Your first sale. But what happens when your sales don't look as great as you'd hoped? What do you do with a 1-star review? How do you cope with failure, and at what point do you pick up the pieces and start again? In this class, we'll discuss ways to stay motivated when your numbers are less than motivating, when to start from scratch, and where to go when you feel you've hit rock-bottom. If you're an author who needs encouragement and maybe even a swift kick in the pants to get writing, this workshop is for you. Even unpublished authors will gain from this session filled with practical tips and advice from an author who has been in their shoes.

Shelly Brown

Legado

Make Me Feel

Maya Angelou said, "People will forget what you said, people will forget what you did, but people will never forget how you made them feel." Emotion in writing is critical to

connection. It's often times what the reader talks about with their friends. But how do we make it appear? Even better, how do we make it look effortless?

Snack Break
3:00 PM

Breakout #5
3:30 PM – 4:20 PM

Jill Richards

Arizona

Scene & Sequel: Create Unforgettable Characters and Page-Turning Stories with Simple Writing Tools

Workshop

Bring your laptop and whip your flat characters, sagging middle, and writer's block into shape! Discover how Scene and Sequel can propel your plot with help from our friend, Motivation Reaction Unit (MRU). Watch as your lackluster characters turn into shining beacons who DRIVE the plot, while your beginning, middle, and end transform into strong pros your readers won't be able to resist.

Tyler Whitesides

Bisbee

Lighting a Fire Under Your Character

Are your characters wandering aimlessly, completing a laundry list of tasks? Is it hard to get your characters from point A to point B? It's time to find your character's motivation! Learn how to use motivation to propel your characters forward and hook the reader in the process.

Janette Rallison

Flagstaff/Gilbert

Plotting a Page-Turning Novel

There are no formulas for writing a novel, but there are tried and true principals for writing successful fiction. Come learn the six things every author needs to know about their story before they hit the keyboard. We'll cover the do's and don'ts of plotting that will make writing your novel faster, selling your book easier, and keep your readers wanting more.

Mercedes Yardley

Legado

The Redemptive Aspects of Horror

Despite its stigma, the horror genre hinges on morality. We'll discuss the uplifting—and even godly—aspects of this misunderstood genre

Breakout #6

4:30 PM – 5:20 PM

Stephanie Black

Arizona

“Well, Officer, he had two eyes, a shirt that was a color, and he drove some sort of car.” Description: Writing It So Your Reader Can Picture It **Workshop**

Description is a vital part of creating images in our readers’ minds, but you don’t need to pile on details like you’re talking to a police sketch artist. It isn’t every last facial feature that will allow them to pick your character out of a compelling-characters line-up, nor is it the complete floor plan and wallpaper pattern in every house on the street that will impress your setting on your readers’ memories. How do we choose what to describe, along with how to describe it and when in the story to describe it? In this class we’ll discuss how to zero in on story-propelling details that help your reader live your story. We’ll also discuss how to avoid such pitfalls as the College Essay Trap, The “But This is Important Stuff” Trap, The Slender Waist Trap, and the My GPS is Busted Trap.

Julie Wright

Bisbee

8 Steps to Conquering the Creative Slump (otherwise known as stealing your motivation back from Netflix)

We’ve all been there: tapping our fingers on the keyboard while we think of the next word, only to delete it immediately after. Every creative person has moments where they lose momentum, where their art looks like something a rather untalented dog did, where they just aren’t feeling it. It’s time to post bail for your imagination as we discuss all the ways to unslump yourself. Bring your pencils (or other writing utensils) because you will write something today!

Adam Berg

Flagstaff/Gilbert

How to Write Comedy or Die Trying

We’ll cover the basics of comedy writing, including structure, tips, tricks, and pitfalls. If you don’t laugh during the class, disregard everything and ask Dennis for a conference refund.

Erin Nuttall and Anne-Marie Strohman

Legado

Leave them Wanting More: Connect with Your Audience through Emotionally Powerful Readings

Reading aloud is part of an author’s professional practice, whether at school visits, book launches, book festivals, or other events. The pandemic has brought new opportunities to share our work with readers on multiple platforms. This webinar will empower you to use well-chosen readings to engage your listeners’ emotions in both in-person and online settings. We will cover readings from beginning to end: how to identify what to read, how to prepare the piece to fit time constraints, and tips for reading both in person and online. Through learning how to prepare your work and yourself, you will be able to approach your readings with confidence.

Closing Remarks
Beginning of Book Contest Results
Desert Rose Ballroom
5:30 PM

Saturday Schedule

Welcome
Desert Rose Ballroom
8:00 AM

Breakout #7 **9:00 AM – 9:50 AM**

Torsha Baker
Deep Point of View

Arizona
Workshop

Learn techniques to eliminate the boundary between your readers and your characters, giving an immersive experience.

Deb Eaton
Master Your Message—Public Speaking for Authors

Bisbee

Public speaking makes the top 3 list of what people fear most. And guess what? Studies show that creative people with high imagination or systematic thinking, like writers and artists, suffer the most. From author presentations to signings, interviews to elevator pitches, there's no way to avoid public speaking. This dynamic class will provide strategies, exercises and tips to help you deliver the best pitch or presentation and tame those fears and phobias.

J Scott Savage
Matching Hero Types with Villain Types to Create Great Conflict

Flagstaff/Gilbert

One of the best ways to write an engaging story is to create powerful conflicts. And what better way to create conflict than pitting your MC against a formidable villain? But what makes a great villain? It depends on what kind of hero you have. Is it the Pure Hero? The Anti-hero? The Everyman? The Unlikely Hero? Based on that, what type of villain would create the type of conflict you are looking for. J Scott Savage examines classic hero and villain types based on a series of categories and explains how to match them to create the type of story you want.

Julie Wright
Dialogue: You know that thing you said that you will regret until you die?

Legado

Don't make your character live with those same regrets. This class will go through the ins and outs of the five things dialogue must do in order to deserve space on your page. We will discuss letting your characters be genuine without being corny and witty without being

exhausting. We will discuss tags, stereotypes, and all the ways you can create the art of conversation without drowning your reader in the boredom of blah, blah, blah.

Breakout #8
10:00 AM – 10:50 AM

Ali Cross	2 HOUR WORKSHOP	Arizona
Save Your Novel with Save the Cat		Workshop

Lots of people swear by it—some people swear against it. Why not find out for yourself what this “Save the Cat” business is all about?

Ali Cross might not be a Master Cat, but she’s an Expert Cat with a nod from Blake Snyder’s team to teach you everything you need to know to get started outlining the best novel you’ve ever written—with the help of the Save the Cat Beat Sheet.

In this workshop, you’ll learn how to take a shiny new idea to ready-to-write novel outline. You’ll learn what each of the beats mean, how they impact your novel and your reader, and you’ll learn how to repeat the process over and over again.

Gina Denny		Bisbee
How to Write 20K in a Day		

Actionable tips and tricks for maximizing word count and output, plus some reasons for WHY you would ever want to put yourself through this.

Heather Moore		Flagstaff/Gilbert
Indie Publishing: A-Z’s of Creating a Professional Product		

USA Today bestselling author will walk you through the basics of creating your final e-book and paperback. From choosing your cover, making decisions on titles and series titles, adding front and back matter in your book, to presenting your book in the best light possible in order to place your book on the same competitive level as trade publications.

Agent Steven Salpeter		Legado
The Biggest Pitfall Writers Miss in Revision		

Are you getting your novel ready for submission? Are you struggling to decide if your book is ready? Before starting to build his own list, literary agent Steven Salpeter read manuscripts for agents at three major agencies, and has sent revision notes to over one hundred successful authors. Let a literary agent bring you through an updated guide of the biggest pitfalls writers miss before submitting their novel and walk you through the things that stop agents and editors from saying “yes”, complete with examples and ways to troubleshoot your novel.

Breakout #9
11:00 AM – 11:50 AM

Ali Cross

2 HOUR WORKSHOP

**Arizona
Workshop**

Save Your Novel with Save the Cat

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In this workshop, you’ll learn how to take a shiny new idea to ready-to-write novel outline. You’ll learn what each of the beats mean, how they impact your novel and your reader, and you’ll learn how to repeat the process over and over again.

Jen Geigle Johnson

Bisbee

Historical Romance—Finding the Correct Balance Between Story and History

Diving down research rabbit holes is the joy and curse of every good historical fiction author. But there are so many details, so many must include tidbits of information sometimes we lose sight of why the reader is reading our book. This class will help any author decipher how much is too much or too little and will share plot arcs and outlines that will help organize a structure that works for any romance set in a different time.

Brittany Larsen

Flagstaff/Gilbert

Tapping Into Creativity When You Feel Tapped Out

Having a hard time finding your next story? Or do you have so many stories competing for space in your brain that you don't know where to start? Or do you have a job that sucks all of your creative energy? This class will offer tips on how to get your creative brain fired up, how to stay focused, and how to make space for creativity. Whether you're struggling to harness your muse or implement more productive work habits, you'll walk away with ideas that will get you excited to write again.

Editor Lisa Mangum

Legado

Building Better Characters: The Mr. Potato Head Way

It takes a strong character to carry a strong story, but how can you make sure you've got 3-dimensional characters who are up to the task? Using the parts and pieces of everyone's favorite childhood toy, Mr. Potato Head, Lisa Mangum can help you take your characters from flat to fantastic with a few simple exercises that can help you focus your attention on what matters most when it comes to character development.

Lunch

**Desert Rose Ballroom
12:00 PM – 12:50 PM**

**Breakout #10
1:00 PM – 1:50 PM**

**Tyler Whitesides
Build That World!**

**Arizona
Workshop**

Let your readers get lost in your world without getting overwhelmed by it while you write! Worldbuilding is an essential part of all fantasy. In this class, we will walk through everything from race, religion, economy, aesthetics, and, of course, building a solid magic system.

**Julie Coulter Bellon
Fifteen Minute Marketing**

Bisbee

Have you ever said, "I don't have time to market my books?" As a busy mother of eight children, Julie Coulter Bellon was trying to balance family, writing, and getting her books in front of the right audience. Some days it seemed impossible until she developed a system of marketing that harnesses the power of just fifteen minutes. Through proven patterns that have increased her visibility and sales, Julie will teach you her system of fifteen minute marketing techniques and tools that any author—from beginner to advanced—can add to their marketing toolbox.

**Kami Hancock
Yeah Right! Believable versus Unbelievable Action Scenes**

Flagstaff/Gilbert

Writing compelling action scenes can be difficult, especially when hand-to-hand or weapon combat is involved. Together we'll examine what's believable and what isn't in physical altercations. Can a character escape a knife hold unharmed? A choke hold? Can a person disarm a gunman without being shot? Action-driven scenes can make or break high-intensity moments in any genre, from suspense to romance. Bring your action scenes and questions about plausible self-defense to this class taught by a martial artist and editor, and together we'll look at what makes a realistic action scene and what asks readers to suspend disbelief. **No authors will be harmed in the attending of this class.*

**Cassie Shiels
Rocking NaNoWriMo YOUR Way**

Legado

Want to make November a writing month to remember? This class is for you, whether you want to learn some tips and tricks to win NaNoWriMo the old school way (50k in 30 days) or how to become the best NaNo Rebel ever. We'll talk about both and how to feel like a winner no matter what happens because you'll become a winner your way by November

30th. We'll talk about how to keep writing though the busy month even with family events, kids, or getting sick. We'll talk about prep to set you up for success, motivation that works for you, motivational partners, fitting it in your day, writing 1667 words a day, reward systems, getting stuck in the middle. Rebel: How to set a goal that works for you. How to set yourself up for success, and make your rebellious NaNo self work for you.

Breakout #11

2:00 PM – 2:50 PM

Jessica Guernsey
Novel Approach to Short Stories

Arizona
Workshop

The market for short stories is making a comeback! Short stories are the perfect medium: compact, clear, and character-driven. With fewer words to write, they should be easier, too, right? Probably not. Using a method developed to produce short stories in a very short amount a time, this class will walk you through taking the spark of an idea, using the skills learned to plot novels, to craft a strong short story. Perfect for submitting to anthologies and magazines, or as a freebie for readers on your email list.

Karlene Browning
Winning Websites with WordPress: Stand Out from the Crowd with a Self-Hosted WordPress Website

Bisbee

Does your website have you pulling out your hair? It doesn't have to be difficult. In this class, you'll learn how to set up your own WordPress website in five easy steps. We'll cover: using themes and plugins to customize your site with the look and functionality you want; uploading photos and text to create pages and posts; security tips and best practices, and more. Advanced Beginner to Intermediate level.

Janette Rallison
Using Internal Thought to Create Characterization and Voice

Flagstaff/Gilbert

Editors and agents are quick to tell authors that voice is all-important in a novel. But what is voice and how do you develop it? The answer can often be found in a character's internal thoughts. Done right, internal thought will reveal motivation and characterization. Come learn how to use this important writing tool.

Editor Samantha Millburn
Inciting Incidents: Getting to the Action Faster

Legado

The beginning of your book is where the magic happens—it's where the reader meets the main characters, is introduced to the setting, finds out what the main conflict is, and jumps into the action with the inciting incident, all before they lose interest in what you're writing. Getting all this information in quickly enough is a tight juggling act . . . but somebody's got to do it. In this class, you will learn how to introduce the action in any genre quickly enough

that you hold the reader's attention and create a plotline no one can put down.

**Snack & Book signing
3:00 PM**

**Breakout #12
3:30 PM – 4:20 PM**

Martha Petersen **2 HOUR WORKSHOP** **Arizona**
From Anecdote to Essay, or the Joy of Creative Nonfiction **Workshop**

How do we take experiences from our everyday lives and transform them into creative nonfiction essays people want to read? In this workshop, we will practice using ordinary (or not so ordinary) experiences and making them universal. We will discuss how to engage a reader, what makes an essay "live," and how to make experience meaningful. We will practice all of this in a hands-on workshop as we jumpstart our own creative nonfiction essays.

Traci Hunter Abramson **Bisbee**
Top Secret: Learn the Art of Restricting the Flow of Information to Keep Your Readers on the Edge of Their Seats

The power of a secret: Learn how to use intrigue to captivate your readers regardless of genre. Many of our characters have a secret. This class will discuss how best to reveal those little tidbits that will enthrall your readers while exploring when the timing is right to invite your readers into the circle of need-to-know.

Steven Heumann **Flagstaff/Gilbert**
Finding Your Voice Through Voice: How Performance Can Inform Character

We know our characters, but do we understand how their voice can be solidified through performing as that character? Join author Steven Heumann as we look closely at how voice over, with a bit of acting thrown in, can alter how we write our characters and discover their voice.

Ellie Whitney **Legado**
Filtering out "Filter Words"

What are filter words? They're the writer's cheat words, the easy way out. We all do it, usually without realizing it, but our writing suffers for it. Learn how to get more deeply into your main character's head by striking those "filter words" from your writing vocabulary. When you're done with this class, you'll know how to draw your readers in to experience the story right along with the main character instead of unintentionally keeping them at arm's length.

Breakout #13

4:30 PM – 5:20 PM

Martha Petersen

2 HOUR WORKSHOP

**Arizona
Workshop**

From Anecdote to Essay, or the Joy of Creative Nonfiction

How do we take experiences from our everyday lives and transform them into creative nonfiction essays people want to read? In this workshop, we will practice using ordinary (or not so ordinary) experiences and making them universal. We will discuss how to engage a reader, what makes an essay "live," and how to make experience meaningful. We will practice all of this in a hands-on workshop as we jumpstart our own creative nonfiction essays.

Lawley Publishing

The Magic of Children's Book Publishing

Bisbee

Learn how to submit, what publishing companies are looking for, how to promote yourself, and what an author needs to know about illustrations and illustrators.

Becca Birkin

Flagstaff/Gilbert

Maps, Monster Trucks and MS: Hope for Writing's Discouraging Moments

From fledgling writer to published author, discouragement detours happen. As writers, our ability to craft heightened emotions can also deepen the sting of rejection. This class will present ideas to recharge our hope and enthusiasm for writing. including:

- How to keep going when writing feels harder than bench-pressing monster trucks.
- The road hazards of comparison in a world where "rejection is the new black."
- A travel kit to help you trust your talent and treat writing as a long-time journey.
- How to find joy in the exhilarating writer's road.

Carrie Snider

Legado

Break into Song! Storytelling Tricks in Broadway Musicals that Can Help Your Writing

There is something awe-inspiring about musical theatre, but what? Why has a musical about a founding father captured a worldwide following? And how in the world has a musical about a creepy guy living in a Paris opera house become the longest running musical of all time? In this class, we will 1. Explore how musicals dazzle audiences by utilizing strong theme, characterization, and emotion, and 2. Discuss how we can apply those storytelling tricks into novel writing. We'll dissect a few musical favorites, and I promise I won't make you sing showtunes (unless you want to).

Closing Remarks
Desert Rose Ballroom
5:30 PM