



## 2021 ANWA Writers Conference

### Friday Schedule

Welcome  
Ballroom  
8:00 AM

Keynote  
Amy Harmon

Breakout #1  
10:00 – 10:50 AM

**Heather Moore**

**Room A**

**\*Intensive\* Jump-start Your Indie Publishing (Two Hour Workshop)**

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Whether you're just getting started or hitting a slump in your indie publishing, we can all use a jump-start. Revising your blurb, adjusting your keywords, and finding the right title and cover image can make a difference in capturing your target readers. 5-time USA Today bestselling author Heather B. Moore will teach this hands-on workshop to give you the tools and knowledge needed to market your front and backlist in order to attract new readers and keep current fans engaged and eager to buy your next book. Come prepared to share at least one of your published books you need to boost, or your sample blurb and cover ideas for your current WIP. Attendance is limited to 10 people. \*Preregistration required.

**Stephanie Black**

**Room B**

**Dialogue: How to Get Your Characters to Sound Like Themselves**

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You wanted an eloquent antagonist, but she gilds every line until her scenes take thirty pages to write (ten for the action, twenty for her orations). Your heroine (educated by feral chickens) speaks with charmingly unique syntax, but your manuscript readers keep getting confused and one of them hinted you should offer translations in footnotes. Your preschooler character speaks like a collection of cat memes, and your spouse gushed that all the characters talk like YOU—which he meant as a compliment, but you worry other readers might not be thrilled. Need some tips for writing great dialogue? In this class, we'll discuss how to write dialogue that sounds realistic, rounds out your characters as individuals,

fuels appropriate story pacing, and holds the interest of your readers.

**Agent & Editor Panel**

**Room C**

**Questions and Answers with Editors and Agents**

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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.

**Traci Hunter Abramson**

**Room D**

**Discovery Writer Survival Guide**

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Do you figure out your story as you go? Do you ever struggle with finding what path your story will take? This class will explore tricks and tips that can help pantsers organize thoughts without taking the fun out of the process. Ultimately, we all want to write faster so we can find out what happens next.

**Breakout #2**  
**11:00 – 11:50 AM**

**Heather Moore**

**Room A**

**\*Intensive\* Jump-start Your Indie Publishing (Two Hour Workshop)**

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Continued.

**Sara Ella**

**Room B**

**Successful Side Hustles**

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We've all heard someone say it—"Every author needs a day job." And while that is generally true in a culture where most households survive on dual incomes, that doesn't mean you can't be creative about it (and have a bit of fun, too). In this workshop, we'll think outside the "9 to 5" box and explore how you can transform the talents you already possess into extra cash flow. We'll discuss branding, freelancing, and, oh yes, taxes. We will also answer some of the most frequently asked questions when it comes to running your own side business including:

- \* To LLC or not to LLC?
- \* Do I need a social media account for my business?
- \* Is Etsy worth it?
- \* And more!

Come prepared to take notes, bounce ideas off of your fellow writers, and leave feeling empowered to take that next step from thought into action.

**Kaylee Baldwin**

**Room C**

**Character Motivations**

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Many of us have answered the question of "Why is your character doing this?" with that unsatisfactory answer: "Because I need them to!" Smart readers want characters whose decisions make sense. In this class we'll discuss: Extrinsic vs. Intrinsic motivations, how to make our character's motivations drive the plot and emotional arcs, superficial vs. deep motivation, tools to implement (and discover!) your character's motivations, and how to give your character the kind of motivation that will sustain an entire story.

**The Psychology of Romance**

**Room D**

**Janette Rallison**

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The romance genre is going strong, and when sparks fly between characters, readers will keep turning the pages. But how do you ensure the chemistry comes alive on the page? Would it surprise you to learn there's an actual psychology behind romance? Come learn the do's and don'ts to make your romance

sellable. Avoid pitfalls like insta-love and the ever dreaded sagging middle. Learn how to keep the romantic tension going.

**Lunch  
Ballroom  
12:00 PM – 12:50 PM**

**Breakout #3  
1:00 PM – 1:50 PM**

**M.A. Nichols** **Room A**  
**What I Wish I'd Known in Self-publishing**

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So, you want to be an indie author? That's great. However, there's a ton of pitfalls that face authors as they step into the indie publishing arena. Before you hit publish, come learn about all the mistakes you need to avoid from an indie author who has gone from struggling to successful.

**Shelly Brown** **Room B**  
**Start at the Beginning**

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Every book starts at the beginning but some beginnings get people to read the rest of the book and some do not.

**Editor Lisa Mangum** **Room C**  
**\*Intensive\* Become a Submission Superhero! (Two Hour Workshop)**

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All writers have an origin story that begins with the same thing: the dreaded query letter. You have prepared for this moment during rounds of revisions on your manuscript. You have tested your mettle against the best the language has to offer and been victorious. Now it is time to don your cape and enter the dangerous Submission Trenches. In this 2-hour, hands-on workshop, author and editor Lisa Mangum will personally guide you through the essential elements every superhero will need to submit to agents and editors. Attendance is limited to 10 people. \*Preregistration required.

**Paige Sommer and Stephanie Moore** **Room D**  
**Taking Worldbuilding Personally**

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World building isn't just for your favorite fantasy or science fiction author. (Leigh Bardugo, we're looking at you.) Every story takes place inside a complex world that characters inhabit, even if the story is set in a fictional version of your hometown. Journey with us into favorite fantasy and realistic fiction stories to understand how micro and macro details work to establish believable worlds that lead to realistic settings and nuanced characters. You'll come away with five writing exercises you can use right away that focus on getting those small and large scale details perfect for your place. All of this to help make your story's world feel as real as our own third planet from the sun, whether you call it that or something like, I don't know, Narnia. (Oh? Has that name been taken?)

**Breakout #4  
2:00 PM – 2:50 PM**

**Rachel Huffmire** **Room A**  
**Optimizing Your Amazon Product Page**

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Give your book the best chance to become a bestseller on Amazon!

Did you know whether you're traditionally or indie published, you can take control of your Amazon product page? Yes! You can decide exactly what appears in your product description, reviews segment,

and more!

In this class, we'll look at author central's biggest secrets that can boost your book to the top of Amazon search results. We'll show you how to convince readers your book is exactly what they're looking for in just a few seconds. So, put your marketing pants on and join us for a DEEP dive into author central.

**Emily Inouye Huey**

**Room B**

**Let Your Character Drive: Techniques Authors Should Steal from Actors**

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When someone says, "I don't know who your character is" or "I'm bored in this scene," most of us rush to add a few descriptions or a dose of extra action. But these superficial fixes often miss a more troubling problem: the author doesn't know the character well enough to let her DRIVE the story.

The more effective solution is a deep dive to bring your character to life with ultra-personalized traits, layered backstory, and resonating objectives. It's through letting the character drive that we get arc and resonance and all the things that make a story breathe. But how? Let's explore the techniques of our artistic cousins, actors, whose whole business is the alchemy of turning lines into fully fleshed out characters. Specifically, participants will learn two Method Acting techniques to create deep, layered, and meaningfully engaged characters with agendas that drive their own stories.

**Lisa Mangum (Two Hour Workshop)**

**Room C**

**\*Intensive\* Become a Submission Superhero!**

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Continued.

**Editor Samantha Millburn**

**Room D**

**What I Want from You is... Your Voice**

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Maybe Ursula was onto something when she demanded that Ariel give her her voice in exchange for Ariel's becoming a human. Why her voice? I submit that it is because voice is the most important aspect of a character's makeup. It paints a picture in just a few sentences of who the character is, what their personality is, what their goals are, and how they will achieve them. Voice is the heart of a character. This class will help you better craft voice in the characters and books you write.

**Snack Break**

**3:00 PM**

**Breakout #5**

**3:30 PM – 4:20 PM**

**Charlie Bird**

**Room A**

**Crafting a Memorable Memoir**

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How do you tell your story? Charlie will cover how to use descriptive personal stories to captivate readers and communicate key takeaways, as well as explain his writing process from beginning to end.

**Raneé Clark**

**Room B**

**Breaking up with the Alpha Male: Avoiding Cliché Characters in Writing Romance**

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The romance genre is the queen of tropes! Readers devour second-chance romance and clamor for more billionaire escapes than we can understand. So how do you satisfy readers without falling into the trap of flat, cliché characters? From Alpha Males to Chip-On-Her-Shoulder heroines, come learn why 2D characters are problematic in your writing and how to twist those lovable stand-bys into something fresh.

**Agent Karyn Fischer**

**Room C**

**Eye Popping Pitches: Getting Your Query Letter or Pitch Noticed**

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In this class, we will do a deep dive into query letters and pitches that have eye-catching appeal. From traditional query letters to successful Twitter-pitches, what does it take to make an agent or editor want to read your book? We will include a discussion of what editors and agents are looking for now, and how you can position your book to suit the market.

**Julie Wright**

**Room D**

**6 Steps to Get Emotional**

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Love, hate, fear, wonder, thrill, euphoria: Whatever it may be, readers read for the emotional payoff. How do you make sure your book is worth their emotional investment? 6 steps to providing a powerful emotional experience.

**Breakout #6**  
**4:30 PM – 5:20 PM**

**Mandy Ballard**

**Room A**

**The Power of Choice in Your Creative Life**

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We all know what it takes to be a successful writer—talent, hard work, perseverance, thick skin, willingness to learn, practice, practice, practice...oh, and good ol' blood, sweat, and tears. But we also all know it's not as simple as that. Life throws us for a loop, time sets limitations we don't want to accept, and our vision and goals shift along the way. What if I told you that the age-old practice of blind achievement-at-all-cost works against more than for us—and that what will really propel you toward success (and infinitely boost your happiness along the way), what you really need to practice, is acknowledging the power of—and then making—choices? Leave the guilt trips and frustration behind and join a recovering achievement-obsessed to-do-list junkie for a discussion about how to tap into the all-affecting power of choice that will fast-track us into—and beyond—the kind of success we dream of.

**Dennis Gaunt**

**Room B**

**It Came from the Slush Pile**

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Here's a frightening fact: the average reader can tell within a couple of minutes whether or not to keep reading your manuscript. (Eek!) While it's true that the slushpile can be a frightening place, especially for new authors, it doesn't have to be that way. This class will focus on common mistakes to avoid when submitting, how to craft a strong opening chapter, and other tips on how to get your manuscript to stand out for all the right reasons!

**Agent Lynette Novak**

**Room C**

**Hook, Line, and Sinker: How to Hook Readers and Reel Them In**

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Do you know how to hook your readers? I mean, really hook them. Do you immediately think it's all about the first paragraph? WRONG! Well...sort of.

The first paragraph is definitely important. But there's so much more to hooking your reader and keeping her on the line until the very last page.

In Hook, Line, and Sinker, you'll learn:

How a hook can make or break a sale.

How genre affects the hook.

How to get the most out of your first line, first paragraph, chapter hooks, and cliff hangers.

The difference between ho hum hooks and bestsellers.

How the pros hook the reader and keep 'em hooked.

**Ben Schilaty**

**Room D**

**Vulnerable and Authentic Writing**

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Harper Lee wrote in *To Kill a Mockingbird*, "You never really understand a person until... you climb inside of his skin and walk around in it." Being vulnerable and authentic can feel scary and uncomfortable, and yet it is such a gift to the reader. This class will discuss how to share personal experiences in a way that will allow the reader to connect with you and walk in your shoes. Class participants will consider stories that they would like to share and discover ways to share them in compelling ways.

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

## Saturday Schedule

Welcome  
Ballroom  
8:00 AM

### Breakout #7 9:00 AM – 9:50 AM

**Agent Lynnette Novak**

**Room A**

#### **Editorial First Aid: CPR for Your Dying Manuscript Blurb and Bio**

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Maybe the horror stories about the hard road to publication are keeping you from finishing your novel. Maybe you've had one too many rejections with no explanation. No matter what is killing your writing, it's time to breathe a little life into your manuscript.

Not sure where to start? There's only one surefire way to avoid the dreaded rejection slip—know your craft. And I mean really learn it. Knowing your craft inside and out is the only way to identify and correct the problems in your writing.

Feeling overwhelmed? Maybe you think editing just isn't your strong suit? Don't worry. You don't have to do it alone. Lynnette will walk you through some of the most common mistakes writers make so you can apply CPR to your dying manuscript.

In Editorial First Aid, you'll learn about dialogue dilemmas, plotting problems, and bad beginnings, including:

The 13 most common dialogue mistakes.

How to avoid dialogue blunders.

How to correct episodic writing.

Understanding poor execution of GMCs (goals, motivations, conflicts).

How to turn up the emotion.

When (if ever) to add a prologue.

All about the inciting incident and why it's the best place to start your story.

**Jessica Guernsey**

**Room B**

#### **After November: Using NaNoWriMo Techniques to Reach Your Goals and Meet Deadlines**

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Have you heard that November is National Novel Writing Month but were afraid to give in to literary abandon for 30 days? Or maybe you've tried it before but your commitment petered out around halfway? Success just needs a better plan, deeper prep, and smarter methods. Come learn the tips, tricks, and strategies to get you across the finish line for NaNoWriMo or any month. Use these same techniques to meet your writing deadlines and goals no matter what month.

**Sarah Alva**

**Room C**

#### **Romance Series 101**

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A popular trend in Romance is to write series. But what is considered a "romance series," and what should you know before you write one? In this class we'll discuss the two most popular types of romance series, how to write them, and the secret to writing a romance series that will leave your readers coming back for each new book.

**Charlie Bird and Ben Schilaty**

**Room D**

#### **Podcast Crossover**

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Join Charlie Bird and Ben Schilaty for a live Q&A about LGBTQ+ representation in literature, and writing

books about the intersection of faith and sexuality, and more.

**Breakout #8**  
**10:00 AM – 10:50 AM**

**Shar Abreu Petersen**

**Room A**

**Out Of My Mind: How to Write the Picture Book I Keep Thinking About**

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You've had an idea (or two or three) for an awesome picture book running through your mind for awhile. But where do you start with actually writing it down? Learn the basics of picture book writing (word count, page count, to rhyme or not to rhyme, formatting and more), along with techniques for turning an idea into a story with character development, conflict, pacing, and visual plotting specific to those magical 32-page books.

**Editor Ashley Gebert**

**Room B**

**Releasing Tension**

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Building tension is essential in any story, but breathers—the moments when tension drops—are just as important. In this class, we'll cover knowing when to build tension, when to drop it, and how to keep your reader engaged through the ups and downs.

**Ellie Whitney**

**Room C**

**Description: Beyond Character and Setting**

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All introductory creative writing courses cover effective description for characters and setting, but description also impacts other important aspects of storytelling. We'll talk about the effects of description on the elements of action, pacing, POV, and emotion. Through real-world examples and practice, you'll learn how to strengthen the use of description to create perfect pacing, accurate action, evocative emotion, and immersive POV.

**Michelle Wilson**

**Room D**

**Share Light Like a Boss**

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Want to know how to write for and connect with the Latter-day Saint market like a boss? Join me as we discuss things from organizing and writing an inspirational nonfiction book to marketing to speaking. Learn how to teach without the preach, extend your reach without feeling like you're selling religion, and recognize the unique and amazing opportunity and experience it is to work with God to share His light.

**Breakout #9**  
**11:00 AM – 11:50 AM**

**Cassie Shiels**

**Room A**

**Stories are like Onions**

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Stories are like onions, meaning that they have layers. In this class, we will talk about 9 layers that every story needs. Those layers are 1. Outstanding Characters 2. Vibrant Settings 3. Amazing Descriptions 4. Exceptional Action 5. Rich Internal Dialogue 6. Smart Dialogue 7. Strong Emotions 8. Stellar Conflict and 9. Riveting Obstacles.

**Jentry Flint**

**Room B**

**A Rebel with a Plot**

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There are many different ways to plot a story. Like Seven Point Story Structure, Save the Cat, and Romancing the Beat. But how do you find the one that works for you? Not every story you write is the same. And not every story comes as easily or is as complicated to write as the one before.

In this class we are going to go against the mold **\*\*GASP\*\*** and break these plotting structures down so that you can build or manipulate a physical outline that will work for you and your story's needs.

**Editor Lisa Mangum**  
**Great Writing Regardless of Genre**

**Room C**

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There are a few constant elements that are present in great books: characters, conflict, motivation, adversity. This class will touch on all four pillars and discuss how you can use make them work together to create something memorable regardless of what genre you are writing

**Lehua Parker**  
**Appreciate vs Appropriate**

**Room D**

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Ever wonder whether your admiration or love for something outside of your ethnic identity is appreciation or appropriation? It depends on which side of the line you start on—and intentions and permissions matter less than you might think. In this presentation we'll take a hard look at all sides of these issues and how to navigate the minefields surrounding them.

**Lunch**  
**Ballroom**  
**12:00 PM – 12:50 PM**

**Breakout #10**  
**1:00 PM – 1:50 PM**

**Traci Hunter Abramson**  
**Course Corrections**

**Room A**

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You've written yourself into a corner, or your story has lost its way. You have a plausibility issue that needs to be addressed. Your editor wants you to change your entire premise. This course will explore how to efficiently tackle rewrites, revisions, and plotting problems. You will learn the skills needed to pull a single thread out of a manuscript and weave a new one in while maintaining the beauty of your work even if it doesn't look the same as you once imagined. – advanced craft.

**Christie Powell**  
**Character Personalities**

**Room B**

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Has anyone asked you your MBTI type, and you had no idea what they were talking about? Or do you introduce yourself as an INFP-A, 9 wing 8, Capricorn, chaotic good Ravenclaw? Whether or not you define yourself using any of these systems, they have their uses in character creation. They can be a tool to create consistent, diverse, and motivated characters. Come learn which system(s) will work best for you and your characters, or pick and choose. We'll cover Meyers-Brigg, enneagram, D&D alignments, and more.

**Raneé Clark**  
**Zero to Hero: Top 10 Self-Editing Techniques To Take Your Writing from Amateur to Pro**

**Room C**

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So you've written your first novel and your mom loves it—but all your writing friends and early readers have very subtly hinted that it's not all that great. Come and learn the mistakes that newbies make and how to fix them, taking your writing from rough to polished. The class will cover self-editing and revision methods concerning: basic grammar mistakes that instantly label you as new, dialog attribution, style problems, and revision techniques on what to cut, along with much more!

**Agent Karyn Fischer**  
**Discovering Verbs that Sing: Elevating Your Writing on a Line Level**

**Room D**

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It takes more than just a great story to create a good book. On a smaller scale than crafting a fascinating setting with lifelike characters, a good book must be built on enthralling language. The cornerstone of

language that zips a reader through a book is dynamic verbs. Using Constance Hale's Vex, Hex, Smash, Smooch as our guide, we will look at how writers can elevate their writing using the simple (though difficult) habit of choosing the best verbs.

**Breakout #11**  
**2:00 PM – 2:50 PM**

**Janette Rallison**  
**Mistakes Not to Make**

**Room A**

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Would it surprise you to learn that agents reject most manuscripts after only reading a few pages? Agents, editors, and readers will never know what a great plot or characters you have if you make mistakes that send your manuscript to the rejection pile. Learn how to identify and fix problems in your description, dialog tags, pacing, opening, and much more.

**Adam Berg**  
**Never Say 'Actually': Lessons from a TV Writers Room**

**Room B**

A writers room is a microcosm of a writer's experience. Pitching ideas, giving and receiving feedback, group editing, and fighting for your vision are all necessary skills to survive the creative world. Come discuss do's and don'ts of writing in a group setting.

**Rachel Stones**  
**"Can You Feel It, Baby?" (Readers Should Too.)**

**Room C**

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We've all experienced an adrenaline rush: the pounding heart, nerves, anticipation, and the boost of energy. It's only fitting that our characters have adrenaline rushes too. But how do we get readers to experience a character's adrenaline rush rather than merely witnessing it? In this class, we'll discuss practical tips that facilitate audience engagement and turn readers from spectators to story participants.

**Casey Robertson**  
**Rocking Amazon Ads**

**Room D**

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If you're one of the many Indie Authors marketing your own books, you can't afford to miss this class! We're about to let you in on the secrets of the trade. Learn from Casey Robertson of Howard Marketing Group just how you can optimize your Amazon ads. This course will cover the essentials of choosing the right keywords, setting your budget and bids, negative targeting, and understanding your metrics, such as ACOS, KENP, clicks and impressions. You've written your book- now let us help you sell it! Your readers are out there, and this class will help you find them.

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

**Breakout #12**  
**3:30 PM – 4:20 PM**

**Tracy Daley**  
**Beyond Spelling and Grammar: Editing to Take Your Manuscript to the Next Level**

**Room A**

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Very few writers create great voice, musical sentences, and powerful imagery in the first draft. The truth is, the greatest writers are amazing editors. This class introduces a seven-step editing process that will go beyond simple grammar mistakes and delve into the realm of great writing.

**Amy Harmon**  
**Cohesion - How it all works together.**

**Room B**

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A discussion with NYT bestselling author Amy Harmon on how every element of storymaking is interwoven into the whole. Presentation will include a Q&A for the author at the end.

**Stephanie Black**  
**Creating Compelling Villains**

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**Room C**

We want to challenge our protagonists with opponents who create big trouble, building roadblocks, knocking out bridges, and launching ambushes as our heroes struggle toward their goals. But a compelling antagonist needs more than an evil scheme and a menacing glare. In this presentation we'll discuss how to create vivid, realistic villains who will intrigue readers and form a vital component of a gripping novel (Bonus: we'll cover Villainous Bean Spilling 101: What to do when you really need the bad guy to spill his plans).

**RuthAnne Snow**  
**Work-Life Integration and Writing**

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**Room D**

After touting the concept of "work-life balance" for years, corporate recruiting experts have shifted their focus to "work-life integration." While balance suggests that different parts of a person's life are at odds, "integration" encourages people to think of all the roles they play and how those roles can support each other. Writers, perhaps more than any other profession, must learn to harmonize the different domains in their life. This class provides an introduction to the concept of work-life integration and tips on how to achieve it, including real-life examples from published writers.

**Breakout #13**  
**4:30 PM – 5:20 PM**

**Editor Samantha Millburn**  
**You've Signed with a Publisher!... Now What?**

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**Room A**

We hear authors say, "I've done it! A publisher has offered to take my book, and I've signed with them! I made it!" While that's an incredible accomplishment, and I don't want to downplay it at all, I do want to point out you've really only made it through the gate. Signing is just the beginning of what we all hope is a long and prosperous relationship between you and your publisher. This class will help you navigate that relationship so you can better understand what a publisher expects from you and what you can expect from the publisher.

**Lisa Crandall**  
**So you know you need a website... now what? (How to Build a Professional Website without Hyperventilating and Other Helpful Tips)**

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**Room B**

"You need a website," they say. "Every author has to have one."

Great, you think. Marketing. I can do that. How hard can it be?

But with an overwhelming amount of options available, it's difficult to know where to start. Can you do it on your own, or should you hire someone to help? Is WordPress the best web tool known to man or a nightmare product designed to drive you insane? What's the difference between shared hosting and a private?

Together, we'll walk through how to assess your current and future needs to make educated decisions for your budget and skillset. We'll look at how to break your project down into manageable pieces (branding, content, development, and hosting), and talk about ways to optimize your site to be a powerful marketing tool without spending a fortune.

**Dennis Gaunt**  
**Dissecting the Frog: Why Humor is Essential**

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**Room C**

E.B. White said: "Analyzing humor is like dissecting a frog. Few people are interested and the frog dies of it." With that resounding endorsement, this class will analyze humor. Everybody loves to laugh. It's not

only fun, it's downright necessary for our mental well being. Laughter relieves stress, releases endorphins, and just plain feels good. When it comes to writing, virtually every type of story can be improved by the addition of humor. This class will examine different types of comedy, and provide tips on what kind may be best to include in your story. Additionally, we will talk about why reading and writing comedy is good for us. So grab the nearest frog, a scalpel, and come ready to laugh! (Note: no actual frogs will be harmed, I promise)

**Kaylee Baldwin**

**Room D**

**The Sisyphus Dilemma; or What's the Point?**

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Sometimes this writing business makes us feel like we are Sisyphus, eternally (and pointlessly) pushing a boulder up a mountain, never reaching our goals. Yet, the fact is, while Sisyphus was forced to do it, we do this to ourselves. Why? Something inside us (hope? delusion?) keeps compelling us to try. In this class we'll talk about overcoming rejection, ways to stay positive or not lose hope, how to deal with jealousy, when it's time to keep pushing and time to take a break, get to the heart of what actually matters most when engaged in this work, and make a case for why pushing a boulder up a mountain may not be so pointless after all.

**Closing Remarks**

**Ballroom**

**5:30 PM**

**Don't miss these  
Online Only classes!**

**Sarah Eden and Jolene Perry**

**Passion Projects vs Paycheck Projects**

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Sarah and Jo do both types of writing and we've both struggled with the balance between the projects of our SOUL and the projects that keep us fed. Spoiler alert: you're not a sellout if you're writing for money, or if you've set aside your passion projects for the ones you know have a better chance of monetary reward. We'll discuss how to organize our time, how to create the balance between Passion and Paycheck, and ways to see and understand that both types of projects are legitimate. You do not have to abandon one type of writing for another. Creativity creates creativity, and we'll show you how to use that principle best in both types of projects.

**Jared Garrett**

**Win the Writing Moment**

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Do you ever have trouble psyching yourself up to write? Do you sometimes find yourself with time to write, but feeling like there's nothing in the tank, so to speak?

You can win those moments. You can conquer the psychological cycles that result in that resistance and lack of productivity.

This class will cover some of the psychology behind those resistance moments and will draw from multiple sources on psychology, motivation, success, and endurance. You'll leave the class with not only a strengthened desire to write, but also a firmer belief in your ability to do so and some techniques you can use to overcome tough, resistance moments.

**Jolene Perry**

**Never Lead Your Reader to a Dead End**

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Marketing Loops Basics: What they are and how to integrate this strategy in independently or

traditionally published books with examples. Because social media can play into author loops, we'll talk a bit about making social media use sustainable (psst, it has to do with finding your comfort zone/what you love the most). We'll take the last few minutes to talk specifically about how best to use TikTok for authors.

**Kelsy Thompson**

**When You Feel Like a Fraud: Living (Successfully!) with Imposter Syndrome**

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A presentation/discussion on how imposter syndrome affects writers (both published and aspiring) and how to combat that feeling of fraudulence by owning your fears, recognizing progress, and internalizing success.

**Dacia Williams**

**Mental Illness: Handling It Sensitively and Accurately**

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Mental illnesses are cropping up as a topic and source of character challenges in nearly every genre of fiction, but how do you know your depiction is spot-on? No Wikipedia here. In this class you'll learn from a writer who has first-hand experience with mental illness. Find out which resources will provide the most up-to-date information to keep your characters real. Includes handouts