



Storymakers & Indie Author Hub 2019 Class Schedule



FRIDAY

8:30-12:00 AM
1:00 PM
1:30 PM
2:30 PM
3:30 PM
4:30 PM
5:30 PM

Morning Workshops		
Welcome Address		
DIY Audio Narration	Mistakes Not to Make	Triangulating your Characters: How Focusing on Character Relationships Drives Conflict and Plot (Masters Class)
Johan Twiss Audio books are the fastest growing medium in literature. In this class we will talk about equipment, narration, editing your narration, and distributing your audiobook. I'll bring some of my equipment to give a live demonstration.	Janette Rallison Would it surprise you to learn that agents reject most manuscripts after only reading a few pages? Learn how to identify and fix problems in your description, dialog tags, pacing, opening, and much more.	Lisa Mangum Author Lisa Mangum begins every plotting session by drawing a triangle and identifying the protagonist, the antagonist, and the alternate. Attendees will be able to develop their own character relationship triangles and apply them immediately to their own project.
Instagram for Authors	Idea Generation for Authors	Triangulating your Characters (Masters Class (cont.))
Charity Bradford Instagram can help you connect with readers and increase sales once you realize it isn't about you. Learn how to evoke the emotion you want your followers to connect with through your images and stories.	Gregg Luke The most common question authors get is: How do you get ideas for novels? This class will teach you where to look for ideas and will help you differentiate good ideas from bad ones, and great ideas from merely good ones. Tips, suggestions, examples, and the revealing of secrets will turn you into an idea-generating machine.	Lisa Mangum Continued from the previous breakout session.
Ads Master Class - (Beginner)	Pacing	Constructive Criticism: How to Give and How to Receive
Tamara Heiner Join us for this two-part class. Come to both hours or just one. First hour: Learn how to create an ad, from ad copy to keywords to perfecting your blurb and cover. Get the opportunity to craft your blurb and ad copy while in class.	Robbin Peterson Pacing: the speed and rhythm at which a story is told and the readers are pulled through events. In this class we will be discussing what things affect pacing--speed it up, or slow it down.	Traci Abramson KEYNOTE CLASS - One of the keys to success is to find that constructive criticism and learn how to use it well. This class will explore how to sort through that criticism while still maintaining the integrity of your story as well as your voice, how to give good feedback, and what to do when it isn't working.
Ads Master Class - (Advanced)	Writing Plausible Computer Hacks	Mastering Point of View
Tamara Heiner Join us for this two-part class. Come to both hours or just one. Second hour: Take your ads a bit further with ad analysis. Develop a methodology that works for you, whether you are a spreadsheet guru or have a terrible phobia of numbers. Become comfortable at your level.	Don Carey This class is a simple, plain-English overview of the motives and methods used by "Black Hat" hackers, Cyber Terrorists, and jealous, tech-savvy boyfriends. Armed with a basic understanding of core principles, your depictions of Cybersecurity can become a powerful, plausible element of your story.	Janette Rallison Your use of point of view can either make or break your novel. Learn what POV is, the mistakes to avoid, and how to amp up your character's internal thought to help your novel with that all-important "voice" agents and editors keep talking about. Does your character need deep point of view? Come and find out.
Closing Remarks		

SATURDAY

9:00 AM
10:00 AM
11:00 AM
12:00 PM
1:00 PM
2:00 PM
3:00 PM
3:30 PM
4:30 PM

Contracts	Goal, Motivation & Conflict - (Master Class)	The Art of Self-Editing
Danyelle Ferguson Understanding contracts is essential for an author, no matter if you are traditionally or indie published. In this class we'll discuss why contracts are important for you as an author and how they protect your career.	Robbin Peterson These three elements are crucial to any story. In fact, without them, you have no story. What are they and how do they work together to draw the reader in, keep the story going, and make your story believable?	Traci Abramson KEYNOTE CLASS - You've written those two coveted words on the last page: The End. Now what? This class will explore the many ways you can polish your work as you prepare for your publication journey.
Ad Copy is Not a Good Logline	Goal, Motivation & Conflict (Master Class - Cont'd)	Put On Your Writing PANTS - Outlining Tips for Pantsers, Polishing Tips for Plotters
Hillary Sperry We've been raised on story structure and editing. In Ad Copy cutting your words is not enough. Ad Copy is a whole different animal. Ad Copy is shocking and driving. Step away from your elevator pitch and find how you can claim the attention of people who have none.	Robbin Peterson Continued from previous Breakout	Lisa Mangum It's time to put on your Writing Pants and get down to the necessary work of structure and revision. We'll cover the five essential elements of story—Protagonist, Antagonist, Needs, Theme, and Structure—and include some practical tips to make sure your story is perfectly tailored for presentation.
Newsletters, Street Teams, and Websites	Rapid Release and Book Launch Panel	The Psychology of Villains
Tamara Grantham Award-winning author shares her secrets on how to create a website that will promote your author brand, drive subscriptions to your newsletter, and create a successful street team. can do what you love best—write! You'll also learn to put it on autopilot so you	Beth McCay, Kate Hall, & Tammy Brooks Get ready to learn from three authors who have done it before, Elizabeth McCay, Tammy Brooks, and Kate Hall! If you follow the indie world, you know rapid release is a hot topic right now, and this is going to be epic!	Kiersten Marquet In order to create realistic characters, you have to figure out what motivates them. Let's delve into the mysterious and sometimes freaky minds of the criminals we wish to write about.

LUNCH Contest Awards Ceremony

Be in the Know: A Novel Approach to Novel Research	Writing the Future By Embracing the Past	Creating Your Novel's Voice
Gregg Luke Good research is vital to every novel. But how do you do it without spending time looking up stuff you'll never use? This class you teach you the fundamentals for novel research: what to look for and what to skip.	Don Carey Predicting the future is a dangerous job, but somebody has to do it. This class examines the work of intellectuals, entertainers, and futurists from the past, discussing how their successes and failures can guide us in world-building our own version of tomorrow.	Janette Rallison Agents and editors always say that they're looking for a strong voice, but are frequently vague about how to go about accomplishing said feat. This class will not only teach you what voice is, it will give practical advice and hands on practice at developing your story's voice.
Building Your Author Brand	Writing a Series Character	Can We Talk About This? Writing Hard Topics for Teens While Avoiding the Smut
Charity Bradford Do you get brand and platform confused? Come discover your "brand" so you can be more authentic and consistent with the way you present yourself across your platform.	Tamara Grantham What qualities does it take to make a memorable—and lasting—series character? Find out the answers in this workshop taught by the award-winning author of the Fairy World MD series, Tamara Grantham.	Tamara Heiner Literature is both an outlet and a learning tool, opening the eyes of those unaware of social issues and providing hope and light to those suffering. Discover what your end goal is and tackle the hard topics with class.

Networking Break

Pitch Perfect - How to Sell Your Manuscript in 30 Seconds	Turn Your Readers Into Insomniacs With Chapter Ending Hooks	Recipe for Perfect Romance
Lisa Mangum When it comes to pitching your manuscript, you don't have a lot of time. This class will discuss a variety of "pitches" that you can use to make sure you use your time wisely when you are talking to an agent, editor, or publisher. You'll walk away with with workable pitch you can start using right away.	Johan Twiss How do you turn your readers into insomniacs who can't put your book down? Simple—a good story with great chapter-ending hooks. In this class, we will discuss five types of chapter-ending hooks that will keep your readers turning pages as they morph into sleep-deprived insomniac zombies.	Lisa Swinton Start with a strong loveable heroine and a book boyfriend swoon worthy hero. Add chemistry, connection, and quirky secondary characters. Mix in conflict, adhesion, and repulsion. Bake at 50,000 words. Your readers leaving rave reviews and craving the next serving of your sweet romance.

Keynote Address