



Tri-Valley Writers Conference
Saturday, April 18, 2015
www.trivalleywriters.org

7:30 -8:30 a.m. CHECK IN AND BREAKFAST

8:30- 8:45 a.m. WELCOME

9:00-10:30 a.m. ESSENTIAL ELEMENTS FOR WRITING IN A SPECIFIC GENRE—CRAFT

Panel includes: **Shelley Adina**-romance, **David Corbett**-crime/thriller and **Penney Warner**-young adult.

9:00-10:30 a.m. SELF-PUBLISHING BOOT CAMP: STEPS TO GETTING SELF-PUBLISHED

Presented by **Jim Azevedo**

Ebooks are the fast-growing segment of the publishing industry, and self-published authors are leading the charge. This introduction to eBook self-publishing will teach you how to publish like a professional and reach a global market with your words. Learn the step-by-step checklist of what's involved to produce, publish, price and distribute your eBook. This fast-paced session will give you the foundational knowledge you need to become a more professional, more successful author, regardless of prior publishing experience. This presentation makes eBook publishing fun, simple and accessible to everyone.

10:45-11:45 a.m. BRINGING EMOTION INTO YOUR STORY THROUGH NARRATION AND DIALOG—CRAFT

Presented by **Penny Warner**

A workshop designed to get to the heart of the story by pulling at your readers' emotions, through compelling storytelling and character interaction.

10:45-11:45 a.m. ADD A SOUNDTRACK TO YOUR BOOK WITH BOOKTRACK—
MARKETING

Presented by **Jason Hovey**

Learn how to synchronize soundtracks to eBooks creating a new medium for reading. Readers get instant free access to thousands of stories, from famous classics to contemporary titles, while authors easily create their own Booktrack titles by matching their stories to an extensive library of over 20,000 free-to-use high quality music and ambient audio tracks. Published Booktrack titles become instantly available to a global audience across Booktrack's online service and mobile apps. Booktrack is delivering an innovative and engaging experience for today's generation of digital readers, providing new ways for authors to evoke emotion and bring scenes to life, while additionally demonstrating proven learning benefits. Booktrack is seen as a disruptive force in the publishing and audio world, equivalent to how the introduction of sound changed the experience of watching film forever.

10:45-11:45 a.m. TEN TRENDS IMPACTING THE FUTURE OF EBOOK SELF-
PUBLISHING—SELF PUBLISHING

Presented by **Jim Azevedo**

In this session, Jim will discuss 10 publishing industry trends that will most impact the future for book authors. Learn how the power center in the book publishing industry is shifting from publishers to writers, as self-published authors realize they already have access to the tools that will enable them to create, publish, distribute and market their books to a global audience. Attendees will be pleased to learn why the former stigma of self-publishing is being replaced with growing pride as self-published authors scale all the international bestseller lists.

12 Noon LUNCH HOUR

1:00-1:45 p.m. KEYNOTE SPEAKER

Presented by **Shelley Adina**

The publishing industry is in turmoil. Advances are down, rejections are up, and yet, it's the very best time to be a writer. Shelley will discuss how to employ some simple strategies to renew your spirit and position yourself to become successful.

2:00-2:45 p.m. PLOT, CHARACTER AND PACING—CRAFT

Presented by **David Corbett**

Learn to create a story that is tight, fascinating, and compelling; develop complete characters; move your story forward at a smooth pace.

2:00-2:45 p.m. 8 MUST-HAVE ELEMENTS FOR YOUR AUTHOR WEBSITE—
MARKETING

Presented by **Linda Lee**

Learn the 8 important components required for a great author website, including social media badges, a sales page for your book, bio page, sample book content, and more. Linda will help you optimize and teach you how to run and use your website.

2:00-2:45 p.m. THE IMPORTANCE OF AN EDITOR—SELF-PUBLISHING

Presented by **David Colin Carr**

To be taken seriously by agent, publisher, and reader you need to present yourself as reliable, accurate, and coherent. An editor will review:

- Facts
- Good structure (logic or mystery, as the genre and audience require)
- Proper and consistent voice
- Coherent characters and POV
- The richest and most evocative and/or precise language
- Grammar consistent with the genre (non-fiction and urban punk have different standards)

Not all editors have all the skills required, nor is any editor strong in every genre. An editor may not be a skilled proofreader. You need to find editors to support you wherever you are in the writing process. A good editor will make you a better writer. Please bring your experience and questions.

3:00-3:45 p.m. SIN AND SYNTAX: HOW TO CRAFT WICKED GOOD PROSE—CRAFT

Presented by **Constance Hale**

Constance Hale's book *Sin and Syntax* has been called a guide for "writers who want more spunk than Strunk." One critic described her follow-up volume on verbs, *Vex, Hex, Smash, Smooch*, as a book that "knocks people out in a 'that's-so-cool' way, rather than a 'dose-of-Ambien' way." In this interactive workshop, Hale leads you through a series of readings, exercises, puzzles, and games that will let you stretch new muscles, kick bad habits, and duke it out in a war of words. She'll also talk about how to cultivate that most elusive of literary elements: the writer's voice.

3:00-3:45 p.m. **MARKETING STRATEGIES: HOW TO GROW YOUR AUDIENCE—
MARKETING**

Presented by **Stephanie Chandler**

With so much competition in the publishing field, it is critical that publishers and authors find innovative ways to promote their work. Whether you already have one, two or twenty books to your credit or you are just getting started; effective internet marketing strategies can have a dramatic impact on your publishing success. In this session, you will learn how to:

- Identify and attract your ideal audience online
 - Create an effective website and optimize it for the search engines
 - Leverage blogging to increase traffic and increase sales
 - Conduct interviews with internet media sources
 - Use articles, podcasts, videos, and content marketing tactics to boost traffic
 - Expand revenues with information products
 - Utilize Facebook, Twitter, LinkedIn, Google+, and Pinterest—all without a big time commitment (really!)
 - Build an effective book marketing plan
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3:00-3:45 p.m. **FINE PRINT: A PAPER EDITION TO MAKE YOU PROUD—SELF-
PUBLISHING**

Presented by **Dario Ciriello**

This presentation will cover all aspects of book design and formatting for print publication. Topics will include:

- Exterior (front and back cover) and interior (frontmatter, body text, and backmatter)
 - Essential software
 - Legal and other requirements: ISBNs, LCCN, DBAs vs. incorporation, etc.
 - Printing & distribution options (Createspace vs. Ingram vs. offset print, etc.)
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4:00 p.m. **WRAP UP—AWARDS AND THANK YOU.**

4:30-6:00 p.m. **SOCIALIZING * PRESENTER'S BOOK SALE/SIGNING * NO HOST BAR**