



Tri-Valley Writers 2019 Writers Conference Session Synopsis and Schedule

7:30 a.m. – 8:30 a.m. Continental Breakfast

8:30 a.m. – 8:45 a.m. Welcome

9:00 a.m. – 10:30 a.m. CRAFT: “Essential Elements for Writing in a Specific Genre”

This will be a 1½ -hour session with discussions by **David Corbett**—Crime/Thriller, **Rachael Herron**—Memoir, and **Penny Warner**—Young adult, followed by Q&A at the end.

9:00 a.m. – 10:30 a.m. SELF-PUBLISHING: “Publishing through IngramSparks”
presented by **Robin Cutler**

This will be a 1½-hour presentation on the ins and outs of IngramSparks. IngramSpark is an award-winning platform for indie authors and publishers in making their books available in multiple formats (print, ebook and audio) to a global audience of readers, booksellers and online retailers through Ingram’s distribution network. Robin Cutler, Director of IngramSpark will teach you what you need to be know to be successful as a self-published author using IngramSpark.

10:45 a.m. – 11:45 a.m. CRAFT: "Bringing Emotion into Your Story through Narration and Dialog,"
presented by **Penny Warner**

This session is designed to get to the heart of the story by pulling at your readers’ emotions, through compelling storytelling and character interaction.

10:45 a.m. – 11:45 a.m. MARKETING: “Elements for an Author’s Website to Acquire Readers”
presented by **Linda Lee**

You’ve got the 8 basic elements for your website, now acquire more readers:

- Keep your website up-to-date—people like interactive, video, audio, and free offerings such as an ebook with a softcover purchase
- Give people a reason to come back—share learnings; writing, and publishing tips
- Branding; your site, yourself or your book series (example; Hunger Games, Twilight, 50 Shades, covers)
- Aesthetics: color, theme, images (keep it simple)
- Author Scheduled Events—let readers know what you are up to (past and present) obtain their comments

10:45 a.m. – 11:45 a.m. SELF-PUBLISHING: “Mastering Metadata and BISAC Subject Headings” presented by **Angela Bole**

Proper metadata is essential to ensuring your book is discoverable on the web. During this one-hour session, you will gain a practical understanding of how to format and transmit metadata in accordance with industry standards and best practices. Particular attention will be paid to the structure of ONIX feeds and the assignment of BISAC Subject Headings. Attend this session if you are ready to demystify this often misunderstood standard and get it right the first time.

Noon – 1:00 p.m. Lunch

1:00 p.m. – 1:45 p.m. KEYNOTE SPEAKER—Robert Dugoni

My Stroke of Luck—Finding your writing success and your perspective

Robert Dugoni is the critically acclaimed *New York Times*, #1 *Wall Street Journal* and #1 Amazon Best Selling Author of The Tracy Crosswhite series, *My Sister's Grave*, *Her Final Breath*, *In the Clearing*, and *The Trapped Girl*. The Crosswhite Series has sold more than 2,000,000 books and *My Sister's Grave* has been optioned for television series development. He is also the author of the best-selling David Sloane series, *The Jury Master*, *Wrongful Death*, *Bodily Harm* *Murder One* and *The Conviction*, and the stand-alone novels *The 7th Canon*, a 2017 finalist for the Mystery Writers of America Edgar Award for best novel, *The Cyanide Canary*, *A Washington Post* Best Book of the Year, and several short stories. He is the recipient of the Nancy Pearl Award for Fiction, and the Friends of Mystery, Spotted Owl Award for the best novel in the Pacific Northwest. He is a two-time finalist for the International Thriller Writers award and the Mystery Writers of America Award for best novel. His David Sloane novels have twice been nominated for the Harper Lee Award for legal fiction. His books are sold worldwide in more than 25 countries and have been translated into more than two dozen languages including French, German, Italian and Spanish.

2:00 p.m. – 3:00 p.m. CRAFT: “Plot, Character, and Pacing,”
presented by **David Corbett**

In this intensive session, David will guide you in an exploration of how character generates plot, not the reverse. Learn:

- How to plumb the core needs and desires of characters, and what forces of resistance have held them back, to create complex characters capable of generating compelling stories.
- How to link inner needs with the outer goals and ambitions of the story to ensure character drives the action, not the reverse.
- How the characters’ pursuit of their need-driven ambitions naturally generate structure, create conflict, trigger meaningful action with profound stakes, and prompt the kinds of insights that produce thematic richness, dramatic tension, and moral resonance.

2:00 p.m. – 3:00 p.m. MARKETING: “Strategies to Grow Your Audience and Sell More Books,”
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. 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

3:15 p.m. – 4:15 p.m. CRAFT: “Story Structure: Literary Gravity,”
presented by **Rachael Herron**

In this session, learn from bestselling novelist and memoirist Rachael Herron what story structure actually means in a compelling, understandable way. When you provide the reader with the surprising

within the framework of the inevitable, you'll never suffer the sagging middle again. Finally, a clear and useful definition of story structure that will change the way you write!

3:15 p.m. – 4:14 p.m. **MARKETING: "The Secrets of the Bestselling Indie Ebook Authors"**
presented by **Jim Azevedo**

"The Secrets of the Bestselling Indie Ebook Authors" - In this information-packed workshop, Jim reveals the best practices of the most successful self-published ebook authors. While there is no single magic bullet to suddenly land an author on a bestseller list, this workshop will unveil the many simple, yet important strategies to help make your books more accessible, more discoverable and more desirable to readers. Indie authors and publishers will leave the workshop having learned how to self-publish with greater pride and professionalism, and with actionable information, they can put to immediate use.

3:15 p.m. – 4:15 p.m. **SELF-PUBLISHING: "IBPA's Industry Standards Checklist for a Professionally Published Book"**
presented by **Angela Bole**

One of the things author publishers want to avoid is creating a book that looks like it was self-published. To a trained eye, the tells are obvious, but to those who are new to publishing or haven't been exposed to the finer details, all that may be apparent is that it "just doesn't look right." During this session, the CEO of the Independent Book Publishers Association (IBPA) will walk you through an easy-to-understand checklist describing how to produce a professional quality book.

4:30 p.m. – 4:45 p.m. **Wrap Up**

4:45 p.m. – 6:00 pm. Meet and greet with no host bar and presenter's book signing.