



## 2021 WWW Conference Workshops

*Don't miss the blog posts about our workshop leaders on the WWW Blog!*



### **Shoring Up Middle of the Book Sag**

Tiffany Yates Martin

When: Thursday Afternoon

Cost \$35

When a manuscript loses its momentum in the middle, generally the issue is one of several culprits: plot, character arcs, stakes, or lagging suspense and tension. Learn how to spot what may be derailing your story in the dreaded swampy middle, and ways to get things back on track.

***Tiffany Yates Martin*** has spent nearly thirty years as an editor in the publishing industry, working with major publishers and New York Times, Washington Post, Wall Street Journal, and USA Today bestselling and award-winning authors as well as indie and newer writers, and is the founder of FoxPrint Editorial and author of the bestseller [Intuitive Editing: A Creative and Practical Guide to Revising Your Writing](#). She's led workshops and seminars for conferences and writers' groups across the country and is a frequent contributor to writers' sites and publications. Under the pen name Phoebe Fox, she's the author of six novels, including the upcoming *The Way We Weren't* (Berkley). Visit her at [www.foxprinteditorial.com](http://www.foxprinteditorial.com) or [www.phoebefoxauthor.com](http://www.phoebefoxauthor.com).



## **Building Your Street Teams - The Secrets to Selling More Books**

Penny Sansevieri

When: All Friday Morning

Included with Conference Fee

You've probably heard the term "street team" thrown around a lot, when it comes to marketing. But how do you build this tribe of readers who loves everything you've written, shares your books with their followers, and can't wait to get your next book? And what are the key differences between super fans and street teams?

This class will break down both and you'll learn how to convert readers into one or both of these categories to help you get more reviews, as well as encouraging them to help you spread the word about your book!

### **Secrets of a Bestselling Amazon Book Page**

#### **How to Sell Books by the Truckload on Amazon – 2021 edition!**

Amazon is a great place to sell books, but most authors (and publishers) underutilize the free systems Amazon offers. Metadata, keywords, and Amazon's backend systems are also something that are often misunderstood, and underused. This deep dive class will dig into all of the pieces that Amazon has to help you sell more books.

### **Mastering Amazon: Ads, Your Backlist, and the Perfect Book Launch**

This class will focus on key elements publishers need to know to maximize Amazon to fully support not just their current title, but how to leverage backlist titles, and plan better for future book launches.

***Penny C. Sansevieri**, Founder and CEO Author Marketing Experts, Inc., is a best-selling author and internationally recognized book marketing and media relations expert. She is an Adjunct Professor teaching Self-Publishing for NYU. She is the author of eighteen books, including *How to Sell Your Books by the Truckload on Amazon*, *5 Minute Book Marketing for Authors* and *How to Revise and Re-Release Your Book!**



### **Make Meaning from Metaphor**

Kate Gray

Explore your unique writer's sensibility through the fresh connections you make between unlike objects, and blow your readers' minds. In this workshop, you'll freewrite, read, and laugh within a community of writers.

*Kate Gray's passion stems from teaching, [leading salons](#), and volunteering. She is the author of two poetry chapbooks, two full-length poetry collections, and one novel. Kate and her partner live in a pine-and-oak forest in the mid-Columbia River Gorge with an impetuous, city dog.*



### **Bridging the Past to the Future: From Manuscript Draft to Polished and Publication Ready with Confidence.**

Cherie Postill

Rapidly improve your writing and sell more books using Beta Readers. Take your manuscript from good to GREAT and turn readers into lifelong fans; what every writer needs to know before publishing.

*Cherie Postill is an author of fiction and nonfiction books, a marketing professional, and a speaker. She serves as a Vice President on the St. Louis Writers Guild Board and liaison for more than 20 school districts. Cherie is an active member of the St. Louis Publishers Assoc. She presents workshops for writers of all ages. Connect with her at [www.clpostill.com](http://www.clpostill.com) or [cherie@clpostill.com](mailto:cherie@clpostill.com)*



### **Choosing the Publishing Path that is Right for You**

Laura Drake

Wandering around opening doors isn't the most efficient way of choosing a publishing path. In this workshop, we'll help you decide which door is YOURS.

### **Spectacular Settings**

Have you ever read a setting that is so real you can almost taste, feel and see it? This hands-On workshop will give you the tools and practice to write them!

*Laura Drake is a New York and self-published published author of Women's Fiction and Romance.*

*Her romance series, Sweet on a Cowboy, is set in the world of professional bull riding. Her debut, The Sweet Spot, was a double-finalist, then won the 2014 Romance Writers of America® RITA® award. She's since published 11 more books. She is a founding member of Women's Fiction Writers Assn, as well as a member of Western Writers of America and Women Writing the West.*

*Laura is a city girl who never grew out of her tomboy ways, or a serious cowboy crush. She gave up the corporate CFO gig to write full time. She realized a lifelong dream of becoming a Texan and is currently working on her accent. She's a wife, grandmother, and motorcycle chick in the remaining waking hours.*



### **Crafting the Perfect First Sentence**

Linda Ulleseit

The first sentence of your novel must grab the reader so they can't put the book down! Learn tips for how to write that sentence, with opportunity to practice and get feedback.

*Linda Ulleseit is [Women Writing the West's](#) Marketing Director and a member of the [Historical Novel Society](#). She has an MFA from [Lindenwood University](#). Her novels are the stories of women in her family who were extraordinary but unsung. For more information about Linda, visit her website at [ulleseit.com](#).*



### **Benefits of Chapter Outlines, Synopsis and Proposals for the Writer**

Randi Samuelson – Brown

Groan when you see that an agent or publisher requires a chapter outline, synopsis or even a full-blown proposal? Find out the benefits for the WRITER even before submittal and how putting in the work strengthens the chance of success. For non-fiction and fiction alike!

*C-SPAN Author, Randi is originally from Golden, Colorado and now lives in Denver. Publications: The Beaten Territory (2017), The Bad Old Days of Colorado (2020) and Market Street Madam (2021) – Randi is also a contributor to quartet Librarians of the West scheduled for release September 22, 2021 by Five Star.*



**Make Your Story Stronger:  
Insights from a Book Coach/Developmental Editor**

Sheila Athens

In this session, bridging the past to the future is all about YOU. We'll add to the writing foundation you've built in the past to make you a stronger writer in the future.

*Sheila Athens is a traditionally-published author and certified book coach who specializes in commercial fiction, women's fiction and romance. Her clients have gained top-tier agents, contracts with Big 5 publishers and had successful self-published books. Her debut novel, *The Truth About Love*, was published in three languages. More information:*

[SheilaAthens.com](http://SheilaAthens.com).



**Word Choice: Strengthen Your Manuscript  
One Word at a Time**

Ashley E. Sweeney

Words Matter. Learn How Strong Words Improve Your Writing and How Weak Words Bog It Down.

*Ashley E. Sweeney, author of the award-winning historical novels *Answer Creek* and *Eliza Waite*, has been a member of WWW since 2016. A former journalist and English teacher at the high school, community college, and tribal level, Sweeney lives in the Pacific Northwest and Tucson. Her third novel, set in Arizona Territory in 1905, is now out on review.*



**The Modern Historical:  
Today's Issues in Yesterday's Settings**

Pamela Nowak

Through group discussion and examination of examples from fiction, we'll take an in-depth look at modern issues and their age-old occurrence, how authors have traditionally used such topics, and how to adapt current issues to fit into yesterday's settings.

*Pamela Nowak writes in two genres. Her historical women's fiction tells the stories of real women whose stories have been forgotten using a deft combination of research and character development.*

*Her award-winning historical romance novels have garnered critical acclaim for her ability to weave fictional relationship stories into historical settings and events.*



### **Prompt-Based Intuitive Writing** **Jill G. Hall**

Come learn the magic of intuitive writing! A sure-fire way to step through procrastination, break down blocks and deepen details.

*Jill G. Hall is the award-winning author of *The Anne McFarland Series*, a dual timeline trilogy about women searching for their place in the world connected by vintage finds. An instructor at San Diego Writers, Ink., she finds inspiration from nature, writing in community and communicating with readers.*

[www.jillghall.com](http://www.jillghall.com)



### **Women's Rights in the Early West** **Wendy Voorsanger**

Considering women's rights in the early West is crucial to developing authentic plots and characters in historical novels.

*Born and raised on the American River in Sacramento, Wendy Voorsanger has long held an intense interest in the historical women of California, which she chronicles on [ShelsCalifornia.net](http://ShelsCalifornia.net). Her historical novel, *Prospects of a Woman*, tells the story of one woman's quest to carve out a life for herself in the liberal and bewildering society that emerged during the California gold rush frenzy.*



### **Making Sense of Place** **Susan DeFreitas**

In this session you will learn various ways to make sense of place matter in fiction, including techniques like using external detail to reflect internal emotional states, grounding character backstory in place, and using specific language and diction to anchor the place in the story.

*An American of Indo-Guyanese descent, Susan DeFreitas is the author of the novel *Hot Season*, which won the 2017 Gold IPPY Award for Best Fiction of the Mountain West, and the editor of *Dispatches**

*from Anarres: Tales in Tribute to Ursula K. Le Guin (forthcoming from Forest Avenue Press). Her work has been featured in the Writer's Chronicle, Story magazine, Daily Science Fiction, Portland Monthly, and High Desert Journal, among other journals and anthologies. As an independent editor and book coach, she specializes in helping writers from historically marginalized backgrounds, and those writing socially engaged fiction, break through into publishing. She divides her time between Santa Fe, New Mexico, and Portland, Oregon.*



### **Getting Around on Women Writing the West's World Wide Web**

Doris Eraldi

The use of online and web-based resources is increasingly important to WWW members, both within the organization and as professional writers. Learn what's available on the WWW website, and how to use it!

*Doris Eraldi (D.H. Eraldi) writes, rides and hides in Mendocino County, California. She has published two Historical Fiction novels (one a WILLA Finalist), and has over twenty years of web design experience, and too many horses. She is the website and email news manager for WWW.*



### **Social Media 101 Getting Started, Finding Your Audience**

Elizabeth Boyle

Social media doesn't have to be daunting or time consuming. Learn which social media platform is your best fit, simple steps on how to reach a larger audience, and how to keep them consistently engaged.

*Elizabeth Boyle has penned 27 romance novels and novellas, with nearly all of them hitting bestseller lists including the New York Times and USA Today. A writer's writer, she loves all the nuts and bolts of craft and sharing that passion with others.*



**Writers for Diversity**  
**Writing Diversity in Genre Fiction**  
Eliana West

For too many in our society, discussions of diversity remain taboo. From a lack of comfort with the subject to a fear of perceived slights causing reprisals and public censure, it's unfortunate that this uneasiness prevents many writers from creating fictional worlds that reflect actual worlds.

*After being approached for advice on writing diverse characters from several members of her writing group, Eliana West created a Facebook group where her friends could post questions. Since its creation in 2017 Writers for Diversity has provided a safe space for thoughtful and respectful dialogue, growing to over 1,000 members from around the world and encompassing all genres. The only child of a black man and white woman who married before the milestone Loving vs. Virginia Supreme Court ruling legalized such unions. Growing up severely dyslexic, converting to Judaism as a young woman, starting a business and later writing interracial romance allow Eliana to share her passion for diverse characters and stories contributing her personal experience in her workshop presentations and classes.*

*Eliana West writes contemporary interracial romance. Her first book, *The Way Forward*, was published by Tule Publishing in 2020.*

*When not writing, Eliana can be found exploring the many wineries in Oregon and Washington with her husband in their vintage Volkswagen Westfalia named Bianca.*

*She is the founder of Writers for Diversity (<https://www.facebook.com/groups/writersfordiversity>), a community for writers interested in creating diverse characters and world.*



**Creating True to Life Characters,  
Situations and Tension.**

Frank F. Weber

Do you want readers to experience a spine tingling sensation as danger approaches? Let's take a look at, "What if..."

*Frank F. Weber is a Forensic Psychologist and an award-winning true crime author. He has profiled cold case homicides for the Bureau of Criminal Apprehension and county sheriff's departments. Frank received the President's Award from the Minnesota Corrections Association for his forensic work. He has narrated *Murdered by Morning* on the Investigative Channel.*



### **What's Inside the Quotes: Characters and Dialogue**

Kate Ristau

How do you write dialogue that shines? Join us for a focused workshop on writing characters between the quotes.

*Kate Ristau is the author of the middle grade series, **Clockbreakers**, and the young adult series, **Shadow Girl**. You can read her essays in **The New York Times** and **The Washington Post**. In her ideal world, magic and myth combine to create memorable stories with unforgettable characters. Until she finds that world, she'll live in a house in Oregon, where they found a sword behind the water heater and fairies in the backyard. Find her at [KateRistau.com](http://KateRistau.com).*



### **Sell More Books & Make More Money: How to Turn Your Research into Magazine Articles and Essays**

Melissa Hart

In this lively and inspiring workshop, writers will learn how to generate and pitch ideas to magazine and newspaper editors. We'll talk about how to spin one idea into several different articles and essays for various publications, and how to harness the power of social media to build up an audience for your books.

*Melissa Hart is Contributing Editor at **The Writer Magazine**. Her articles and essays have been published in **The New York Times**, **The Washington Post**, **Real Simple**, **Woman's Day**, **High Country News**, **Orion**, **The Los Angeles Times**, and numerous other publications. She's the author, most recently, of **Better with Books: 500 Diverse Books to Ignite Empathy and Encourage Self-Acceptance in Tweens and Teens**. [www.melissahart.com](http://www.melissahart.com) Twitter/Instagram @WildMelissaHart*

**Author Panel: Finding Women's Voices in Ancestor Stories**



Linda Ulleseit



Lynn Downey



Kathryn Pritchett

Intrigued by ancestors' trials and triumphs, writers are often inspired to turn a handful of anecdotes into a full-blown novel. But creating a compelling work of fiction out of a few facts can prove challenging—especially when writing about women and other marginalized groups whose stories were rarely recorded.

**Coming Soon: Editors and Agents headshots and bios**