

Saturday, July 28

	A - Writer's Life	B - Craft	C - Fiction	D - Nonfiction	E - Get Published	F - Marketing	G - Issues
Workshop 3 9:45 - 10:45	Learn from Dickens & Spurgeon Getting to know these two amazingly gifted and productive wordsmiths better can enhance our own way with words and the way we live our lives. <i>Dave Swavely</i> 3A	Overcome Writer's Block This practical class will separate the parts of the writing process and give you a list of specific actions to take when blocked so you can finish your project fast and well! <i>Amy Deardon</i> 3B	Fiction with a Purpose The pitfalls and strengths of issue-driven fiction. <i>Roseanna White</i> 3C	Starting Strong The first pages of your nonfiction book need to hook, inform, and persuade your reader. How to begin unpacking your Big Idea in the early pages of your book. <i>Jim Hart</i> 3D	From Conference to Contract Turn your one sheet into a stellar proposal. Five essential elements to flesh out your book idea and turn it into a proposal that captures a publisher's attention. <i>Michelle Lazurek</i> 3E	Book Launches Go beyond inviting friends and relatives to a book signing. The pros and cons of three typical formulas that are used most often: virtual launch, free shipping campaign, ongoing campaign. <i>Jason Owens</i> 3F	Pursuit of Influence God placed within you a creative spark and testimony that compels others to pursue kingdom living even in the midst of cultural storms. Christian communicators can change the world. <i>Dr. Harold Arnold Jr.</i> 3G
Workshop 4 1:30 - 2:30	Live and Write Dangerously Is your writing life stuck? By allowing some discomfort—and even a little danger—into your life, you'll start to find the words that God is actually trying to get you to write. <i>David Rupert</i> 4A	Kid Stuff How-tos, exercises, and idea busters to get you started on writing for children. If you have a picture-book manuscript, please bring it. <i>Pam Halter</i> 4B	Fiction Rules and When to Break Them "The Rules" of modern fiction, why we should learn them, and when we get to chuck them out the window for the sake of our art. <i>Roseanna White</i> 4C	Bring Your Own Story to Life Learn how nonfiction stories can leap off the page by using metaphors and the five senses to help others relate to your experiences. <i>Louise L. Looney</i> 4D	Self-Publishing vs. Traditional Publishing Reflections from a former acquisitions director at a traditional house, a published author with a traditional house & a consultant for self-publishing. <i>Katara Washington Patton</i> 4E	Instagram for the #Instaleas A crash course on how to utilize Instagram to grow your platform; the need for hashtags; tips for how to take appealing, attention-grabbing photos; and take "your story" by storm. <i>Bethany Morehead</i> 4F	Reaching Today's Youth Make your writing relevant to today's youth. How to write to be received. Is your writing worth reading? Are you using the right bait to catch your readers? <i>Rob Cook</i> 4G
Workshop 5 2:45 - 3:45	The Heart of the Writer How can we nurture our relationship with God as we write? The importance of accountability for the quality of our writing but especially for our faith walk. <i>Susan Baganz</i> 5A	The Dreaded "E" Word Any writer who is serious about publication needs to learn how to self-edit. Some basic—and not so basic—self-editing tips to help take your manuscript to the next level. <i>Edwina Perkins</i> 5B	Resurrect the Past The art of researching and writing historical fiction, memoirs, or biographies including tough questions, such as what to include and exclude when writing about the past. <i>JP Robinson</i> 5C	Ghost Stories Learn what it's like to be an "invisible author," why it's cool to do so, and how you can do it well. Dave has produced books for well-known Christian leaders. <i>Dave Swavely</i> 5D	Ether Dreams and Great Ideas Nothing beats the power of a compelling idea. What constitutes a good idea, and how do you judge whether an idea is good, or just an ether dream? <i>David Fessenden</i> 5E	Package Your Book to Sell at First Sight From choosing the right cover for your genre, to using the right key words, to how to nail a winning book blurb, Janeen will show you how to make your book sell itself. <i>Janeen Ippolito</i> 5F	The Cross Is the Main Thing In our focus on issues, we have become more suited to announcing judgment than preaching redemption. How to keep the main thing the main thing. <i>Michael Gantt</i> 5G

The Greater Philly Christian Writers Conference is among the premier writing conferences in the USA. The conference brings together people from all walks of life to interact with some of the finest minds in Christian publishing, and every year bears rich fruit in the education of writers and publication of articles, poems, drama, books, and more.

Bob Hostetler