

Greater Philadelphia Christian Writers Conference

MARLENE BAGNULL, LITT.D., DIRECTOR

951 Anders Road
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Our 34th year of ministry!

Write His Answer

Habakkuk 2:2 TLB

July 26-29, 2017

Cairn University
Langhorne, Pennsylvania

*"All writers conferences stimulate the mind;
Marlene Bagnull's conferences challenge the heart."*
Cec Murphey

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<http://philadelphia.writehisanswer.com>

Write His Answer



July 26-29, 2017 *Greater Philly*

A Word from the Founder & Director **Marlene Bagnull, Litt.D.**



Marlene is the author of 5 books including *Write His Answer: A Bible Study for Christian Writers* (in print for 26 years) and the compiler/editor of 4 other books. She gives *Write His Answer* seminars around the nation, teaches At-Home Writing Workshops, and helps Christians publish affordably and professionally through Ampelos Press. She founded the Greater Philadelphia Christian Writers Fellowship in 1983. In 1997 she began directing the Colorado Christian Writers Conference.

We are living in perilous days. For such a time as this God is raising up an army of Christians to "write His answer" to the critical needs facing our nation and world. In the midst of growing hostility to Christ, we must not be silent. Whether you write fiction or nonfiction, for children or adults, GPCWC will equip you to write about a God who is real, who is reachable, and who changes lives.

- ▶ Be inspired to "write His answer" by our keynoters.
- ▶ Sharpen your writing and marketing skills from your choice of 8 continuing sessions and an exciting line-up of 20 early bird workshops on Wednesday.
- ▶ Get hands-on help in one of our 4 clinics or choose 6 workshops from 42 offered.
- ▶ Learn from 55 faculty members – many new to GPCWC!
 - ▶ Show your manuscript(s) to agents and to book and periodical editors.
- ▶ Form deep friendships with others who share your passion for the Lord and words.

<http://philadelphia.writehisanswer.com> ~ mbagnull@aol.com

Markets | Services Represented

Agents

Credo Communications LLC
Hartline Literary Agency
Leslie H. Stobbe Literary Agency
WordWise Literary Agency

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Blackside Publishing
BookBaby
Brimstone Fiction
BroadStreet Publishing Group
Carpenter's Son Publishing
Clovercroft Publishing
Crest Publications
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Elk Lake Publishing Inc.
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Kregel Publications
Lighthouse Publishing of the Carolinas
Lighthouse Productions of the Carolinas Media Group
Morgan James Publishing
Pelican Book Group
Taegais Publishing
Tyndale House Publishers

Periodicals & E-zines

AlmostAnAuthor.com
Book Fun Magazine
CBN.com
ChristianDevotions.us
Havok Journal
Kids Ark Magazine
Leading Hearts e-magazine
Pursue Magazine.net
Right to the Heart of Women e-zine
Ruby for Women
The Family Life Project
The Glory Cloud Publications LLC
Urban Ministries
Voice of One

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Aspire Editing Services
Advanced Writers & Speakers Assoc.
Celebration Web Design
Christian Authors Network
Christian Book Services
Christian Small Publishers Assoc.
Scrivener Expert
Seven Seas Speakers Bureau
Social Media Network Coach
WAY - Words and Youth
Write The Vision Inc.

Keynotes



Terrence Clark in Concert

Wednesday, 7:30 pm

What better way to begin GPCWC 2017 than to come into God's presence through Terrence Clark's powerful music ministry followed by Pastor Rob Cook's keynote. Rob founded 252 Underground Youth Ministry in 2004. He says, "The world of 2017 has built a wall to resist the truths of God. It has become almost impossible to have an overtly Christian message read by a hostile, resistant audience. We need to conceal the seeds of truth in interesting stories that connect and open hearts and minds previously closed to the gospel message." www.robcookunderground.com



Hidden in Plain Sight - Rob Cook



Redemptive Writing in a Hostile Culture

Thursday, 8:30 am

With missionary and teaching experience all over the world, Peter asks, "How does a Christian writer effectively address, and embrace, a culture that is increasingly hostile to traditional values, and especially Bible-believing Christians? Three R's will help us forge a hope-filled approach." www.PeterLundell.com

Peter Lundell, D.Miss.

Second Act: Storytelling to Inspire Change D. J. Williams

Thursday, 1:15 pm



Executive producer and author D. J.'s story of faith in the jungles of the Amazon, the bush of Africa, and the slums of the Far East will challenge you to seek God's plan and purpose for your life. He will move you toward becoming a storyteller who inspires others to embrace the pursuit of social causes in a world desperately in need of the gospel. www.djwilliamsbooks.com

Courage for Dry Bones

Friday, 7:30 pm

Terry Brennan

Writing is often a long, lonely journey with fear, doubt, and anxiety as our only companions. But God calls us to "be strong and courageous." A Carol-award-winning author of suspense thrillers, Terry takes us on a quest to find God's blueprint for courage, regardless of our destination. www.terrybrennanauthor.com
Followed by author panel, interviews, and book signing.



A Christian Writer's Jihad Al Janssen

Thursday, 7:30 pm



You can't watch the news without realizing we are engaged in an ever-increasing spiritual struggle. *Jihad* is an Arabic word that means "struggle," and you will find it used many times in an Arabic Bible. We cannot escape this battle. As Christian communicators we are called to enter this struggle with our words—as writers and speakers who proclaim God's message to a lost world. www.aljanssen.com

Say Yes to God: Live with Purpose

Saturday 8:30 am

Kevin Wayne Johnson

Kevin is an author; pastor; and independent certified coach, teacher, and speaker with the John Maxwell Team. He says, "As God unfolds His purpose for your life, accept it, walk in it, and watch Him unveil the vision and provision that is just for you. Say yes to the assignment with joy." www.KEVINWAYNEJOHNSON.COM



Born for a Single Purpose Michael Gantt

Friday, 8:30 am

Butcher, baker, candlestick maker, novelist, poet, or theologian. We all have different functions, but we're all born for a single purpose—and for the same purpose. Michael served in pulpit ministry for 45 years and currently is the director of the Kenya Development Fund. He preaches in churches and conferences across America and around the world. www.mkgantt.com



Write & Speak His Answer Prayerfully Linda Evans Shepherd

Saturday, 4:15 pm www.sheppro.com



Linda shares how to pray through a call to write; past your hurts, fear, woundedness, lies, and rejection—to the joys of saying YES to God. Linda shares her own experiences of how God called her to write and how she sees writing as a way to worship God and minister to others. She is a nationally known Christian speaker and an award-winning, best-selling author of over 30 books.

Clinics

Clinics are for serious writers committed to growing their writing and marketing skills.

The clinics meet during the 6 hour-long workshops. Cost is \$65 on acceptance plus the 3-day registration fee.

DEADLINE for application: June 30. Go to <http://Philadelphia.writehisanswer.com/Clinics> for application & prerequisites.



Fiction Intensive with Tim Shoemaker

www.timshoemakersmashedtomatoes.com

Limit 6

Tim is a speaker, writing coach, and the author of 11 books. His specialty is fiction, and he believes with all his heart that great stories have the power to impact readers like few other things can. He has a passion for helping writers take their manuscripts to the next level—and that's exactly what he'd like to do for you.

Is your writing the best you know how to make it yet you know something is missing? Do you have a great story idea but the writing itself lacks the power it should have? Have you been told you need to "show" more in your writing but aren't sure how? Do your characters seem a bit 2-dimensional but you don't know how to fix that? If any of these describe you, and you have a passion to write, then this clinic is for you. I'll help you understand point-of-view. We'll look at how to do more showing in a realistic, powerful way and at things like plausibility, characterization, dialogue, and so much more. We'll look at pacing—especially in those key scenes.

The most important thing? I'll look at YOUR work ... before the conference even starts. I'll analyze the writing sample you submit, and at the conference I'll show you how to take your writing to the next level. Sound good? It will be. Are you excited? Good, you won't be disappointed. Are you nervous? Don't be. Our clinic will be a safe place. We're all writers—and we're in this together.

Build Your Platform Clinic

with Angela Schans www.angelaschans.com

Limit 8

Angela is passionate to "Write His Answer" for all the world to see through every media point possible! If you want to design a graphic, a book, a blog post, or a video to promote Jesus, Angela's clinic will fuel you with passion and simple tips to live the Great Commission through the power of social media.

Students will receive a social media tune-up, overhaul, or kick-start, personally tailored to their current starting point and individual goal to make God's answers accessible to the online world. Get your social media platforms assessed. Receive a point-by-point personalized agenda for your social media tune-up, start-up, or overhaul. Spend class time with Angela by your side helping you with your social media renovations so that you can share His answer (as written in your book!) in the most effective way. You may enter the class as a social media baby, but you will leave, a ROCKSTAR!

Each day will begin with in-depth instruction on technical topics made simple including: Search Engine Optimization, Social Media Algorithms, the nuts and bolts of YouTube production, and designing engaging and attractive graphics and videos to express His answer in a professional and consistent tone with your book/brand.



Developing Your Nonfiction Book with Bill Watkins

Limit 6

Bill is the president of Literary Solutions and senior editor at BroadStreet Publishing Group. He is an award-winning author with 7 published books. In his 35-plus years in publishing, he has served as a literary agent and acquisitions editor. He has worked with hundreds of writers including Mike Huckabee, William Bennett, and Charles Swindoll.

In this hands-on clinic, you will learn the 6 most important questions to ask in developing a nonfiction book and get the help you need to answer those questions. We'll work on your book's focus, table of contents, and opening chapter to help ensure that your book will reach its intended audience with the message you wish to present.

Develop a Unique Marketing Plan for Your Book with Karen Whiting

www.karenwhiting.com

Limit 8

Karen is the author of 25 books and more than 700 articles. She has learned to maximize opportunities and develop plans for promoting each title. She is on the board of directors of Christian Authors Network. Karen has spoken to hundreds of Christian retailers, hosted a television series, and been a guest on dozens of media outlets (TV, radio, and blogs).

To reach an audience you need a plan. A good strategy uses your skills and experience to reach your potential readers effectively. Discover how you can plan coordinated social network posts, offer free material to readers that gets them to want your book, and develop pitches for media and queries for articles that promote your topic. The clinic will also help participants create plans for book launches, connections to affiliate groups, and ideas for book tables that grab attention of an audience. Karen will help you build on your strengths so you are excited and comfortable carrying out your plans.



Continuing Sessions

The Chase (for novelists & screenwriters)



D. J. Williams

①

With the DNA of a world traveler, D.J. was born and raised in Hong Kong. He has ventured into the jungles of the Amazon, the bush of Africa, and the slums of the Far East. Currently based out of Los Angeles, D. J. continues to add to his producing and directing credits of more than 350 episodes of broadcast TV syndicated worldwide by developing new projects for television, film, and print. His latest novel, *Waking Lazarus*, is an epic global adventure filled with riveting characters and page-turning twists and turns.

Create a roadmap to chase your cause-driven novel in this interactive workshop that dives into the structure that moves novelists and screenwriters to write stories that make a difference in the world.

D. J. will focus on: 1) Defining Passion, Shaping Habits, Harnessing Raw Ideas. 2) Developing Plot, Timelines for Research, Flexible Outlines. 3) Creating a World with Characters that are Believable. 4) Building Visual Chapters and Dialogue filled with Mystery & Suspense. 5) Going Beyond the Last Page. www.djwilliamsbooks.com

Reaching Women through Writing & More



Linda Evans
Shepherd

③

Linda is a nationally known Christian speaker and an award-winning, best-selling author of over 30 books. Her online and speaking ministries have seen well over 350,000 people come to Christ and are seen by over 90,000 people daily. In addition to writing and speaking, Linda is president of a large Christian ministry, Right to the Heart, and the founder and director of Advanced Writers & Speakers Assoc. www.sheppro.com

Do you want to reach women through writing, speaking, the Internet, and more? Linda will talk about how to formulate a plan to build your ministry to meet the needs of today's women. She will also share tips on how to use different platforms from the podium, to written word, to Web publications, and to Internet video to share your message of hope.

You Can Indie Publish & Market Your Book



Sarah Bolme

②

Sarah is the Director of CSPA, the Christian Small Publishers Association, the owner of Crest Publications, and the author of 7 books including the award-winning *Your Guide to Marketing Books in the Christian Marketplace*. She has also written numerous articles. A clinical social worker, Sarah stumbled into the world of publishing after her two self-help books were published by a small publisher. Sarah and her husband then collaborated on a set of board books for infants and toddlers. After much thought and research, they decided to indie publish. www.christianpublishers.net

Gain the knowledge and tools you need to publish and market your own book affordably. Topics will include: three things to do before you publish your book; preparing your manuscript; DIY publishing; obtaining book reviews; and marketing, the essential ingredient. www.marketingchristianbooks.wordpress.com

Revive Your Spirit; Revive Your Message



Al Janssen

⑤

Since 2002, Al has traveled the world ministering to Christians who suffer the most severe persecution because of their faith. He is co-author with Brother Andrew of *Secret Believers: What Happens When Muslims Believe in Christ*. Al and his wife, Jo, teach a marriage course in Muslim countries, based on his best-selling book *Your Marriage Masterpiece*. He has authored or co-authored more than 30 books that have been published around the world in more than 20 languages. www.aljanssen.com

Are you tired? Worn out? Has writing become a burden? Speaking a chore? Jesus invites you to come and rest. He wants us to walk with Him and learn from Him.

In our five sessions together, we will explore various spiritual disciplines to help you draw nearer to God and hear what is on His heart for your next writing or speaking project.

Al is certified in spiritual formation and leadership. He teaches weary pastors and Christian leaders around the world how to slow down and rekindle their joy of relationship with Jesus. In the process they find their ministry revitalized. This will be an interactive seminar in which we learn and practice several spiritual disciplines in community.

12 Questions a Novelist Must Answer



Gayle Roper

⑥

Winner of a RITA Award and a Carol Award, and a three-time Christy finalist, Gayle loves story, whether reading one or writing one. She has written more than 50 books, mostly mysteries and romantic suspense, which she sees as a great venue for discussing God's presence in the dark moments of life. www.gayleroper.com

So you're ready to begin your novel or maybe you're almost finished. There are 12 questions you must ask yourself as you write. More importantly, there are 12 answers you must find to make your story a winner whether you plan to seek a traditional publisher or go independent. We'll discuss everything from why tell this particular story to how do I make my characters live? Since seeing is often the key to understanding, there will be numerous handouts.

Your Book Launch Game Plan



Scoti Domeij

⑦

Scoti has worked with 10 traditional publishers as an author; editor; senior research assistant; copywriter; marketing director; and production, art, and design coordinator. Her passion is to help writers to hone their skills, to pursue their passion, and to publish and market their work. Scoti is the acquisitions editor for Blackside Publishing and an editor and a contributing writer for *Havok Journal*, an online Huff-Post-style journal targeted to and written by military personnel and veterans. www.blacksidepublishing.com

Most writers spend their time writing a manuscript and very little time figuring out how they'll market their book. The biggest secret no one tells you behind an author landing an agent or book contract or making money in self-publishing—a savvy book marketing plan. Your Book Launch Game Plan provides a step-by-step, month-by-month, how-to action plan that covers the nitty-gritty groundwork of book marketing. This continuing session lays out a 6-month timeline to build a social media platform, to create pre-release marketing buzz, to launch your book, and to promote your book throughout the year after your book launches.

Kevin is an author and pastor who believes God uses ordinary people to accomplish extraordinary things. He encourages individuals to live out their gifts, and in the words of his national best-selling book series, to then "Give God the Glory!" This book series has earned the former radio and television host some 19 literary awards. He is also an independent certified coach, teacher, and speaker with the nationally recognized John Maxwell Team.

Everyone communicates, but few connect. Because your writing speaks volumes, a Christian author has a heightened responsibility to reveal the unconditional love of God through the written word. Improve your craft, increase your prayer life, and meditate regularly as God's voice permeates your mind, body, and spirit. (Scripture: Proverbs 7:1-4.) www.KEVINWayneJohnson.com

Podcasting Your Passion



Dr. Harold L.
Arnold, Jr.

④

Dr. Harold is an author, leadership consultant, and family life blogger. He specializes in integrating theology, psychology, and culture in his resources and program delivery. His blog and "The Leading You Home" podcast provides content that teaches being a person of authentic and purposeful influence. www.haroldarnold.com

Podcasting is one of the fastest-growing platforms for spreading the message that God has given you. For writers looking to expand your tribe, podcasting is an excellent method for letting your target audience hear your voice right from their mobile or desktop device. For those struggling to write or who struggle speaking in front of large audiences, podcasting offers a means for speaking your passion in your own unique way. Best of all, podcasting requires a very minimal investment with potentially tremendous returns. Geared toward those with little or no podcast experience, this highly interactive continuing session will walk you through the entire process from identifying your podcast topic to recording and producing your own inspirational show.

The Christian Communicator



Kevin Wayne
Johnson

⑧

Choose one 5-3/4 hour continuing session for the entire conference.

5

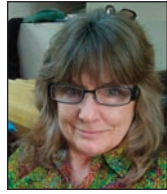
Other Faculty



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Good Catch Publishing
Scrivener Expert
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Clovercroft Publishing



MICHELE CHYNOWETH
Award-winning Author
Speaker, Editor, Book Coach
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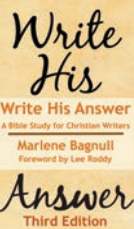
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Author



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Hartline Literary Agency
Seven Seas Speakers Bureau
Managing Editor, Almost an Author

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This book can change your life!
Lee Roddy



God continues to use *Write His Answer*, first published in 1990, in Ephesians 3:20 ways.
Pre-conference Special
25% off - only \$10 plus \$2.50 shipping
Order \$35 from the Write His Answer bookstore and no shipping charge.
www.writehisanswer.com

E-book available through Amazon.com.

Register for all 3 days - get 4 appointments, 2 days - get 3, 1 day - get 2.
Plus the first 75 to register
get one more free 15-minute appointment!

To find out more about our faculty and their editorial needs, go to <http://philadelphia.writehisanswer.com/FacultyMarkets> and click on the links.

Paid Critiques - Get the extra help you need with your manuscript for only \$30.
Visit <http://philadelphia.writehisanswer.com/PaidCritiques> to check availability and genres.
To allow time for your critiquer to review your manuscript pre-conference in preparation for meeting with you at the conference for 30 minutes, email your manuscript(s) by July 8.

Write His Answer



Teens Write!

Saturday, July 29
8:30 - 5:15

A fun, workshop-packed day with
Tessa Emily Hall
Tim Shoemaker
Dale McElhinney
Susan Lyttek
Karen Whiting
Rob Cook
Terry Brennan

Plus morning & afternoon keynotes!

2017 Workshops

Thursday, July 27

	A - Writer's Life	B - Craft	C - Fiction	D - Nonfiction	E - Get Published	F - Marketing	G - Other
Workshop 1 2:15 - 3:15	The W.R.I.T.E. Prayer An easy-to-learn acrostic to grow our relationship with God and others, get inspired, and defy writers' block. <i>Cherrilynn Bisbano</i> 1A	Being Real in Your Writing Principles and examples of becoming authentic and open in your writing along with probing questions and guided practice. <i>Peter Lundell</i> 1B	Backstory Blowout Have you ever been told to remove backstory from your novel, but you think your story needs it to make sense? Discover techniques to eradicate and reintegrate pesky backstory info. <i>Rowena Kuo</i> 1C	Targeting Your Reader Hone in on the needs, both obvious and hidden, of potential readers so that the message of your nonfiction book is targeted to the right people. <i>Janis Whipple</i> 1D	Eye-Catching Proposals You have ten seconds to catch an editor's attention and two minutes to keep it, so make that proposal count! A practical guide to writing a professional and attention-grabbing book proposal. <i>Jeanette Windle</i> 1E	Publish, Promote, Profit Learn how top-selling self-published authors are selling LOTS of books. Actionable marketing tips and book promotion techniques for new and experienced authors. <i>Steven Spatz</i> 1F	Expanding Your Role as a Writer Many writers fixate on article writing, others on books. We'll explore many opportunities to use your writing skills to become a writer of influence well beyond your home community. <i>Les Stobbe</i> 1G
Workshop 2 3:30 - 4:30	From Journal to Blog to Book A journal is the archived landscape of your life drawn with words. Learn how you can encourage others through creating a blog or book from the pages of your journals. <i>Verna Bowman</i> 2A	Deepening Your Descriptions Do your descriptions sound flat? Whether you write fiction, memoir, or nonfiction, take your descriptions to another level with these key techniques. <i>Debbie Maxwell Allen</i> 2B	Common Pitfalls for Novelists John will share the main problems he sees with mss in his everyday work and how you can avoid them to make sure your stories are as engaging and powerful as possible. <i>John David Kudrick</i> 2C	Are You Really Writing a Memoir? God has given you a story to tell, but what's the best format to tell it in? Could it be a story that crosses genres and speaks to numerous markets? <i>Jillian Schlossberg</i> 2D	A Fly on the Wall in a Publishing House A "fly's-eye-view" of how publishing decisions are made, giving you some tips on what you can do to get your material off the slush pile. <i>Dave Fessenden</i> 2E	Go Viral: Social Network Marketing You can waste huge amounts of time and energy on social media. How can you use it effectively and without spending a lot of time? Insider secrets and tips. <i>W. Terry Whalin</i> 2F	Writing for CBN.com Each week over 2 million pages are opened on the site. Learn what types of content CBN.com accepts for each section of the on-line magazine and your rights regarding content shared with CBN. <i>Beth Patch</i> 2G

Thank you for organizing and leading such a God-glorifying, well run, informative, challenging, and inspirational writers conference.

Jeff McDonald ~ Editorial Director
Salvation Army National Publications

I don't think it's possible to count all the books, articles, and devotions that have been published due to this conference. Personally, the conference has helped me go from a few published books to 25 and to speak around the world.

Karen Whiting

Friday, July 28

	A - Writer's Life	B - Craft	C - Fiction	D - Nonfiction	E - Get Published	F - Marketing	G - Other
Workshop 3 2:15 - 3:15	From Writer to Author How to climb the mountain of writing your first book. <i>Pierre Eade</i> 3A	Writing His Answer for Seekers & Believers Learn to think like your readers think, appropriately choose a title/book cover, avoid Christian terminology, and use Scripture powerfully yet wisely. <i>Lynn Eib</i> 3B	Making Your Fiction Ring True Learn how to use the good, bad & ugly of your life experience to give your fiction the touch that will grab editors' attention and make your story ring true to readers. <i>Jeanette Windle</i> 3C	Tests Your Nonfiction Must Pass Bring samples of your writing to discuss in a safe and creative environment. You will come away with a stronger manuscript and a realistic plan for moving forward. <i>Diana Flegal</i> 3D	Going Indie with CreateSpace We'll look at the process and pieces: interior formatting, cover design, why POD printing is best, securing an ISBN and bar code, and more. <i>Amy Deardon</i> 3E	Branding for People Who Are Not Cows A step-by-step approach to building a marketing identity that focuses on an author's uniqueness. <i>Peter Lundell</i> 3F	Winning at Winning Contests Win your way to a publishing contract and/or agency contract. Create publicity and market awareness and harness your contest entries to work for you. <i>Cyle Young</i> 3G
Workshop 4 3:30 - 4:30	Write to Heal Uncover the steps to healing and where writing fits in. Someone is waiting for what you write today! Don't miss the opportunity to help yourself and others. <i>Andrea Gadson</i> 4A	Give Purpose & Intent for Your Writing You've heard everyone has a story. Before you pick up a pen, understand the intent and purpose of your writing and side-step frustration and unreal goals. <i>Terrence Clark</i> 4B	Honest Heroes & Valid Villains A hands-on workshop to help you understand your characters and their psychology so that they have depth, dimensionality, and authenticity. <i>Dale McElhinney</i>	Nonfiction Book Creation from the Ground Up Learn the essence of storyboarding techniques, then the pragmatic step-by-step instruction to write a complete book manuscript. <i>W. Terry Whalin</i> 4D	What God Designed You to Write There are a lot of stories and books you could write. But does that mean you should write them all? How do you decide what God has created for you and only you to write? <i>Susan Lyttek</i> 4E	Creative Marketing What will you do to keep your book moving after you work through your lists? Tamara will offer some specific ideas to move you outside of your marketing box and get your book noticed. <i>Tamara Clymer</i> 4F	Adapt Your Story into a Screenplay A step-by-step formula for adapting a full-length novel into a 2-hour screenplay or a short story into a 15-min film. Essential elements to incorporate to interest potential producers. <i>Rowena Kuo</i> 4G

We're recording the conference!

CDs or MP3s can be purchased.

Saturday, July 29

GPCWC is far more than a writers' conference. It is a mission to encourage and equip writers to Write His Answer to a world that is in desperate need of an answer.

Verna Bowman
28th year at GPCWC

	A - Writer's Life	B - Craft	C - Fiction	D - Nonfiction	E - Get Published	F - Marketing	G - Other
Workshop 5 10:45 - 11:45	Emotional Healing and the Writer Critical insights for identifying and recovering from the effects of a wounded heart and then writing about it or getting past it to write with freedom. <i>Peter Lundell</i> 5A	Binge Writing Write faster, smarter, and in less time. Learn how to control your internal censor, harness your ideal writing time, capture ideas, set goals, and most importantly, get a lot of words down on paper. <i>Cyle Young</i> 5B	Plot Skeleton There is basically one universal story structure that goes back to mythology. All stories contain the same elements. A step-by-step analysis of those elements. Based on the work of Dr. Angela Hunt & Nancy Rue. <i>Terry Brennan</i> 5C	Writing His Answer in Today's World Your voice needs to be heard. Discern which topics you're called to tackle as well as gain a better sense of the serious world issues trending in the Christian publishing industry today. <i>Jillian Schlossberg</i> 5D	Get the Book Inside You to Come Out We'll cover the process, from writing to pitching, submitting, publishing, publicity & marketing. And you'll get a basic knowledge of writing terms, dispelling many myths of the publishing world. <i>Debbie Hardy</i> 5E	Trending Now! How to find your audience in a competitive publishing industry. We'll look at the trend of today's best-sellers and ways you can get your book to the top of the charts. <i>Rowena Kuo</i> 5F	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 reader? <i>Rob Cook</i> 5G
Workshop 6 2:45 - 3:45	Sorting the Good from THE GOD How to sort out the background noise of our lives and the many creative voices within that can inadvertently drown out what God has called us to focus on NOW—the only time we truly have. <i>Bob LaCosta</i> 6A	Self-Editing Strategies for Fiction Get your manuscript ready for submission or self-publication. No matter your writing stage – just starting out or already finished – a little DIY know-how can greatly improve your writing! <i>Christy Distler</i> 6B	Go into ALL the World Can a Christian novelist go too far with their content in trying to reach the world with life-changing stories that can touch hearts and point readers toward God? <i>John David Kudrick</i> 6C	Writing a Saleable Article, A to Z Practical steps for how to turn out consistently exciting, tightly written articles, no matter your theme or subject matter. <i>Jeanette Windle</i> 6D	Understanding Book Contracts Contracts vary from 3 to 19 pages. The key elements of a book contract, when you have leverage, what areas may be negotiable, rights to retain, and more. <i>Les Stobbe</i> 6E	Publicity and Paid Advertising There's an old adage in publishing, "No one ever bought a book they have never heard of." Learn how to get the most out of your publicity and advertising without breaking the bank. <i>Larry Carpenter</i> 6F	Make It Your Business Do you love writing enough to do it full time but aren't sure how to turn it into a career? How to employ business and marketing strategies to make it happen. This is an information packed workshop. <i>Michele Chynoweth</i> 6G

Conference at a Glance

Wednesday, July 26

1:00 - 2:30 Early Bird Workshops *(Descriptions on website)*

- E1 Scrivener from 0 to 60, Part 1 - Debbie Maxwell Allen
- E2 Indie Publishing - Kathryn Ross
- E3 HT Sell Your Book to an Agent - Tessa Emily Hall
- E4 Subplot Sanity - Amy Deardon
- E5 Writing for Children - Karen Whiting
- E6 Tag Lines, Action Beats & Character Voice - Susan Lyttke

Rooms on campus available at noon

2:45 - 4:00 Early Bird Workshops

- E7 Scrivener from 0 to 60, Part 2 - Debbie Maxwell Allen
- E8 Ebooks that Sell - Amy Deardon
- E9 Demystifying Digital Design - Angela Schans
- E10 It Takes One to Know One (Character Development) - Michele Cynoweth
- E11 Write for AlmostAnAuthor.com - Cyle Young
- E12 Devotional Writing: Daily Devotions, Books & More - Karen Whiting

4:15 - 4:45 First-timer's Orientation

Appointment Desk open at 4:00

5:00 - 6:00 Early Bird Workshops

- E13 Writing Suspense & Mysteries - Gayle Roper
- E14 Create or Resurrect Your Writing Career - Diana Flegal
- E15 Pump Up Your Writing: Using Strong Verbs - Debbie Maxwell Allen
- E16 The Most Common Writing Mistakes & How to Fix Them - Rowena Kuo
- E17 Hook that Whale! - Jeanette Windle
- E18 Brainstorm Your Online Book Launch Party - Kathryn Ross
- E19 Writing Over 50 - Chris Richards
- E20 The Bible Is *Not* a Quote Book - Dave Fessenden

6:15 Dinner

7:30 Concert - Terrence Clark | Keynote: Hidden in Plain Sight - Rob Cook

Thursday, July 27

7:00 Breakfast

8:00 Registration opens

8:30 Worship, Bible Study - Tim Shoemaker

Keynote: Redemptive Writing in a Hostile Culture - Peter Lundell

9:45 Coffee Fellowship & Pass

Order your conference CDs or MP3s

10:15 Continuing Sessions

12:00 Lunch

1:15 Keynote: Second Act - Storytelling that Inspires Change

D. J. Williams

2:00 Pass

2:15 Clinic *(by application)* or Workshop 1

3:15 Pass

3:30 Clinic or Workshop 2

4:30 Pass

4:45 Continuing Sessions

6:00 Dinner

7:30 Worship

Keynote: A Christian Writer's Jihad - Al Janssen

The Greater Philadelphia 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

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Friday, July 28

7:00 Breakfast

8:30 Worship & Keynote: Born for a Single Purpose - Michael Gantt

9:30 Pass

9:45 Magazine & Book Editors' Panels

10:30 Coffee Fellowship & Pass

10:45 Continuing Session

12:00 Lunch

1:15 Panels - Indie Publishing or Agents Panel

2:00 Pass

2:15 Clinic or Workshop 3

3:15 Pass

3:30 Clinic or Workshop 4

4:30 Pass

4:45 Continuing Session

6:00 Dinner

7:30 Worship & Keynote: Courage for Dry Bones - Terry Brennan

Author Panel - moderated by Terry Brennan

Author Interviews & Booksigning *(all welcome to participate)*

A multi-ethnic, interdenominational conference that is the model for what American culture should be. GPCWC has for years stood for a simple belief that by lifting up the name of Jesus without selfish agenda miracles will occur.

Dr. Harold L. Arnold, Jr.

If you live in the area, we invite you to the monthly meetings of the Greater Philly Christian Writers Fellowship that meets Thursday mornings in Marlene's home.

A group for advanced writers (women only) meets bi-weekly in the evening.

Click on CWF at <http://writehisanswer.com> for information.

7:00 Breakfast

8:30 Worship & Keynote:

Say Yes to God - Live with Purpose - Kevin Wayne Johnson

9:30 Pass

9:45 Magazine & Book Editors' Panels

10:30 Coffee Fellowship & Pass

10:45 Clinic or Workshop 5

11:45 Pass

12:00 Lunch

1:15 Continuing Session

2:30 Pass

2:45 Clinic or Workshop 6

3:45 Pass

4:00 Worship & Awards

4:30 Closing Keynote:

Write & Speak His Answer Prayerfully - Linda Evans Shepherd

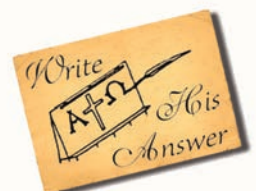
5:00 Time of Commitment

5:15 Depart to "Write His Answer"

Teens Write!
an exciting day for teens ages 12-18
8:30 am - 5:15 pm
More info on website!

"Write my answer on a billboard, large and clear, so that anyone can read it at a glance and rush to tell the others."

Habakkuk 2:2 (TLB)



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Location & Other Information



CAIRN UNIVERSITY ~ A conservative, evangelical, nondenominational Christian university offering a broad scope of biblically based academic programs at the undergraduate and graduate levels. Find out more at www.cairn.edu.

THE GREATER PHILADELPHIA CHRISTIAN WRITERS FELLOWSHIP (CWF) was founded by Marlene Bagnall in 1983 to encourage and equip Christians to become effective communicators of God's truth in both Christian and secular markets. Beginning and advanced writers are welcome to join us monthly for prayer and critiquing. For the schedule of meetings and location, visit <http://writehisanswer.com> and click "CWF."

SCHOLARSHIPS ~ If you need financial help to attend, you may apply for one of the FIVE full registration scholarships offered by the Cecil Murphey Scholarship Fund. Partial scholarships for up to 50% off the registration fee and/or time payments are also available. Donations are needed and appreciated.
<http://philadelphia.writehisanswer.com/scholarships>

WRITING CONTEST ~ More than a contest, this is an opportunity to prayerfully explore our conference theme, "Write His Answer" (Hab. 2:2 TLB). In 500-800 words or a 12-30 line poem, share how God is speaking to you. How is He calling you to "write His answer"? For each entry include \$10.

To give beginning writers a better opportunity to win, poetry and prose by published and not-yet-published writers will be judged as separate categories. Only registered conferees may enter. Send the \$10 entry fee (for each submission) when you register or with your manuscript.

In submitting your entry you are offering the conference one-time rights to publish your entry in a future (no date yet determined) devotional book. If your work is accepted for publication, you will receive one free copy and a discount on purchasing additional copies. Profits will go to the scholarship fund. You may submit your manuscript elsewhere (before or after the conference) as long as you do not offer first or all rights.

Send your entries to CWF Contest, 951 Anders Road, Lansdale, PA 19446, postmarked no later than JULY 20. Do not put your name and address on your manuscript, but enclose it with your manuscript. Note on your manuscript whether you are published or not-yet-published. The first-place winner in each of the four categories will receive 50% off the registration fee to the 2018 conference.

WRITER OF THE YEAR AWARD ~ Do you know someone who exemplifies what it means to commit his or her writing to the Lord, to strive for excellence, to work hard, and to persevere? Nominations for our Writer of the Year Award should be sent to CWF, 951 Anders Road, Lansdale, PA 19446, postmarked no later than JULY 20.

BOOK TABLE ~ Add to your professional library from the broad selection of books available. You won't find more writing how-to titles anywhere else! Books by faculty and our conferees will also be available for purchase. A 20% consignment fee will be charged on books sold. All major credit cards are accepted. Don't miss the booksigning Thursday night!

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Travel Information

COMING BY PLANE? Shuttle service is available by reservation from Philadelphia Int'l Airport to Cairn University in Langhorne via Dave's Best Limo (800-255-BEST, www.davesbestlimoservice.com). Cost is \$35 one way, \$60 round trip. If you are staying at The Radisson in Treose, the cost is \$30 one way, \$50 round trip. Make reservations by phone 2-3 days in advance and pre-pay with credit card. Public transportation is also available on the R1 train to 30th Street Station, then the R3 line to West Trenton that stops at Langhorne Station. (See below.)

COMING BY TRAIN? Call Amtrak (800-872-7245) or visit www.amtrak.com for info on trains to 30th Street Station in Philadelphia. Call SEPTA (215-580-7800) or visit www.septa.org for info on the R3 line from 30th Street Station to West Trenton. Get off at Langhorne Station. We will be glad to pick you up at Langhorne Station (it's only several blocks from Cairn University), but we cannot do pick-ups at 30th Street. Please check the box on the registration form.

DRIVING? From Philadelphia Int'l Airport: Take I-95 North to exit 44. Turn left at light at end of exit ramp. Go approx. one mile to first light (Durham Road). Turn right and follow over railroad tracks. Take first right onto Manor Avenue. Cairn University is on your left after the stop sign.

From I-95 and points north & south:

Northbound - Take exit 44 off I-95. Turn left onto Business Route 1 South. At second light turn right onto 413 North. Cross railroad tracks and take first right onto Manor Avenue. Cairn University is on your left after stop sign.

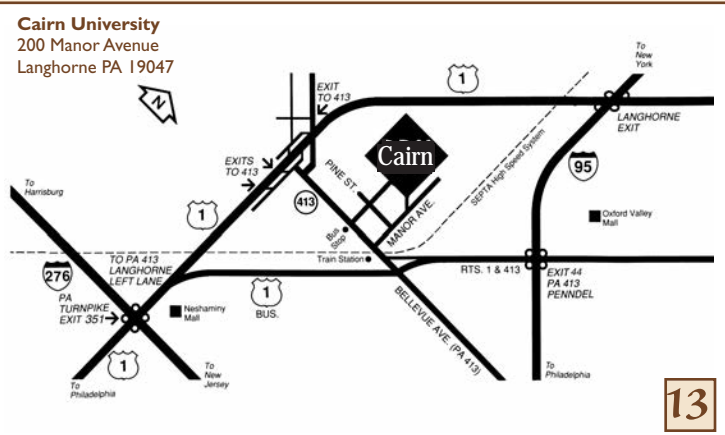
Southbound - Take exit 44 off I-95. Bear right on Business Route 1 South. At first light turn right onto 413 North. Cross railroad tracks and take first right onto Manor Avenue. Cairn University is on your left after stop sign.

From Route 1, Trenton & north: Go south on Route 1 into PA approx. 5 minutes to I-95. Take I-95 south to exit 44. Turn right at end of exit ramp. Go approx. one mile to first light (Durham Road). Turn right and follow over railroad tracks. Take first right onto Manor Ave. Cairn University is on your left after stop sign.

From PA Turnpike (I-276) and points east & west: Take exit 351 off PA Turnpike. After passing through toll booths, stay to the left. Follow Route 1 North for approx. 2.5 miles (avoid Business Route 1). Follow signs to Route 413/Bellevue Ave. Exit on the service road parallel to US 1. Turn right on Bellevue Ave. Go straight at blinking light. Take 4th left on Manor Avenue. Go straight at stop sign. Cairn University will be on your left.

Estimated Driving Times

- Baltimore, MD - 2 hours
- Pittsburgh, PA - 6 hours
- Harrisburg, PA - 2 hours
- Phila Int'l Airport - 45 minutes
- New York City - 2 hours
- Washington, DC - 3 hours



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Lodging



Heritage Hall ~ Cairn University

We're delighted to again offer housing on campus in Heritage Hall. Rooms are available on a first-come basis and **must be booked and paid for by July 10**. The cost for sharing a room with another conferee (including dinner day of arrival through breakfast and lunch day of departure) is \$85 a night. A single room (including meals) is \$105 a night. In order to hopefully be able to accommodate everyone, we encourage you to request a roommate. It's a great way to make a new writing friend!

The rooms are typical college dorm rooms with two beds, dressers, and desks. They are comfortable and individually air-conditioned. Linens and a pillow are provided. Some share a bathroom with an adjoining room. Private bathrooms are available on request on a first-come basis.

The building features a large main lounge in the center of the facility that is a great place to fellowship with others. There is wireless Internet connectivity. The outside entrance door and door to each wing is equipped with an electronic card key system for security.

Heritage Hall is conveniently located at the entrance to the main drive opposite the pond. From there it's an easy walk to the classrooms and Chatlos Chapel where our keynotes and general sessions are held. Rides can be provided if needed.

Campus Housing in Cairn University's Heritage Hall

Available on a first-come basis only through **JULY 10**.

(Mr) (Mrs) (Ms) _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Email _____

Lodging **INCLUDES** meals from dinner day of arrival through breakfast and lunch day of departure and the \$10 daily fee. (Saturday night lodging, no meals.)

I would like to save \$20 a night by rooming with another writer.

I want to room with _____

Please choose a roommate for me.

____ # of nights in a **single** w/meals @ \$105 a night \$ _____ + Sat night @ \$70 \$ _____

____ # of nights in a **double** w/meals @ \$85 a night \$ _____ + Sat night @ \$50 \$ _____

_____ Dinner day of departure \$11 \$ _____

____ Weds 7/26 ____ Thurs 7/27 ____ Fri 7/28 ____ Sat 7/29

Total due by July 10 \$ _____

Card # _____ Exp. Date _____ Billing zip _____

Name on card _____ CID # (3 digits on back) _____

Signature _____ Paying by check _____

Before cutting and mailing, please copy map on reverse.

Mail lodging form above & registration form below to
GPCWC, 951 Anders Road, Lansdale, PA 19446
 Questions? Call 484-991-8581 or email mbagnull@aol.com

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Prefer to stay in a hotel? We recommend

The Radisson, Philadelphia Northeast
 U.S. Route 1 at Old Lincoln Highway
 Trevese, PA
 215-638-8300 or 800-333-3333
 www.radisson.com

Reserve by June 22

Group code: Greater Phila. Christian Writers - \$112 per night + 11% tax

Cancellations

Refund of entire amount paid less \$50 through July 1.

Emergencies: Full refund of everything except meals & lodging.

GPCWC 2017 Registration

Name _____ Address _____ Email _____

City _____ State _____ Zip _____ Phone (day) _____

Registration Fee: Circle (1) T F S Circle (2) T F S T F S

Postmark or online by June 17	\$140	\$240	\$320
Postmark or online by July 1	\$150	\$260	\$350
Postmark or online by July 10	\$160	\$280	\$380

After July 10 & walk-ins add \$15 to July 10 price. **Registration Fee (circled above) \$ _____**

You may register securely online at www.philadelphia.writehisanswer.com.

Discounts (one only) Alumni from any year 10% Senior (65+) 10% Pastor 10%
 Teen (18 & under) 60% Full-time student 25% Spouse attending 25% - \$ _____

TOTAL Registration Fee \$ _____

COMMUTERS	Daily Fee	Breakfast	Lunch	Dinner
	\$10.00	\$6.00	\$8.00	\$11.00

Wednesday	_____	n/a	n/a	_____
Thursday	_____	_____	_____	_____
Friday	_____	_____	_____	_____
Saturday	_____	_____	_____	n/a

Wednesday Early Birds 1:00 - 2:30 _____ 2:45 - 4:00 _____ 5:00 - 6:00 _____ \$ _____
 \$25 for 1, \$40 for 2, \$55 for 3 (if registered for 1 or more days) OR \$40 for 1, \$65 for 2, \$85 for 3 (if only coming Wednesday)

Private 30-minute paid critique(s) - See website for availability. \$30 each \$ _____

Clinics - Submit online application no later than June 28, register for entire conference, pay clinic fee on acceptance.

Fiction Nonfiction Book Build Your Platform Develop a Unique Marketing Plan for Your Book

Teens Write! Saturday 8:30 - 5:15 \$55 through July 10; \$65 after July 10.
 No charge if registered for Saturday. Homeschoolers \$39 through July 10; \$49 after July 10 \$ _____

Donation to scholarship fund (not tax deductible) \$ _____

Contest entry - \$10 each \$ _____

TOTAL enclosed or paying by credit card \$ _____

Mail to: GPCWC, 951 Anders Road, Lansdale, PA 19446-5419

Night **Cell**
Please check writing skill level: Professional
 Advanced - publishing regularly Intermediate - a few sales
 Novice - some submissions, no sales yet Beginner - no submissions
 I'm in a wheelchair or have other special needs. (Please note on reverse.)
 Staying on campus (Return form on p. 14.) Staying at The Radisson.
 Staying elsewhere. I'm commuting. I can house a conferee.
 I'm taking R3 train & will need pick-up at Langhorne Station.
 I attended GPCWC in _____ year(s).
 I will be consigning books (20% consignment fee).
 I am interested in helping with: Set-up (Weds) Transportation
 Clean-up Distribute brochures, # to send _____ Most needed

WORKSHOP CHOICES

See grid on pages 8-9 for codes. Place one X in each row of days attending.

	A	B	C	D	E	F	G
1 - Thurs 2:15							
2 - Thurs 3:30							
3 - Fri 2:15							
4 - Fri 3:30							
5 - Sat 10:45							
6 - Sat 2:45							

CONTINUING SESSION

Choose one for entire conference. See pages 4-5. # _____

Charge my credit card _____

CID # (last 3 digits on back) _____ Exp _____ Billing zip _____

Name on card _____

Signature _____