

2017 Midwest Writers Workshop

Registration - Browsing Lounge
BSU Bookstore/MWW Bookstore & Merchandise

Vendors – Terrace Lounge
Music Lounge

ROOMS with Names = 2nd Floor / ROOMS with Numbers = 3rd Floor

Thursday Events – July 20, 2017

8:15-8:30 am **Browsing Lounge: Registration** welcome bags for Part I

8:30-9:00 am **Ballroom: Welcome**

9:00-11:30 am **PART I INTENSIVE SESSIONS:**

Room 301 [1] Adrenaline Rush: Writing a Thriller — **John Gilstrap**

Room 303 [2] The Book Doctor is in - Adventures in Developmental Editing — **Matthew Clemens**

Room 304 [3] Screenwriting — **Nina Sadowsky**

Room 305 [4] Writing Women's Fiction — **Amy Reichert & Melissa Marino**

Room 306 [5] Writing the Young Adult Novel — **Mike Mullin**

Room 307 [6] Writing for Children — **Ruth McNally Barshaw**

Room 308 [7] Memoir: It's Not About Your Life - It's About How You Feel About Your Life -- **Mardi Jo Link**

Room 310A [8] Rewrite Your Life: Transform Your Facts into Powerful Fiction — **Jess Lourey**

Terrace Room [9] Manuscript Makeover – **Holly Miller**

Pineshelf Room [10] Getting to Know Scrivener's Features — **Dee Romito**

Ballroom 11:45 am-1 pm **Box Networking Lunch**

1:00-3:00 pm **Intensive Sessions (continued)**

PART II begins

3:45 pm **Browsing Lounge: Registration packets for Part II available**

3:45-5:00 pm

Cardinal Hall A: Pitching 101 — Summer Heacock, Roseanne Wells, and Brenda Drake [Tips for the 3-minute pitch to agents and "pitch practice"]

Cardinal Hall B: Querying 101 — Eric Smith and Dana Kaye [Tips for improving your query letter]

Cardinal Hall C: Conference 101 — Kelly Stanley and Gail Werner [For first-time conference attendees]

5:00-6:30 pm Dinner on your own {Head to the Village / see suggestions on page 20}

6:30-8:30 pm **RECEPTION / WELCOME** (Cash bar/refreshments)

Cardinal Hall: Welcome & Keynote: Jane Friedman. The Publishing Industry in 2017: What Writers Need to Know

We'll kick off Part II with a welcoming talk by one of MWW's favorite presenters and long-time faculty, Jane Friedman. Her presentation will be informational, inspirational and filled with her special brand of cleverness, to get you in a workshopping mood.

Faculty Introductions

Alumni Lounge/Browsing Lounge/Ballroom [Cash bar/refreshments/networking: "Find Your Tribe"]

To cap off the opening festivities Thursday evening, we invite you to meet and get to know your "tribe." From 8:00 until 9:00 (or thereabouts), participants will have the opportunity to gather with their fellow attendees who write in the same genre. This is a great way to connect to people you may benefit from knowing during the rest of the weekend, and possibly beyond.

Based on the first genre you specified on your registration, we have assigned each writer to a group. By the way, if you go to the group you are assigned to, you may end up creating sub-genres within it. But if you decide another group is a better fit, you have our blessing to go there. (Groups are maximum 30)

Your facilitator will guide your group through the next step. Our facilitators are writers like you, and they're going to have you go around and say who you are. Some of our groups are larger and others are smaller. Every group will start one way. Each person in the room (who wants to) will give their name, where they are from, and a quick sentence about what they are writing.

At this point, if your group is too large and/or the sub categories of your genre are very clear, the facilitator may elect to divide the tribe into smaller groups and possibly name someone to guide that conversation. Basically, there may be sub groups formed.

When the actual group you end up with is formed, then you all decide what happens next. Some possible topics to have an open discussion about: 1) writing in your genre; 2) marketing/finding an agent; 3) what you hope to get out of MWW conference; 4) something else the majority finds helpful.

As a group, some of you may read pages you have brought (two double spaced pages maximum for this). Not every group is going to read pages, so please don't be disappointed if you don't get to read. However, we have a session called MESSAGE IN A BOTTLE (Friday night in Cardinal Hall after the autograph signing) that is specifically for reading your pages, so you might get to read there, depending on how many people participate.

No one will "have" to speak or read who doesn't want to. If you aren't into speaking at any group at all, you are welcome to come and just sit and listen. You will learn something about the other writers attending MWW this year. Plus, you may decide to connect later, one-on-one. We think that's just fine.

We fully believe that part of the benefit of MWW is the relationships we form. We can't wait to see what connections are made this year. So whatever you do, don't miss Find Your Tribe 2017!

Purposes of the "Find Your Tribe" activity:

- An icebreaker so you meet more people more quickly.

- Networking!
- Perhaps share contact information so you have meal companions at "dinner in your own" time.
- Have someone to discuss the sessions you are in together, and/or share notes from those you are unable to attend.

Friday Events – July 21, 2017

[NO sign up necessary for Part II sessions; attend any ones you want!]

[Pitch sessions, manuscript evaluations, query letter critiques, social media, and tax/business appointments scheduled throughout Friday & Saturday]

Editor Pitches	Room 302
Agent Pitches	Room 303
Social Media Lab	Room 304
Manuscript Evaluations	Room 310A
Query Letter Critiques	Room 310B

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8:15-9:00 am **Cardinal Hall:** Coffee & Networking -- **Angie Thomas interviewed by Jessica Strawser, editorial director of *Writer's Digest* [Newly added to the schedule!]**

9:00-10:15 am **Cardinal Hall**

All Agent Panel Q&A: Everything you've always wanted to know about agents but were afraid to ask.

10:30-11:30 am **Cardinal Hall**

Buttonhole the Experts -- Act 1 —3 x 20 minutes (List on page 32)

NO preparation necessary for this event -- just talking to folks! Buttonhole the Experts is one of the highlights of our conference. We have 35 or so tables with an "expert" (our faculty members) at each one, then seven participants sit at each table and chat informally with the expert for about 20 minutes. Then at the ring of a bell it's like musical chairs (or "speed dating for writers"!): everyone rises and heads to another expert's table for another 20-minute chat. This process is repeated three times. In other words, everyone learns much about the various genres/topics from our experts.

11:45-1:00 pm **Cardinal Hall:** Buffet lunch

Keynote: Jessica Strawser: Writing Lessons From 10 Years of Bestselling Author Interviews -- A full decade of my diverse 15-year publishing career has involved interviewing bestselling authors for *Writer's Digest*—and not only has their advice inspired our readership, but it's inspired me—all the way to a two-novel contract of my own. This session distills 10 years of collected wisdom into the all-time best insights into the creative process, the writing life, the craft of writing and the business of publishing. Get new perspectives on revolutionizing your writing routine, following the path of your story, revising with the right mindset, persevering through rejection, and empowering yourself to be your own work's best

advocate—from award-winners and bestsellers including Alice Walker, David Sedaris, David Baldacci, Patricia Cornwell, Khaled Hosseini, Brad Meltzer, Lisa Scottoline, Chris Cleave and more.

1:15-2:15 pm

Cardinal Hall A: Editor Panel — Terri Bischoff, Lauren Smulski, Jessica Strawser

Cardinal Hall B: How to Tell if Your Story Idea Has Legs? — **Amy Reichert.**

Cardinal Hall C: Pitch Perfect — **Brenda Drake.** Nervous about pitching your manuscript to industry professionals? Not sure how to create a hook that sells? Learn the one formula you can use to create all the various pitches needed in today's market. We'll go over twitter and contest pitches, queries, synopses, plus winning titles and first pages.

Ballroom: Writing Diverse YA — **Becky Albertalli and Angie Thomas.** Guidelines for #ownvoices and outsiders

Pineshelf: Scrivener for Beginners — **Dee Romito.** If you've heard the buzz about Scrivener, but need some help getting started, or you're already using it and want to learn what else it can do, this session is for you. You'll see how easy it is to get started with this time-saving writing program and get an overview of the many helpful features that can take your writing to the next level. You'll leave more organized, motivated, and ready to write!

Terrace Room: Book to Screen: The perils and pleasures of adaptations — **Nina Sadowsky.**

2:30-3:30 pm

Cardinal Hall A: Debut Author Panel — Bronwen Dickey (nonfiction), Summer Heacock (fiction), Jessica Strawser (fiction), Angie Thomas (fiction), Brenda Drake (fiction) Eric Smith (agent)

Cardinal Hall B: Worst Advice Ever: Write What You Know -- John Gilstrap. The real trick is to write what interests you. This session presents strategies for getting in touch with experts who can help you, and where to find answers to your most perplexing questions. Hint: Knowing a little bit is fine. The rest is about faking it. We'll talk about that, too.

Cardinal Hall C: Funding the Writer's Life: — **Mardi Jo Link.** This session gives an overview on literary contests, Kickstarter, grants, advances, speaking fees.

Ballroom: How to Write a Mystery Novel in 7 Steps -- Jess Lourey. You've got that golden idea for a crime novel, the one that won't let you go, that embellishes itself as you walk around your day. How do you turn that good idea into a great mystery, and what do you do with it after you write it? Join author of eleven mysteries and college writing instructor Jessica Lourey for the answers. Participants will be shown how to go from idea to completed novel using the seven-step POP Method in addition to receiving detailed information on cracking the world of publishing.

Pineshelf: Let's Talk About Sex: How to Write Romance--From the Subtle to the Sexy — **Melissa Marino.**

Forum Room: Why Is Writing So #\$\$%@ Hard? -- Mike Mullin. Is writer's block real? How do you beat it? Why is writing sometimes so difficult? Why are there days the words seem to flow without conscious thought? Is it better to write in the morning or at night? In this session, award-winning young-adult author Mike Mullin will share the work habits of dozens of famous authors, delve into the latest neuroscience and psychological research as it pertains to writing, and suggest concrete strategies you can use immediately to make yourself a more productive writer.

3:45-4:45 pm

Cardinal Hall A: Help! I have a book coming out, what do I do? — **Dana Kaye.**

Cardinal Hall B: Fail Your Way to Success — **Ruth McNally Barshaw.** This session examines how mistakes and missteps are essential in the creative process. Writing luminaries such as JK

Rowling have learned to embrace and celebrate the low points. Ruth has had success and plenty of rejections, and provides insight on how to make your challenges worthwhile.

Cardinal Hall C: The Art of the Interview — Bronwen Dickey.

Ballroom: “You remember how the revolution happened, right, Karen?” OR How do you dialogue? --

Rena Olsen. Dialogue is perhaps one of the most challenging aspects of writing a believable story. In this session, we will practice speaking and writing dialogue that makes sense on the page, encompasses the voice of the character, but that is not overly distracting to the reader. Participants will be asked to speak to each other during this session.

Pineshelf: Bookkeeping for Writers Who Hate Numbers -- Carol Topp. Writers are word people who usually hate numbers, but regular bookkeeping is a guarantee of business success. Author and accountant Carol Topp will share with you tips and tools to make record keeping easier. You don't need complicated, expensive software. She will show you how real authors keep their records that are easy to maintain and delight their accountant.

Forum Room: For Fun and Profit: Making Money from Your Website, Blog, and Social Media — Jane Friedman.

5:00-6:30 pm **Dinner ON YOUR OWN** (See suggestions on page 20)

6:30-7:30 pm

Alumni Lounge: Faculty Autograph Party / Ballroom: Cash Bar & Snacks / Free Photobooth

7:30-8:30 pm

Cardinal Hall B: Message in a Bottle: Open mic / 2-minute/Two-Page Share Participant Readings

We'll have a time for sharing your work at Friday evening's Message in a Bottle Reading event. Participants who chose to put their name in a bottle (see the table in the Terrace Lounge) and are selected will have an opportunity to read for two minutes/two pages. So, bring something to share!

7:30-9:30 pm

Lower-28 FREE BOWLING! GAMES, BILLIARDS!

Activities Night. Everyone from corporate workers to athletes on sports teams have bonding activities these days. The reason is to improve creativity and to inspire teamwork. Think of this time as Writer Bonding and don't worry about whether you are able to bowl--let alone if you feel like aiming for a spare. Activities are simply the backdrop for a chance to brainstorm with some, or share publishing tips with someone else you just met Thursday at Meet Your Tribe. "Let your hair down," or lay down your Serious Conference Persona and see what happens. This activity was such a blast for MWW16, that we're offering the fun again. At what other conference can you bowl with agents and authors?!

Saturday Events – July 22, 2017

9:00-10:15 am

Cardinal Hall: Buttonhole the Experts -- Act 2 — 3 x 20 minutes (List on page 32)

10:30-11:30 am

Cardinal Hall A: Internet Stalking Without Being Creepy: How to Research, Network, and Become a Priority — Jessica Sinsheimer.

Cardinal Hall B: Diversity is Not a Trend Panel — Monica Odom, Becky Albertalli, Angie Thomas, Brooks Sherman, Ashley Ford, Terri Bischoff

Cardinal Hall C: How to Become a Regular Contributor to Any Publication — Jessica Strawser.

Becoming a regular contributor is the dream scenario in terms of steady paychecks, easier-to-come-by assignments, and more byline opportunities for freelance writers, and yet so many freelancers go about this the wrong way. This session teaches you how to make ANY assignment the first of many, build relationships with editors, recognize opportunities other writers miss, earn more money with less effort, and strengthen your freelance writing career without driving yourself query-crazy.

Pineshelf: Illustrations in Children's Books — Ruth McNally Barshaw. What I know and what I'm still learning -- Analyzing the art in picture books. How the art and writing work together to surprise the reader. How they encourage the reader to turn the page. How picture book art has changed in the past 200 years, and where it seems to be going.

Ballroom: Writing is Rewriting: Strategies for fighting writer's block and how to be your own most critical reader — Nina Sadowsky.

11:45 am-1:00 pm **Lunch - on your own**

1:15- 2:15 pm

Cardinal Hall A: How to Research: How to Tell Believable Lies — Matthew Clemens. We'll discuss ways to do research, what to include in your novel, what to leave out, and how to not spend your whole life down the rabbit hole of research.

Cardinal Hall B: Publishing Relationships Panel — Brooks Sherman, Becky Albertalli, Angie Thomas, and Sarah Cannon; Lauren Smulski and Summer Heacock

Cardinal Hall C: Nonfiction Book Proposal Idea — Monica Odom, Roseanne Wells, Eric Smith. Literary agents and publishers are always hungry for fun, intriguing, thought-provoking, and original material to make into books. But for lots of writers, bloggers, and journalists, pursuing publication can feel like a big leap into the unknown. Never fear! This workshop will teach you everything you need to know about creating and selling a nonfiction book proposal, from generating ideas and honing your angle to leveraging your platform and searching for an agent. We will discuss best practices, pitfalls, and trends in publishing, as well as the nuts and bolts of formatting a proposal, writing a query letter, and communicating with agents and publishers. And though the workshop session is aimed at writers looking to turn an existing blog/column/web project etc. into a book, there will be time for Q&As and discussion of other avenues to publication as well. So, if you've ever daydreamed, considered, or just wondered about how to get started on making your ideas into book—this is the workshop for you.

Pineshelf: Navigating Scrivener's Features — Dee Romito. If you're already using Scrivener, but find yourself wondering which feature you should use to solve a particular issue, come join us for this workshop and discussion. Because what you need for each manuscript changes, you'll need to hone your Scrivener detective skills! We'll explore the best features for the things YOU need—perhaps multiple point-of-view, keeping research handy, or maybe tracking a plotline. This session is best for those already familiar with the basics of Scrivener. Please come with a laptop loaded with Scrivener (trial or paid version) if possible.

Ballroom: Editing Your Novel: Quick and Dirty Tips to Superboost Your Writing -- Jess Lourey. This workshop covers meta editing ("re-seeing" your work to deepen and strengthen the writing) as

well as nuts and bolts line editing, including introducing the ARISE (action, romance and humor, information, suspense, and emotion) method for evaluating the strength of your scenes. In addition, author and writing professor Jess Lourey covers the importance of: reading your work out loud to evaluate grammar, consistency, voice, and word choice; ending each chapter with a hook regardless of genre; replacing dialogue tags with movement; suggestions for corralling beta readers and a discussion of whether or not to hire a professional freelance editor and how to select one if you choose that route. Bring 10 pages of your manuscript for practice.

2:30-3:30 pm

Cardinal Hall A [36] Bangs and Booms 101: What Writers Need to Know About Firearms and Explosives — John Gilstrap.

Cardinal Hall B: Promotion and Presentations Panel — Amy Reichert, Jane Friedman, Dana Kaye, Ruth Barshaw, Kelly Stanley

Cardinal Hall C: Writing and Selling the Middle Grade Novel — Jennifer Laughran.

Pineshelf: The Tools of the Trade — Bronwen Dickey. How do you find interview subjects and reach out to them? How do you take notes that you can actually use, and how do you organize all the other material (photos, audio clips, news articles) that you collect? This seminar will explore the nuts-and-bolts of research and reporting, from pre-interview jitters to assembling your final endnotes and citations. Think of it as 'all the tips and tricks this journalist wishes someone had shared with her when she started out.'

Ballroom: Going from “Tell” to “Show,” or How to Make a Scene in Your Writing — Mike Mullin.

We’ve all heard the same advice: always show, never tell. It’s wrong. In this workshop, you’ll learn specific definitions for “show” and “tell.” Both are tools that should be in every writer’s box. You’ll learn when it’s better to tell than to show. And you’ll learn why showing is generally preferred in modern fiction. Come prepared to participate in a short writing exercise.

3:45-4:45 pm

Cardinal Hall A: Tax Tips for Writers — Carol Topp. Hear the federal income tax explained in clear English. She will discuss tax deductions and special tax rules for writers, as well as record keeping tips to help you stay organized. This session is loaded with examples to make your writing business less taxing.

Cardinal Hall B: PubTalk TV Session — Live streaming with Summer Heacock, Roseanne Wells, Jessica Sinsheimer, Monica Odom. PubTalkTV, where MWW meets the traditional publishing happy hour! Presented in a full AMA (Ask Me Anything) format where attendees can submit questions through the **#AskPubTalkTV hashtag** all weekend, or in person during the session, literary agent panelists Jessica Sinsheimer, Roseanne Wells, Monica Odom, and host, author Summer Heacock, armed with cocktails and open minds, will answer those questions for conference participants, all while broadcast live on the PubTalkTV YouTube channel!

Cardinal Hall C: Essays — Ashley Ford.

Pineshelf: Writing and Selling True Crime — Mardi Jo Link. The most fun you’ll ever have doing research. After "Making a Murderer" and "Serial," true crime books are, as one editor told me, “having a moment.” Here’s how to get started, where to find documents and how to access them, and how to turn a crime into a compelling narrative.

Ballroom: Channeling the Voices in Your Head: A Workshop on Voice — Rena Olsen. We all have those voices in our heads, characters who talk to us and beg us to tell their stories. But how do you translate the character you’ve imagined onto paper? How do you make sure every nuance of their personality comes across, and, most importantly, how to make sure that you take a step back and let them take the lead, even when they lead the story to unexpected places? In this

workshop-style session, we will talk about how to get to know your characters, and practice getting their voices to shine on the page. Each participant will create a character and apply their voice to a generic scene.

5:00-5:45 pm **Alumni Lounge:** Cash Bar, Happy Hour

5:45-7:30 pm **Cardinal Hall:** Closing Banquet / Manny Awards / **Keynote Speaker: Jess Lourey — "Rewrite Your Life"**

Buttonhole the Experts (Fri. & Sat. mornings)

Cardinal Hall

1. John Gilstrap—Presentation Skills for Authors
2. Jane Friedman—Online Productivity Tools for Busy Writers
3. Amy Reichert—Everybody Wins When You Work With Other Authors - cross promotion
4. Jess Lourey—Plot Your Mystery
5. Mike Mullin—Dialogue or anything YA related
6. Melissa Marino—Conference for Introverts (Friday am)
7. Matthew Clemens—Taking It Seriously: Writing As A Career OR I Wish I Had Known What I Didn't Know I Needed To Know. Where we talk about the mistakes beginners make not just in writing, but in self-publishing, marketing, and how to overcome them.
8. Ruth McNally Barshaw—Journaling, Illustration and Kids' Books
9. Dee Romito—Writing Children's Books
10. Roseanne Wells (agent)—The Call
11. Eric Smith (agent)—Day in the Life of an Agent
12. Jessica Strawser (editor/author)—Perseverance/success in the writing life (dealing with rejection, switching gears, staying positive—and anything about the author/editor or author/agent relationships, as I can speak to perspectives from both sides of the desk!)
13. Mardi Link—Writer's Road Trip (how to schedule and finance a book tour with other writers)
14. Nina Sadowsky—You Oughta Be in Pictures: Is your book right for the silver screen?
15. Becky Albertalli—Fleshing Out the Ensemble
16. Angie Thomas—Setting as a Character
17. Rena Olsen—A Writer's Debut Year
18. Kelly O. Stanley—Creative Self-Promotion
19. Brenda Drake—Pitch Wars and Other Contests
20. Bronwen Dickey—Expanding an Article into a Book
21. Brooks Sherman—Ask an Agent Anything
22. Jennifer Laughran—Chat with an Agent
23. Monica Odom—Ask Me Anything [About Publishing]
24. Jessica Sinsheimer—Chat with an Agent
25. Lauren Smulski—SciFi/Fantasy Worldbuilding
26. Carol Topp, CPA—Is it tax deductible? Ask your questions about tax deductions for writers.
27. Dana Kaye—What's my "Author Brand" and why do I need one?
28. Terri Bischoff—From Submission to Print
29. Dianne Drake (Despain)—What Editors Want (from a 50+ published author's POV)
30. Sarah Cannon—Writing for Middle Grade and Writing Cross-Culturally
31. Poetry—Mike Brockley and Jeff Pearson
32. Sarah Schmitt—Writing the Teen Experience When You Aren't One
33. Annie Sullivan -- Everything You Need to Know About Finding and Using Critique Partners

Dianne Drake: Her first venture into the world of writing romance novels came in the form of romantic comedy. Eventually, because of her nursing background, she moved into medical romance and discovered she loved writing the more dramatic side of romance that incorporates the medical elements she's comfortable with. So, 35 books and counting...

Sarah Cannon: author of *Oddity* (Macmillan, November 2017), has lived all over the U.S., but right now she calls Indiana home. She has a husband, three kids and a misguided dog. Sarah holds a B.S. in Education. She's a nerdy knitting gardener who drinks a lot of coffee, and eats a lot of raspberries. She is probably human. She is represented by Brooks Sherman.

Sarah J. Schmitt is a K-8 school librarian and Youth Service Professional for Teens at a public library who, in addition to planning a variety of events, enjoys opening up the world of books to reluctant readers. She runs a teen writing program that combines Skype visits from well-known authors and screenwriters and critique group style feedback. Prior to immersing herself in the world of the written word, Sarah earned her Master's of Science in Higher Education Administration and Student Affairs from Indiana University where she worked with first-year students as they acclimated to college life. She is an active member of Society of Children's Book Writers and Illustrators, American Library Association and the Indiana Library Federation and is a super huge uber fan of the Midwest Writers Workshop. *It's A Wonderful Death* was released in 2016.

Annie Sullivan is a Young Adult author from Indianapolis, Indiana. Her work has been featured in *Curly Red Stories* and *Punchnells*, and her novel, *Goldilocks*, won the Luminis Books Award at the 2013 Midwest Writers Workshop. She loves fairytales, everything Jane Austen, and traveling and exploring new cultures. When she's not off on her own adventures, she's teaching classes at the Indiana Writers Center and working as the Copy Specialist at John Wiley and Sons, Inc. publishing company, having also worked there in Editorial and Publicity roles.