

# Master Classes

2019 SAN FRANCISCO WRITERS FOUNDATION MASTER CLASSES

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THURSDAY, FEBRUARY 14TH, 2019

1) Thursday 6:30-9:30 pm                      Rusty Shelton                      \$119

Your Author Platform: 10 Ways to Leverage Authority Marketing to Grow A Meaningful Brand

If you have been wondering where to begin when it comes to building a meaningful platform, this advanced workshop is the place to start. This presentation will peel back the curtain and share the strategies used to build platforms for some of the world's leading authors and thought leaders. Drawing on the framework shared in his newest bestselling book, [Authority Marketing: How to Leverage 7 Pillars of Thought Leadership to Make Competition Irrelevant](#), Rusty Shelton will share a 10-step plan that combines insights from the changing worlds of publicity, social media, and marketing to help you cut through the clutter and build a large platform. Attendees will leave the presentation with an online brand audit and a roadmap they can

follow to grow their platform in the years to come.

You will learn how to:

Leverage the new media landscape for success through the earned,

rented & owned framework

Conduct an online brand audit for yourself/your business to be more

discoverable

Grow your platform by thinking like a media outlet

Get major media exposure without spending a lot of money

Create the right content strategy to own the connection with your

audience

Grow your email list with quiz/assessment marketing

This is a workshop that values the practical/actionable over the big picture and attendees will be challenged and encouraged to hit the ground running with platform development.

This session is for any writer who wants to grow a meaningful platform.

**ABOUT THE INSTRUCTOR**

Rusty Shelton is the founder of Zilker Media, a full service agency that helps the world's biggest brands and thought leaders navigate the new media landscape. He first spoke at Harvard on the changing world of PR and marketing at the age of 23.

He is the co-author (alongside Adam Witty) of [\*Authority Marketing: How to Leverage 7 Pillars of Thought Leadership to Make Competition Irrelevant\*](#) (ForbesBooks, 2018) and co-author (alongside Barbara Cave Henricks) of [\*Mastering the New Media Landscape: Embrace the Micromedia Mindset\*](#) (Berrett-Koehler, 2016). Rusty's commentary on the changing world of PR and marketing has been featured in [Forbes](#), [Inc. Magazine](#), [Wharton](#), [Huff Post](#) and many other top media outlets.

Prior to founding Zilker Media, he built and sold two businesses before the age of 35. Rusty launched his first business, [Shelton Interactive](#), in 2010 and worked alongside a dream team to grow it into one of the nation's most respected digital marketing agencies. The company handled the launch of more than 30 *New York Times* & *Wall Street Journal* bestsellers and represented some of the world's most recognized authorities, including Capt. "Sully" Sullenberger, Tom Rath & many others. The company was also named one of the nation's top 10 social media marketing agencies in [2014](#) and [2015](#) by research agency

Clutch.

Learn more at [www.RustyShelton.com](http://www.RustyShelton.com) or [www.ZilkerMedia.com](http://www.ZilkerMedia.com)

2) Thursday 6:30-9:30 pm                      EJ DeBrun                      \$99

## The Hero's Journey: A Practical Guide to the Three-Act Story

For decades, writers and creators have relied on the Hero's Journey to help structure their stories: from Harry Potter to the Hunger Games to Indiana Jones to the Godfather.

But what IS the Hero's Journey? Stemming from Joseph Campbell's *The Hero with a Thousand Faces*, the Hero's Journey is a narrative structure that takes place over three acts and details the specific actions taken by the story's protagonist to reach his resolution. Applying and understanding this structure can help guide the writer to create dynamic, character-driven stories.

During this workshop we will:

Discuss the monomythic origins of the Hero's Journey.

Breakdown the Hero's Journey into three Acts.

Examine the individual stages within those three Acts.

Investigate how the Hero's Journey has been applied to popular

Discuss how to apply the same concepts to your own narratives.

Consider the various pitfalls associated with using the Hero's

By the end of the session, you should have a firm understanding of the

Hero's Journey and how to use its guidance in your own work.

## ABOUT THE INSTRUCTOR

EJ DeBrun is an animation powerhouse, infusing her writing with all the lessons learned from Hollywood. She worked at G7 Animation Studios, Nickelodeon Studios, and Lucasfilm Animation and studied at UC Berkeley (where she created her own major combining courses from film studies, mass communication and psychology) and the Savannah College of Art and Design, furthering her education at the Animation Guild with Karl Gnass. She is multi-lingual in English, Mandarin and Japanese, was a tour guide in Disneyland Japan, and once auditioned for a McDonald's commercial. Needless to say, she

did not get the job.

3) Thursday 6:30-9:30 pm                      Andy Ross      \$99

### Creating Quality Non-Fiction Book Proposals and Query Letters

If you are going to get your non-fiction book published, you will need to prepare a book proposal. Commercial book publishing is a business. A book proposal is a business plan. A good one will anticipate the questions an acquisition editor will be asking; questions like: What is the concept of the book? Who is the audience? What other competitive titles are there in the marketplace? Why do I have the authority to write about this subject? How will I promote it? Since you will be submitting your proposal to agents, we will also talk about writing good query letters. Bring the first page of your draft proposals to the class. We will workshop them.

Some of the subjects we will be discussing are:

Is your idea right for commercial publishing?

Does your book have a “high concept”?

Is there a wide enough audience for the book and how do you convince an editor of this in the proposal?

What is a competitive title and how do I make a convincing competitive analysis?

What is platform? Do I have it? Can I get it?

How do I design a marketing plan that will impress a publisher?

How can I write a convincing query letter to agents?

How do I research a submission list for agents?

This class is for anyone who is contemplating writing a non-fiction book or has one ready for submission. Most authors dread the idea of writing a book proposal. If you have a clear concept of your book, a proposal shouldn't be intimidating, and the process of writing it is likely to help sharpen your vision of the book.

## ABOUT THE INSTRUCTOR

Andy Ross opened The Andy Ross Agency in 2008. He represents authors who publish in

a wide range of non-fiction and fiction genres including history, current events, journalism, science, memoir, and literary and teen fiction. He is the author of *The Literary Agent's Guide to Writing a Non-Fiction Book Proposal*. Andy also owned Cody's Books in Berkeley for 30 years. Cody's was once bombed as a protest against Salman Rushdie's *The Satanic Verses*.

4) Thursday 6:30-9:30 pm                      Jane Friedman      \$129

Today's Key Book Publishing Paths: What's New, What's Old, and What's Right for You?

Over the last decade, the publishing industry has undergone tremendous evolution due to the growth of online retail and digital books, as well as the power of any author to publish and distribute their work at the click of a button. But which path is right for you and your book—and how do you sift through the increasing number of hybrid publishers and



services that make a lot of promises, but cost you a lot upfront?

Jane discusses everything you need to know about how book publishing

operates today, in plain English, to help you understand the pros and

cons of every major publishing path available. She'll cover New York

traditional publishing and what projects are well-suited to being represented by literary agents; the capabilities of mid-size publishers

and independent publishers; how to evaluate small presses, micro-presses, and digital-only presses; what "hybrid" publishing is (or

thinks it is) and how to evaluate such companies; and all forms of

self-publishing and e-publishing practiced today.

This session will help you:

Determine if your project is commercial enough to be appealing to a

New York publisher—and what rights you'll have to give up

Understand the traditional publishing process, how it's different

from self-publishing, and how long you can expect any

process to take

Evaluate small publishers and the quality of work they produce. The

world of independent publishers—including university presses, small

presses, and regional presses—is vast and can sometimes be more

challenging to understand than New York publishing, as they all

operate a bit differently. You'll learn how to assess the strength

and position of any book publisher.

Know what type of contract, advance and royalty you can expect with

all types of publishers and services

Identify the qualities of a “hybrid” publisher and determine if a

hybrid is offering you something meaningful that you can't accomplish on your own

Have clear expectations when it comes to the marketing and promotion

of your work for every type of publishing path

Learn how print and digital books get bought and sold in today's

retail ecosystem across all forms of publishing

Assess if you are well-suited to self-publishing your work, either as a complete independent (by setting up your own publishing company) or with the help of a service

You'll learn not just the foundational principles of book publishing today, but you'll also gain expert insight into the changing industry landscape, and how you can navigate your own path toward success. By the end of the session, you'll be able to identify which publishing option is the best to achieve your goals.

This session is for:

Writers new to the book publishing industry

Writers who aren't sure how to publish their next project

Anyone confused by the many publishing options available

Anyone seeking to better understand the publishing industry

## ABOUT THE INSTRUCTOR

Jane Friedman has 20 years of experience in the publishing

industry, with expertise in business strategy for authors and publishers. She's the co-founder of [The Hot Sheet](#), the essential industry newsletter for authors, and has previously worked for F+W Media and the *Virginia Quarterly Review*.

Jane's newest book is [The Business of Being a Writer](#) (University of Chicago Press); *Publishers Weekly* said that it is "destined to become a staple reference book for writers and those interested in publishing careers." Also, in collaboration with The Authors Guild, she wrote [The Authors Guild Guide to E-Publishing](#).

In addition to being a columnist with *Publishers Weekly* and a professor with [The Great Courses](#), Jane maintains an award-winning blog for writers at [JaneFriedman.com](#); her expertise has been featured by NPR, PBS, CBS, The Washington Post, the National Press Club and many other outlets.

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MONDAY, FEBRUARY 18th, 2019

Monday 9-12

Kristen Lamb

\$99

## 5) Sales For Those Who'd rather Join Witness Protection

Writers are in the entertainment business. Notice the second half of our job title is business. The lifeblood of all business is sales. But, to be blunt, most creative professionals would rather be stabbed in the face than 'do sales.' Yet, if we don't sell books, our career is doomed (regardless of how we publish).

One of the MAJOR reasons so many people are afraid of sales is because what's being taught as sales is actually direct marketing. Direct marketing is NOT sales. It IS, however, pushy, icky, and hasn't been effective since The Spice Girls were cool.

Sales can be fun. In fact, believe it or not, humans are wired for sales. It's part of our biology. Problem is, humans are also wired to overcomplicate things...which is why so many of us freak out over sales.

This class will remove the fear factor and clarify what selling entails

for the professional author. Not all products are sold the same way...which is why there are no late-night infomercials hawking F-16 fighter jets. Our sales approach must align with the product we're selling or we're doomed before we begin.

This class will cover:

- Why direct marketing doesn't sell books;
- Time wasters versus time savers;
- How to be paid what we are worth;
- Ways we can make ads, promotions and marketing far more effective;
- The unique way books must be sold;
- How to set goals and create a scalable strategy;
- Explore the S.W.O.T. analysis and why we need one;
- How to differentiate our brand and product in an over-saturated

## ABOUT THE INSTRUCTOR

Kristen Lamb has dedicated her life to helping writers and artists reach their dreams and achieve the impossible. Kristen is the founder of the WANA movement, the owner and operator of [WANA International](#) a company dedicated to educating authors

of the Digital Age. She's also the creator of [WANATribe](#), the social network for creatives. She is the author of the best-selling book, [Rise of the Machines-Human Authors in a Digital World](#) in addition to the #1 best-selling books *We Are Not Alone-The Writer's Guide to Social Media* and *Are You There, Blog? It's Me, Writer*.

Monday 9-12                      C.S. Lakin      \$99

## 6) Mastering the 10 Key Scenes That Frame Up Your Novel

Writing a terrific novel is a complex endeavor. And while there are hundreds of books, podcasts, and blog posts that teach aspiring authors how to structure scenes and plot out a solid story, none implement the most intuitive and effective method for success.

Novels are made up of dozens of scenes, and regardless of genre, time-tested structure dictates what key scenes are needed and where. Most writers are familiar with some of those scenes: the Inciting

Incident, the  
Midpoint, and the Climax, to name a few.

But novelists need more than a few landmarks to find their way  
across the  
tricky terrain of novel plotting.

They need a surefire method to organizing all their scenes.

In this three-hour workshop, you'll be introduced to an  
innovative,  
intuitive method for arranging your scenes and crafting a  
beautifully  
structured story. Nearly every great story, whether a novel, a  
play, or a  
movie, follows this time-tested structure. And it isn't all that  
hard!

The ten key scenes are your story foundation. If you don't  
construct them  
well, your story will collapse.

In this workshop, you'll learn these crucial elements of novel  
structure:

What the 5 major turning points are and where they're



placed in your  
novel

How to know exactly where to start your story and how to  
set up your  
premise

What the ten key scenes are that serve as the framework for  
your novel

What pinch points are and why you need them

How to craft those essential twists and where they're placed  
in your  
story for greatest impact

Why your protagonist's goal is the key to great storytelling

Don't guess what scenes you need in your novel. Don't guess  
where your  
scenes go. Guessing usually leads to novel failure.

With the method, you'll guess no more. You can write terrific  
novels,  
every time, if you follow this blueprint!

The workshop talk includes slides, movie clips, charts, along  
with passages  
from novels, to help you fully understand the content. You'll be  
given exercises, along with worksheets to use, to help you  
brainstorm your turning points and your key scenes.

This course lays the foundation for the intuitive layering method outlined

in *Layer Your Novel: The Innovative Method for Plotting Your Scenes*. Once

you've mastered your ten key scenes, you'll be ready to brainstorm your second layer of scenes.

International best-selling author Jerry Jenkins says of this layering

Method:

"I loved this book. There is so much here, yes, even for us pantsers—because in every novel manuscript there comes that point where we

wish we were plotters. And as much as C. S. Lakin eschews winging it, her

layering method actually allows for enough creativity and innovation that

we get the best of both worlds. If the idea of outlining repulses you, admit there are times when you wish you'd done it, and give *Layer Your Novel* a peek. It'll make you a better storyteller."

ABOUT THE INSTRUCTOR

C.S. Lakin is the owner and facilitator of Critique My Manuscript. Over the last five years, she's averaged more than 200 critiques a year. C.S. has written more than twenty novels—fantasy, contemporary fiction (relational dramas and psychological mysteries), dark comedy, and historical romance. Nine of those novels were traditionally published and she self-published the others. She also has a series of writing craft books in her [Writer's Toolbox Series](#). Everything a writer needs to know and understand about novel writing can be found in these comprehensive books. In addition to writing books, she also creates online video courses for writers and editors.

Monday 9-12

Beth Barany \$129

## 7) Craft Compelling Characters: Tips for Writing and Editing

Our job as novelists is to create characters that our readers love. Or love to hate. Or want to be. Or want to jump into bed with. Our characters need to feel real, engaging, and compelling, not just our main characters, but our secondary characters and villains too.

*But how do you actually do that?*

Beth Barany covers how to build your characters from inside out, using such tools as Goal, Motivation, Conflict, and Strengths. Come prepared to write and brainstorm.

In this hands-on masterclass, we also go beyond the standard tools to cover:

Identity and Belief Shifts

Turning Point Backstory as it relates to your character's driving core identity

Your character's Emotional Palette

World Building as it relates to the character

Your Character's Archetype and Function in the story

Whether you're a first-time novelist or an experienced one, you'll come away from this workshop with:

detailed character sketches for your next novel or novella

a deeper understanding of how to edit your characters

clarity on your character's core transformation from begin to end of your story

tips on how to apply these tools in the planning and editing stage

tools you can use again and again

**ABOUT THE INSTRUCTOR**

Beth Barany is an award-winning novelist, master neuro-linguistic programming practitioner, and certified creativity coach for writers. With over 15 books published, she specializes in helping writers experience clarity, so they can write, revise, and proudly publish their novels to the delight of their readers. She runs an online school for fiction writers and a 12-month group coaching program to help them get published. Free resources to get started on your writing adventure here: <http://writersfunzone.com/blog>.

Monday 9-12

Stephanie Chandler \$129

## 8) Your Nonfiction Book Publishing Plan: Traditional vs. Self-Publishing and How to Successfully Navigate Both Options

The world of publishing can be overwhelming, and there are many mistakes that new authors can avoid by learning to navigate the terrain. Stephanie Chandler has been both traditionally published and self-published so she understands the challenges involved in both options. In this content-rich presentation, she explains the pros and cons of traditional and self-publishing, and shows you how to traverse each path like a pro.

You will learn how to:

Identify the differences between traditional, self-publishing, hybrid, and vanity publishing, and choose the best option for your unique goals.

Take the steps needed to land a traditional book deal.

Self-publish your book so it looks like it came from a big New York publishing house.

Plan a profitable book launch and build your tribe.

Writing and publishing a book can be one of the most rewarding adventures of your life, and you can save yourself time, money, and heartache by learning about your options before you head down the wrong path. This session is loaded with real-world examples and resources to help you succeed. Come learn how to get your book published and transform your goals into accomplishments.

## ABOUT THE INSTRUCTOR

Stephanie Chandler is the author of nine books including *The Nonfiction Book Publishing Plan* and *The Nonfiction Book Marketing Plan*. Stephanie is also founder and CEO of [NonfictionAuthorsAssociation.com](http://NonfictionAuthorsAssociation.com), a vibrant educational community for experienced and aspiring writers and [NonfictionWritersConference.com](http://NonfictionWritersConference.com), an annual event conducted

entirely online. A frequent speaker at business events and on the radio, she has been featured in Entrepreneur Magazine, BusinessWeek, Inc.com, and Wired magazine. For author and speaker information, visit [StephanieChandler.com](http://StephanieChandler.com).

Monday 2-5                      Kristen Lamb      \$99

## 9) The Art of Author Branding: When Your NAME Alone Can Sell

All authors need a brand, so this class teaches how to locate and cultivate your audience into passionate fans who BUY YOUR BOOKS!

How can you grow your platform and turn your name alone into a bankable

asset? Not as hard as you might have been led to believe.

You DO NOT need to be a tech guru/mega-high-pressure-sales person to

excel at this. In fact, it's best if you aren't.

Yet, the reality is that in the digital age of commerce, consumers rely

on brands more than ever in human history. They're overwhelmed and we can help them out....by finding US.

Consumers (which is code for readers) buy from who they know, like and trust. In a sea of infinite choices, a powerful NAME is a tremendous asset.

Can you say "James Patterson"?

The single largest challenge all writers face in the digital age is discoverability and connecting with our audience is a challenge but nothing we cannot handle.

This class will address:

What is a brand? How to make one uniquely your own;

How to BE YOU! You are a writer, not an insurance salesman!

Harness your imagination & creativity for better results (No one likes

SPAM, so don't serve it!);

How to use this information to locate, engage and cultivate



an audience;

Myths about exposure;

Common scams that will wreck your brand and earning ability;

Why most promotion is a waste of money;

A list of expensive and not-so-bright ideas for reaching readers;

Knowing when and HOW to promote;

AND MORE!

Overall, this class is about working smarter not harder. This class is to

teach you to think strategically so all energy is focused. Sure, we have

to hustle, but why not hustle and there be an AUTHENTIC PAYDAY for all

that hard work?

## ABOUT THE INSTRUCTOR

Kristen Lamb has dedicated her life to helping writers and artists reach their dreams and achieve the impossible. Kristen is the founder of the WANA movement, the owner and operator of [WANA International](#) a company dedicated to educating authors of the Digital Age. She's also the creator of [WANATribe](#), the social network for creatives. She is the author of the best-selling

book, [\*Rise of the Machines-Human Authors in a Digital World\*](#) in addition to the #1 best-selling books *We Are Not Alone-The Writer's Guide to Social Media* and *Are You There, Blog? It's Me, Writer*.

Monday 2-5

Linda Joy Myers \$99

## 10) Mastering Memoir: The Art of Weaving Truth and Craft

When you want to write a memoir, you find yourself drawing upon many layers of challenge and skill: telling your story, having it reach the hearts of others, and managing the labyrinth of doubts and fears about the possible consequences of revealing your personal truths. And you need to navigate how to explore the labyrinth where our stories take us.

There are several keys that can unlock your story: finding the structure of your story, writing scenes, having internal permission to write what you need to write, and locating the main growth points in your story.

Alice Miller, a well-known psychiatrist said that the path to finding a new perspective about our lives—one reason many people write a memoir—is to have a “compassionate witness.” By

weaving truth and craft, you create new insights for yourself and the arc of your story will lead to meaningful takeaways for your readers.

In this class you will learn:

How to discover the major moments that create the spine of your memoir

Understand how to weave through time

The power of writing scene to create insight and change in the writer and the reader

How to manage the inner and outer critics that get in your way

Ways to both focus deeply into your story and allow it to have its own path

The journey of writing a memoir offers you an opportunity to stand in the shoes of who you were in past while you also explore your story through the eyes of you now, the now narrator. Learning to writing strong scenes is an important skill that allows you to dip into the stream of time, to taste and know and feel that time once again, and bring the reader into your world. We will explore the power of scenes, how to find your most significant moments, sketch out your timeline, and practice silencing your inner critic.

Balancing the art of excellent craft with the freedom to speak your truth in your story is a way to surrender to the power of memoir and trust that your book will deliver a transformational experience to your readers.

## ABOUT THE INSTRUCTOR

Linda Joy Myers, Ph.D., MFT, is president and founder of the National Association of Memoir Writers. Her first memoir, *[Don't Call Me Mother: A Daughter's Journey from Abandonment to Forgiveness](#)*, was a finalist in the ForeWord Book of the Year Award and the IndieExcellence Awards, and a BAIPA Gold Medal award winner. Her new memoir *[Song of the Plains](#)* is a finalist in the Best Book Awards and the 2018 Next Generation Indie Book Awards. Author of *[The Power of Memoir—How to Write Your Healing Story](#)*, *[Journey of Memoir](#)*, and *[Becoming Whole](#)*, her prize-winning fiction, nonfiction, and memoir pieces have been published in literary journals and online. She is co-author with Brooke Warner of *[Breaking Ground on Your Memoir](#)*, and *[The Magic of Memoir](#)*. Linda Joy has been a therapist for 40 years, where story is part of the healing process. A memoir coach for two decades, Myers helps people dive deep into writing their truths while crafting a publishable story. Her monthly programs on NAMW offer tools about breaking silence, developing a powerful story, and finding the

best publishing path.

Monday 2-5

Sam Horn \$99

11) No More Starving Authors: How to Make More Money from your Writing

It's tough earning a GOOD LIVING from book advances and sales alone. The good news is, there are a variety of ways you can become an AUTHORpreneur and turn your writing into a satisfying full-time job. Sam speaks from experience; she has been doing it for 25 years. She will share best-practices on how to:

get paid to speak at conferences and for companies and associations

merchandise your work (have you thought of journals, posters, calendars?)

turn your insights and expertise into a step-by-step methodology organizations and individuals will gladly pay for

offer online courses and social media training videos on YouTube and Facebook that lead to income

coach people on your skills (if it offers a shortcut - people

will pay you to teach it TO them or do it FOR them)  
create an interactive community at your website so people  
become brand ambassadors and take you and your work  
viral  
grow your visibility worldwide via posts on aggregate blog  
sites (e.g., LinkedIn and Medium)

If you want to write for the rest of your life, it's important to expand your writing to other income-producing activities. The good news, you can do this without having to be "salesly." Sam shows how to get your body of work out into the world through a variety of ways so you can do work you love that matters - and get paid for it.

## ABOUT THE INSTRUCTOR

Sam Horn, Intrigue Expert and [TEDx speaker](#), is on a mission to help people create quality brands, businesses, books and presentations that add value for all involved. Clients include NASA, National Geographic, Accenture, Boeing, Intel, ASAE, Cisco, YPO and EO, Capital One, and Asian Leadership Conference. Her [books](#) - including *POP! Tongue Fu!* and *Washington Post* bestseller *Got Your Attention?* - have been featured in New York Times, INC, Forbes and on NPR. Want samples of Sam's work? Check out her [Change This Manifesto](#) for 800 CEO READ and her [Fast Company article on how to rock](#)

a TED talk.

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