

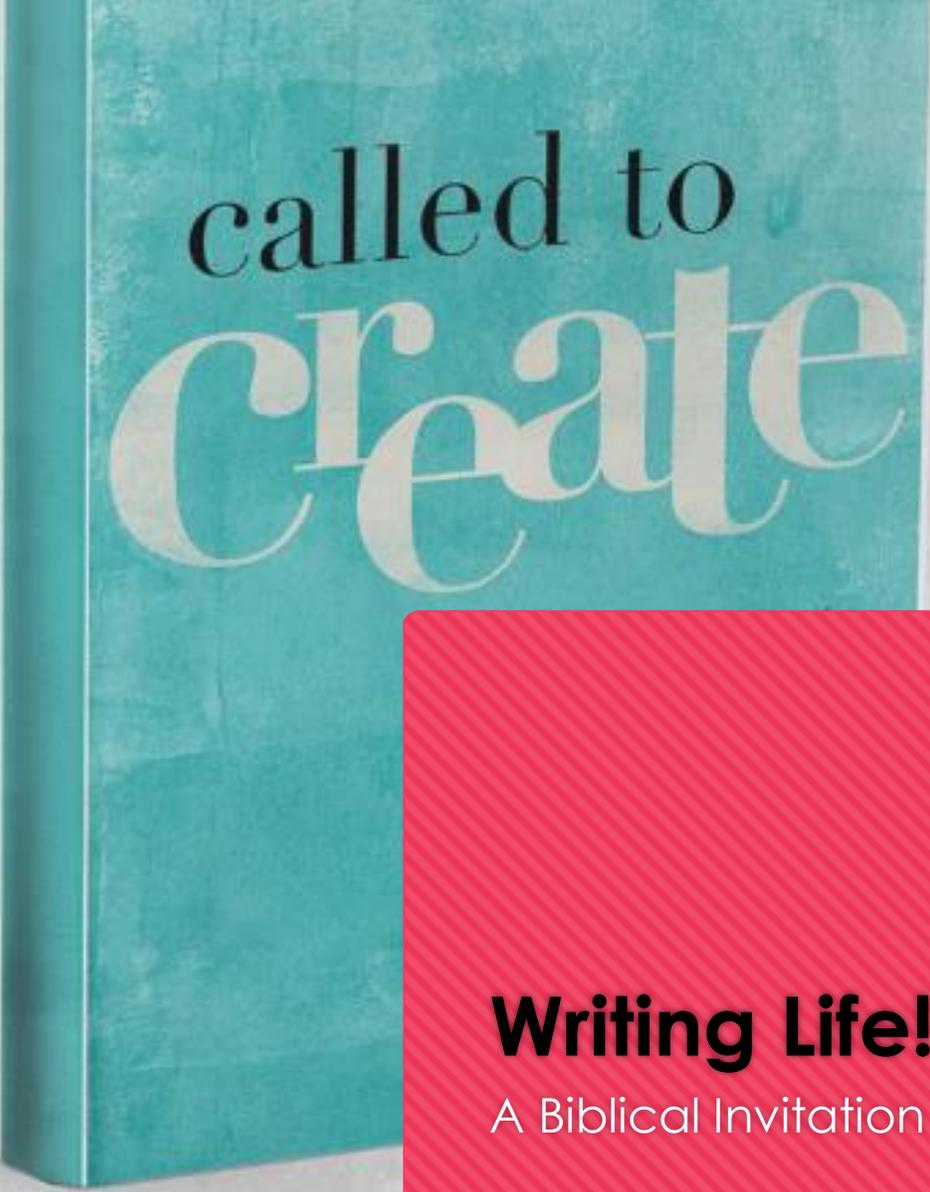


Looking Back, Looking Forward

What did we learn in 2018? We'll recap our best moments, lessons and nuggets. Then, we'll throw back the curtains to reveal all the great stuff we'll be learning in 2019!

Thursday, January 17, 2019

7pm CST

The image shows the spine and front cover of a book. The spine is a solid teal color. The front cover is a light, textured grey. The title 'called to Create' is printed on the cover. 'called to' is in a black, lowercase, serif font. 'Create' is in a large, white, uppercase, serif font with a drop shadow effect.

called to
Create

Writing Life!

A Biblical Invitation to Create, Innovate, and Risk



CRAFT!

Become a better writer!



GOOD TO GREAT

Step-by-Step Editing a book from
Rough Draft to Ready!

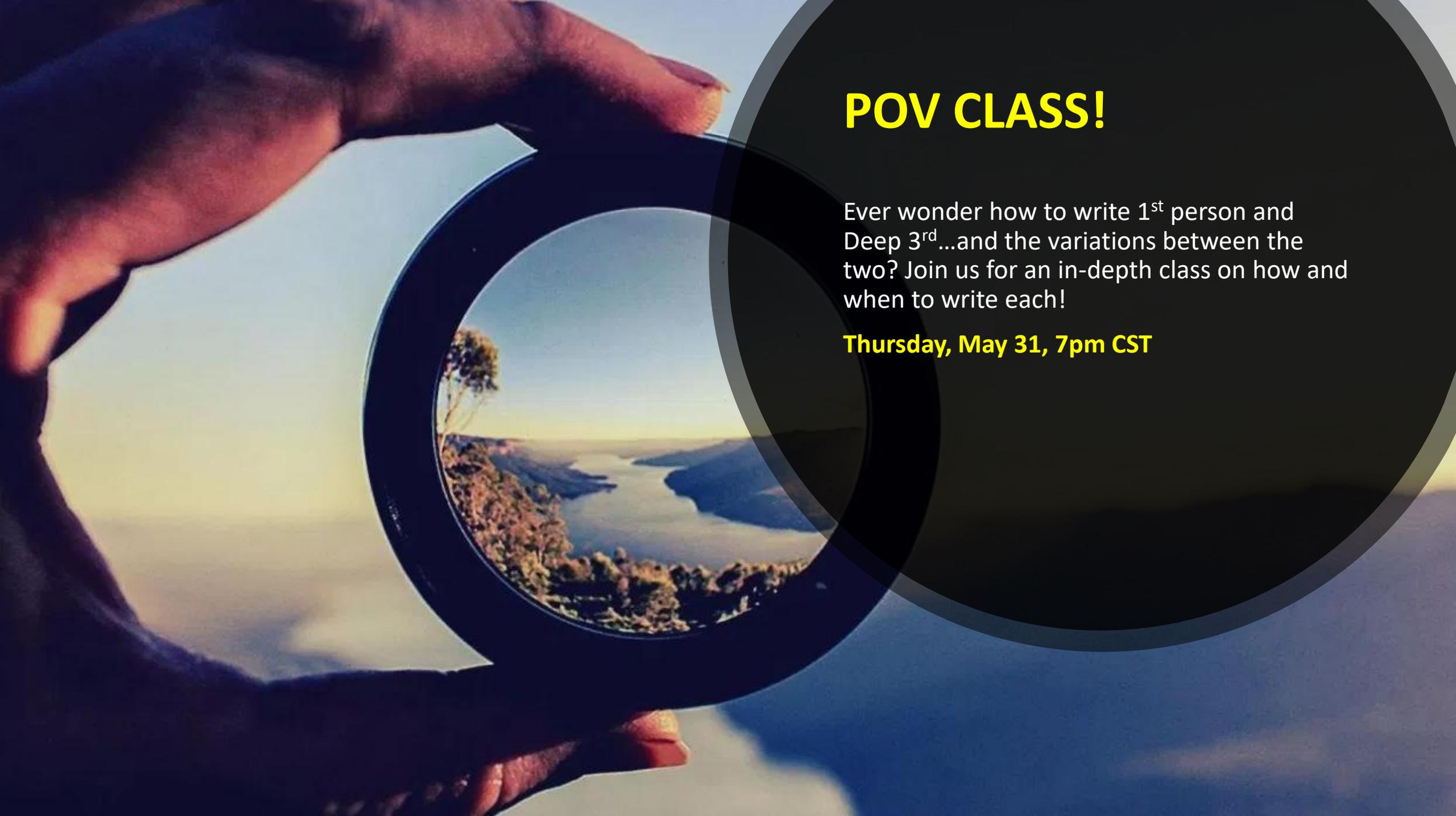


What if I loved you?

Love reaches beyond the grave to heal a woman's broken heart.

HOW DO WE FIX THIS?

- Start with SEQ for both characters
- External Goals & Tension
- Internal Goals & Tension
- Romance elements
- Finale (BMEs, Final Battle, HEA)
- Theme--how is it shown/played out?
- What is the Story Question? (aka: How is it relatable to my audience?)

A hand holding a magnifying glass over a landscape, symbolizing focus and perspective. The magnifying glass is held by a hand from the left, and the lens is focused on a scenic view of a valley with a river and hills. The background is a soft, hazy landscape under a blue sky.

POV CLASS!

Ever wonder how to write 1st person and Deep 3rd...and the variations between the two? Join us for an in-depth class on how and when to write each!

Thursday, May 31, 7pm CST

Recap...

1

If the story is being told in first person, then the protagonist does most of the talking. A story can have more than one POV in first person, but the character voices must be unique.

2

In third person, the author has more opportunity to open up the story and allow the reader to see the action from different “angles.”

Now...let's dive deep into DEEP 3rd POV

(Standard 3rd)

Walking beside the character



(Deep 3rd)

In the character's skin



Tips to writing First person

- **Show Some Attitude!**
- **Highlight Your Character's Worldview (including his lies!)** The audience needs to see the character from the outside.
- **Give him antagonists and heroes** – populate his world to add personality and keep the reader from feeling claustrophobic.
- **Avoid distancing words** – anything that has the reader, watching her experiencing things, rather than experiencing the things she sees, hears or feels.
- **Don't start every sentence with "I."**
- **Don't camp your character into a monologue loop.**

Version 1: Getting the voice... (PJ Sugar)

I had just turned eight the first time I left home. I remember because the Minnesota air smelled like apples, and football and old cornstalks hung from our front porch, tied with baling twine. Auburn leaves crunched under my feet and a slight northern wind bullied the cowboy hat I'd pulled over my jacket hood as I hustled down the road, kicking stones before me with my red cowboy boots. I carried a stick over my shoulder and tied to the end, a handkerchief held a soggy peanut butter and grape jelly sandwich and a few stolen peanut butter cookies. Enough to get me through the night, during which a wagon train headed west would find me and take me in on their journey to Oregon and Little House on the Prairie. And if we happened to run into any renegade outlaws, I knew just how to handle them – with my six gun cap shooter tied to my leg.

No princess-in-distress daydreams for me.

I strode down Sheridan Hills Curve, up the big hill, around the pond, and was halfway into town when my father pulled up in his '71 Cutlass LTD stationwagon. He rolled down the window and stuck his elbow out. "It's gonna get cold, PJ," he said. "And your mother has stew on."

Stew. I made a face. He laughed. "All good cowgirls eat stew," he said.

Alas, my life as a cowpoke would be short-lived. I climbed into the car and rode home in silence.

It would take ten more years and a dozen different identifies before I finally made it past the county border. And I did it with a my father's visa card, an old VW bug and my mother's blessing in the form of a thermos full of hot, freshly made stew.

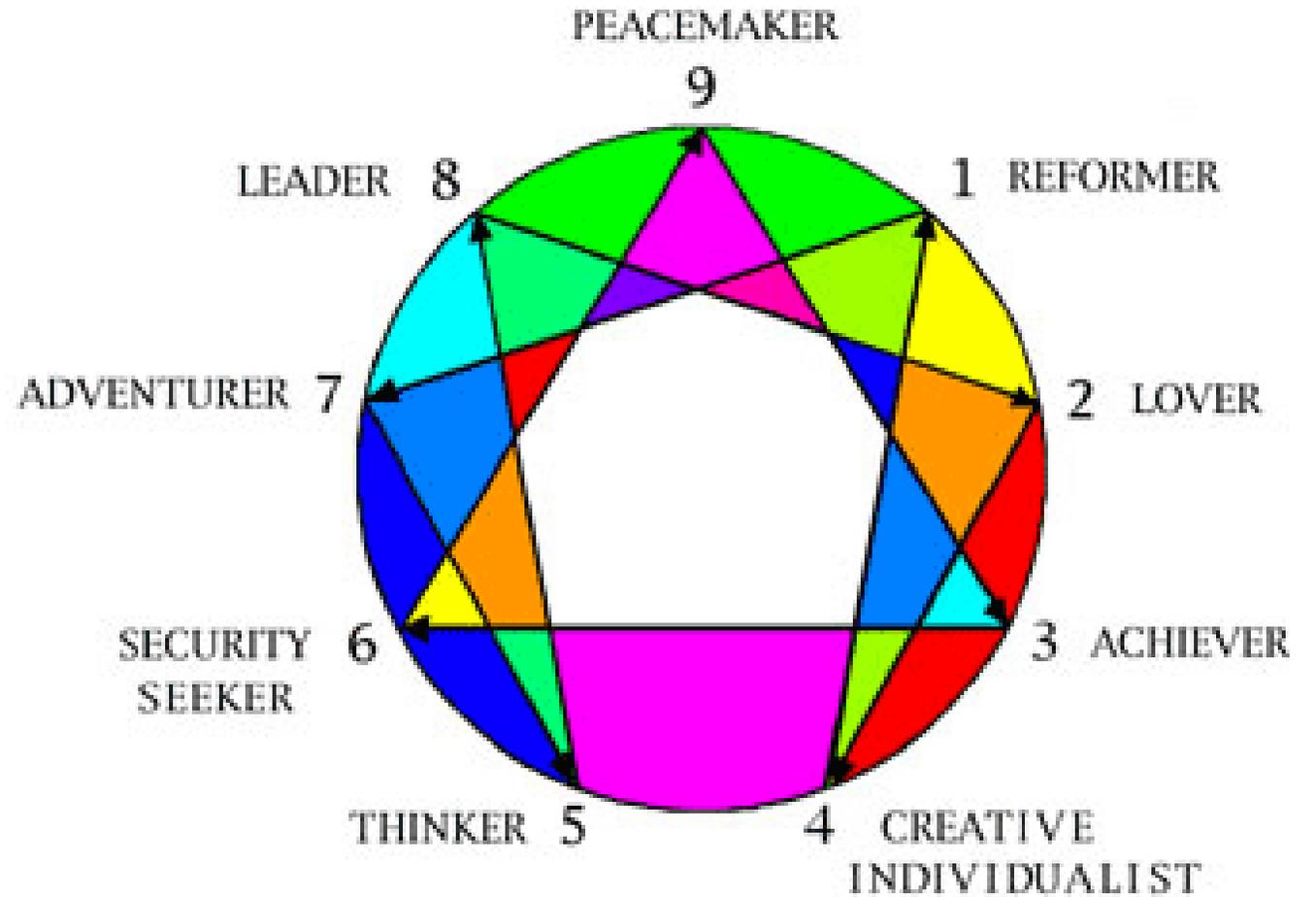
Nearly everyone knew why I'd left. Most agreed I'd never return. Only one knew that if I ever did, I'd have a score to settle.



Enneagram Part 1 & 2

Learn how to use this powerful
tool in creating your characters!

Thursday October 18, 2018
7pm CST



A person in a white shirt and dark pants stands at the top of a long, narrow staircase that extends from the foreground into the distance. The staircase is made of dark, rectangular blocks and is set against a backdrop of mountains and a cloudy sky. The person is holding a briefcase in their right hand.

Upping your Game

Advanced Fiction Techniques

(Things I learned from Donald Maas and How to Apply them!)



Immersive POV in Scenes:

- What is different at the end of the scene than at the beginning.
 - plot?
 - emotional?
 - Stakes?
 - Lie--truth?
- What is the turning point in the scene?
- Before the Change..
 - What does the character want? Need?
 - Who is your POV before the scene?
 - I am...
- After the change
 - I am..?
- What change has occurred internally?
- What insight about himself, life, God, the past, the plot has he gained as a result of this scene?



Character Change

Start with: What defines your Protag?

- How is this wrong?
- Is it a weakness, or a strength?
- Is it just an excuse?
- How does it limit him/her?
- When does this change/sacrifice become inescapable?

(When what they want is great than who he/she had been!)

**to become a new person, the protag has to let this strength go. (Epiphany/Grand Gesture/Sacrifice)

Show the Character Change

- What are 3 things they will let go?
 - Physical
 - Emotional (e.g. Security blanket)
 - Lie
- What is left behind?
- Now...what can they do at the end they can't at the beginning?



Things that move the story: from Stalled to Kinetic:

Injustice! What happens when your character sees something unjust?

how does your character break the rules?

Is there a time when he doesn't care? Why?

How does your protag charge in to fix things?

How does your protag strength get the better of him?

Is your protag thoughtful? When is he impulsive?

Is your protag attracted to someone? What will it take to make a move?

Does your protag have the ability to "make things happen?"

These are moments when we wish our POV would do something--and they DO!

From Kinetic to Stored:

What is your protag's view of life?

Does he have a life motto?

Does he have life rhythms?

How does he view people?

Does he show moral or physical courage?

In what ways does your character gain faith? (or is affirmed)

Is he assertive? When does he surrender?

Is he a leader? What is taught to him?

Does he rebel? When does he obey--when does he go too far?

Does he enact justice?

When does he show mercy/compassion?

***When a protag steps back, becomes thoughtful, the emotional flow slows, deepens.

Don't forget to change pace in your stories.

How to get unstuck

- What is blocking my protag from getting what they want? If there is no barrier--invent one!
- Make one of the people a problem if there is an interpersonal issue
- What is paralyzing the protag?
- What is the protag avoiding? What can be revealed?

***Resist the urge to explain the effect of actions/change.**





Helping you break
through to success!

Hot Seats & Feedback!

Ask Rachel!

Join us for an open Q & A with NYT
Author Rachel Hauck! Every
question is a good question!

Thursday, March 15, 2018

7pm CST



HOT SEAT!

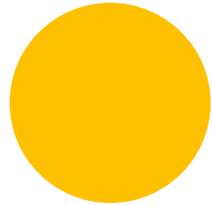
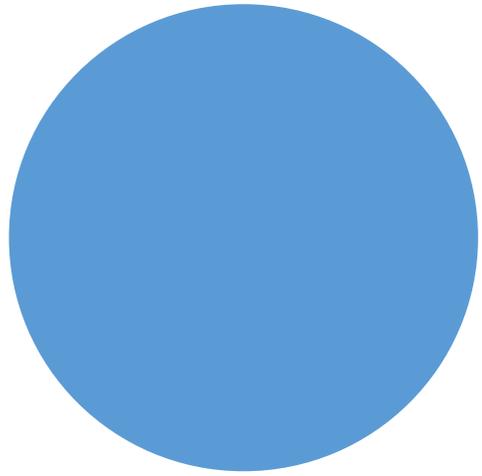
Let us help you
solve your
problems!

(Story, Career, Life?)

Thursday November 1, 2018

7pm CST

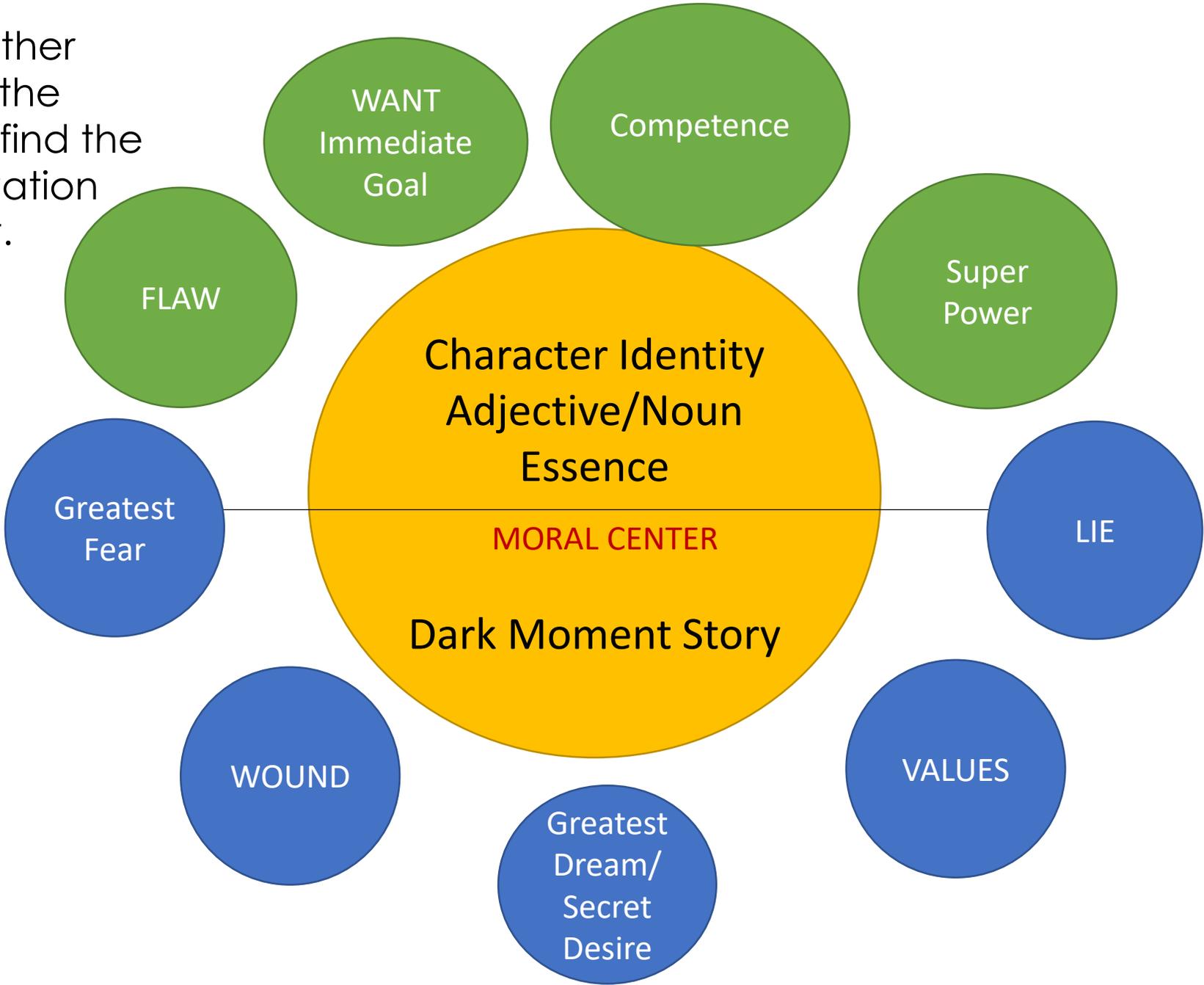




Brainstorm the SEQ
with me!

Greatest Fear,
Competing Values &
Greatest Dream

Add in the other elements of the equation to find the Goals, Motivation and Conflict.



High level
plotting:

Create a
ROUGH D
chart

Disappointment 1

- Cost
- Reward

Disappointment 2

Man in the Mirror/Self-realization

Disaster

- Growth (Physical/Emotional)
- Y in the road

Destruction

- Growth (Spiritual)
- Y in the Road

Devastation

- Taste of Death
- Taste of Victory

(Black Moment EVENT)

Tap into tension!

Need some help ramping up the tension in your story? Or brainstorming Act 2? How about beefing up your dialogue! Get LIVE coaching on your project in this week's TENSION Hotseat!

Thursday Nov 15, 7pm CST



Dramatic Tension can be raised by:

- Anticipation
- Clues (to character, mystery, truth. . .)
- A ticking time bomb!
- A subplot!

Are you ready for your epic ending?

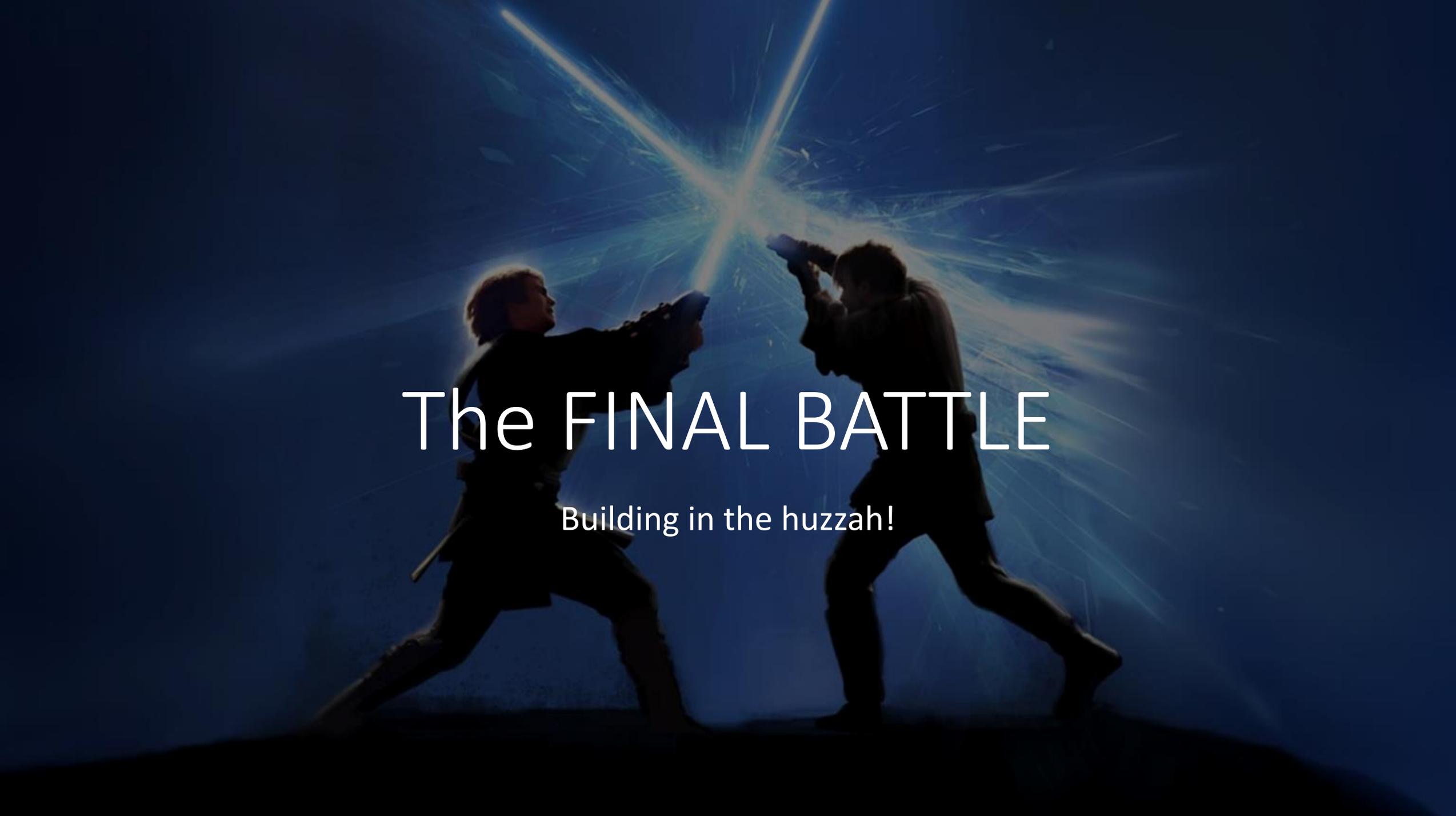
Need help knowing how to create
ACT 3? Bringing on the HEA? Let us
help you brainstorm (or solve any of
your other NaNoWriMo problems)
with this weeks EPIC ENDING
Hotseat!

Thursday November 29, 7 pm CST



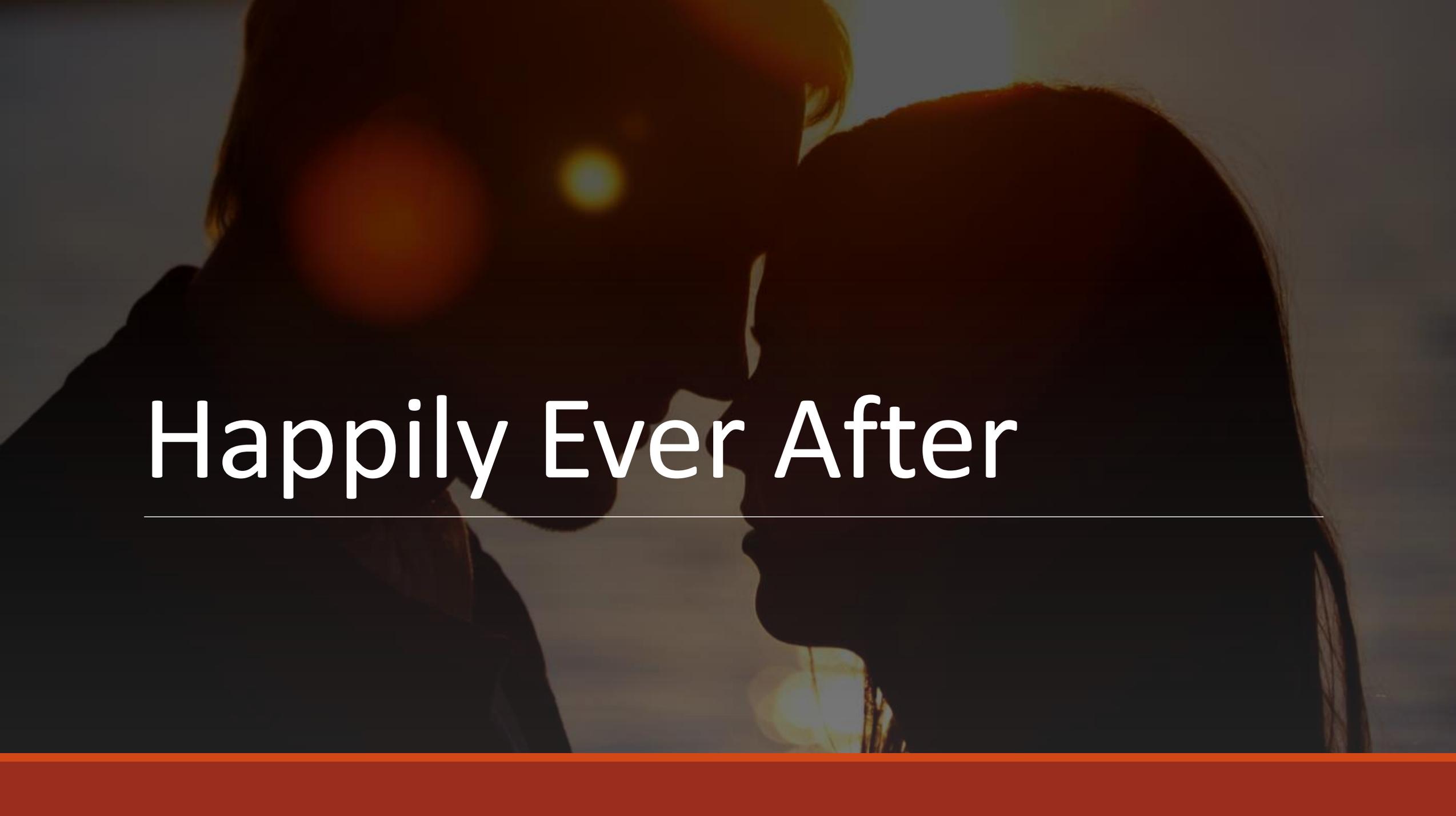
Act 3:

- ✓ Black Moment
 - Black Moment EVENT
 - Black Moment EFFECT
- ✓ Epiphany
 - TRUTH
 - Overhaul (Flaw Repaired)
- ✓ New Man (& Testing): What can he do at the end that he can't at the beginning?
 - Final Battle
 - Failure + Truth
 - Triumph
- ✓ Happily Ever After (Wound Healing + Greatest Desire)



The FINAL BATTLE

Building in the huzzah!

A romantic scene featuring the silhouettes of a man and a woman in profile, facing each other and kissing. The background is a soft, warm glow from a sunset or sunrise, with a few out-of-focus light spots. The overall mood is intimate and affectionate.

Happily Ever After

The HEA equation



A desert landscape with a road leading to mountains under a blue sky. The road is paved and has yellow double lines. The hills are brown and rocky. The sky is a deep blue.

WHAT'S NEXT?

Finished with NaNoWriMo?

Here are some hints on what to do NEXT!

EDITING!!!

Thursday December 6

7pm CST

A QUICK
AND DIRTY
TRICK TO
MAKING
SURE
YOU HAVE A
SELLABLE
STORY

Who... (adjective + noun)

Wants/Does/Has What, (central WANT)

So he...does WHAT?

But when he discovers...(conflict)

He must respond with/by... (the big climax)

Or else (stakes)

Career, Business & Industry!

Everything you need to be a savvy entrepreneur!

How to make Amazon work for you!

- Learn how to put together an AMAZON Launch campaign!
(using Amazon Ads and a few other tricks!)

Thursday, March 8, 2018
7pm CST

amazon advertising

AMS Ads: a breakdown

- (AMS): Sponsored Products: These ads use keywords to determine when they will be shown and are displayed in search results and on product detail pages. Two options are possible for targeting:
 - *automatic targeting where Amazon picks the keywords*
 - *manual targeting where you enter your own keywords.*
- Product Display Ads: These ads display on the product detail pages and on Kindle e-readers.
 - *Target by (other) product*
 - *Target by interest.*

Some ideas: (You, Because, Now)

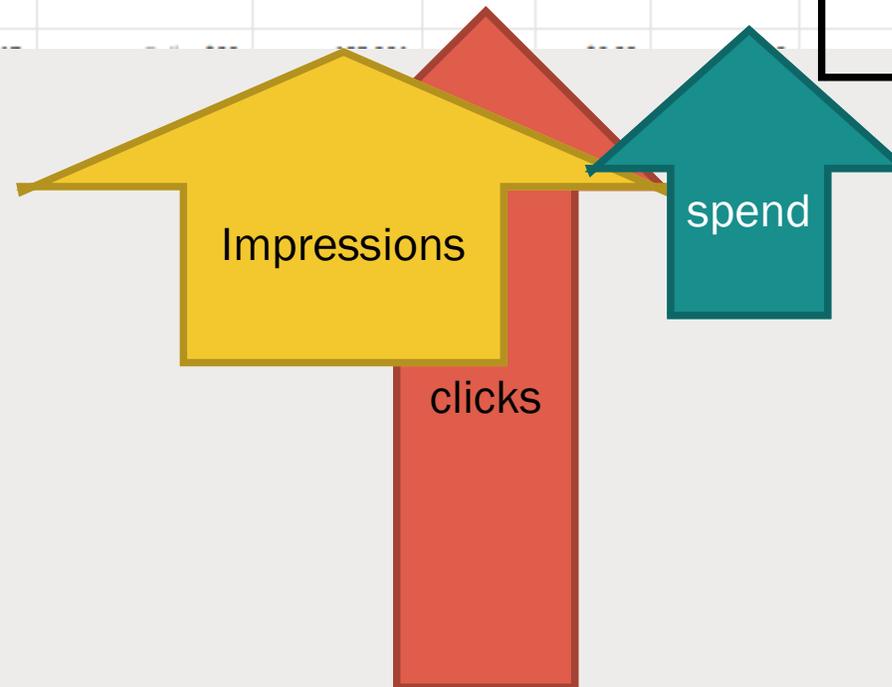
- Use short punchy sentences.
- Appeal to your target market
- Can use the author's name
- Can ask a question:

Do you like hot smokejumpers? A clean (but still smokin' romance?) Then you'll love this epic romantic thriller from inspirational novelist Susan May Warren

Great impressions, great clicks...bad ROI



Paused	Heiress - sponsored targ...	Sponsored Products	11/13/2017	-	Daily: \$20	266,800	391	\$0.73	\$283.74	\$237.11	119.67%	Copy
Paused	Heiress - sponsored wit...	Sponsored Products	11/13/2017	-	Daily: \$10	157,908	229	\$0.70	\$159.94	\$147.22	108.65%	Copy

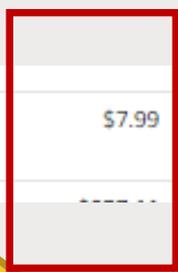
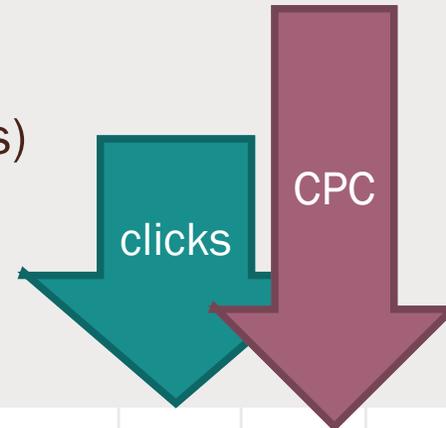
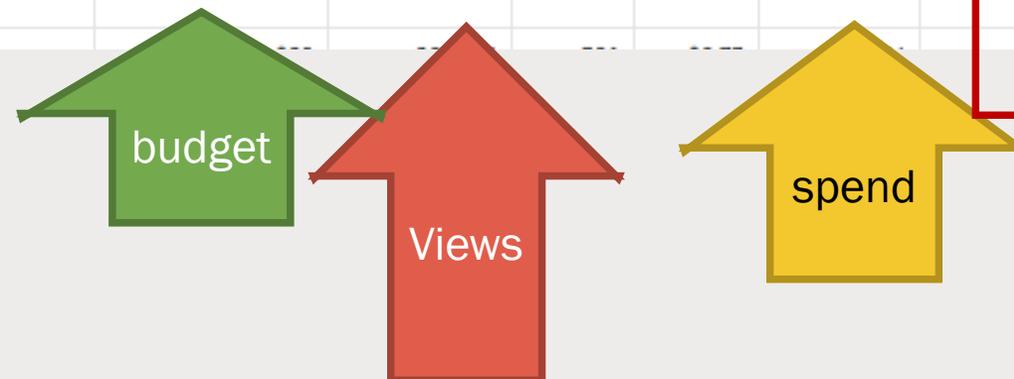


How to improve your ROI:

- Better Product Descriptions
- Better AD copy (look at impressions versus clicks)
- Run more ads with different schematics
- Stay the course!



Ended	Heiress product display ...	Product Display	11/13/2017	11/20/2017	\$125	3,964	5	\$0.58	\$2.92	\$7.99	36.55%	Copy
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How I use Amazon Ads:

- BOOK LAUNCHES –
 - *Display Ad: Product Targeting (Books!)*
 - Run the launch for big money, as fast as you can. You want readers to SEE it everywhere.
 - *Sponsored Ad: Manual target: KEYWORDS (Bid big on key authors!)*
 - Set a date range (for the big bids!)
- AFTER the book launches (ongoing)
 - *Run Sponsored Ad (Manual or Automatic) continuously*
 - *Run Display Ad: INTEREST continually. Bid average .10*
 - *Run Display Ad: Product (Books). Keep adding books. Bid average .10*



Advertising

FACEBOOK ADS

The basics and more!

Thursday June 28, 2018

7pm CST

What kind of ads can authors use?

Boosted Posts

Domain Ads

Multi-Product Ads (Carousel Ads)

Video Ads

Lead Ads* with an offer

Step One: What is the purpose for your Ad?

Gain new readers
for your newsletter?

- Lead Ad (with a Taster!)
- Engagement ad (to Website...for a taster!)
 - Boosted Post
 - Video Ad
 - Carousel Ad

Launching a Book?

- Boosted Post(s)
- Website Ad (to product page)
- Messenger Ad

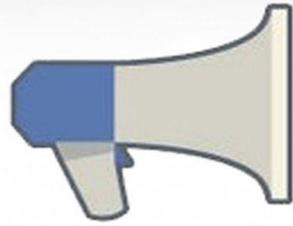
Book Party?

- Facebook Events Ad



Who to target?
(Broad or Specific?)

- Broad (“Or”) Audience – for engagement/conversion (minimum 10K)
 - Also known as “or” targeting, it will target any of the characteristics you select of the audience.
 - The audience grows larger with the more interests you add.



facebook



Ads



Part 2: Creating your ADS

- Copywriting
- Images
- Step-by-Step
- A/B Testing

Thursday, July 12, 2018
7pm CST

What copy do you need to prepare?

Website
 Facebook Event

Ad Preview 1 of 1 Ad < >

Mobile News Feed 1 of 5

Sponsored

A wildfire out of control...
A convicted felon bent on escape...
To stop it all, a smokejumper out to prove himself must team up with a US Marshal haunted by her past.

The Summer of the Burning Sky trilogy releases this summer. Don't miss the thrilling beginning to this new mini-series.

Buy now:

<https://www.amazon.com/dp/B07DT49FMJ/>

Website URL <https://www.amazon.com/dp/B07DT49FMJ/> Preview URL

Display Link (optional) amazon.com

Headline New release from Susan May Warren!

News Feed Link Description Available in Kindle Unlimited.

Call To Action

Sales Text

Must match

Headline



amazon.com
New release from Susan May Warren! [LEARN MORE](#)



Susan May Warren Fiction

Sponsored ·

Like Page

Start your next epic romantic adventure with this FREE Novella by RITA winning author, Susan May Warren!



WWW.SUSANMAYWARREN.COM

He wants a woman he can't have. But can getting lost in the woods help them find their future?

Download

Mid-Year
Review...a
workshop!
July 7, 2018



The Power of a short term FOCUS

Concentration + Energy = Impact



Pick 12 Brilliant Weeks!

August

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Dates to remember:

September

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Dates to remember:

October

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Dates to remember:

November

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Dates to remember:

Create a time budget template

Do It

Weekly Affirmation: _____

Monday	Tuesday	Wednesday
PERSONAL	WRITING BLOCK 3	WRITING BLOCK 5
MARKETING	WRITING BLOCK 4	WRITING BLOCK 6
WRITING BLOCK 1	FAMILY EVENTS	WRITING BLOCK 7
WRITING BLOCK 2		EDITING
Dinner:	Dinner:	Dinner:
Exercise:	Exercise:	Exercise:

Thursday	Friday	Saturday
WRITING BLOCK 8	PERSONAL	READING MISC PROJECTS
MARKETING		
PREP FOR CLASS		
Dinner:	Dinner:	Sunday
Exercise:	Exercise:	

Tactics

**Habit
Stacking**

**Weekly
Scorecard**

**Brilliant
Bursts!**

A close-up photograph of a dark brown ceramic mug filled with a frothy, golden-brown coffee. The mug is set on a teal-colored surface with a subtle, textured pattern. In the background, a stack of white folded linens is visible. A large, semi-transparent white circle is overlaid on the left side of the image, containing the title and a list of activities.

My Miracle Morning

- Trigger: 6am alarm!
 - Morning walk with hubs 1.5 mile
 - Kettlebell
 - Make coffee/start water
 - Throw laundry in
 - Empty dishwasher/fill French press
 - Take a shower
 - Make bullet coffee
- Reward: Quiet Time

Then:





How do you create a lucrative career? We'll be talking through strategies for indie and traditional careers, and specifically, how to create a business plan that reflects the heart of who you are!

Thursday, April 26, 2018

7pm CST

CAREER PLANNING & Biz Plans!

Why do writers need to create a biz plan?

- **To plan for the future!** A good plan organizes your work days, sets deadlines and helps light a fire under you! It can also set benchmark and help you NOT PANIC if you get behind. And it opens up opportunities.
- **Plans out investment needs for funding projects.** With pre-planning, you can launch a career and see it grow with even very little start up costs.
- **Gives you a daily/monthly/quarterly plan.** By writing it down, it shows you what you can accomplish, as well as focusing your talents and skills in the right places.
- **Helps manage cash flow:** Writers often fall into the pit of debt because they don't plan for the reality of their business. Knowing what to expect helps build in a bunker for expenses.
- **To focus your activities around a specific point.**

WHO AM I?



It's starts with a self-study
of WHO you are

- Unique Selling Point – what makes your stories different?
- What do you excel in?
 - Series
 - Stand alones
 - Novellas
 - Tomes
- What can you bring to the market that no one else can?

BRAINSTORMING YOUR HOW (TACTICS)

TACTICS: specific projects you will work on, and the tasks associated with those projects.

Start with Genre

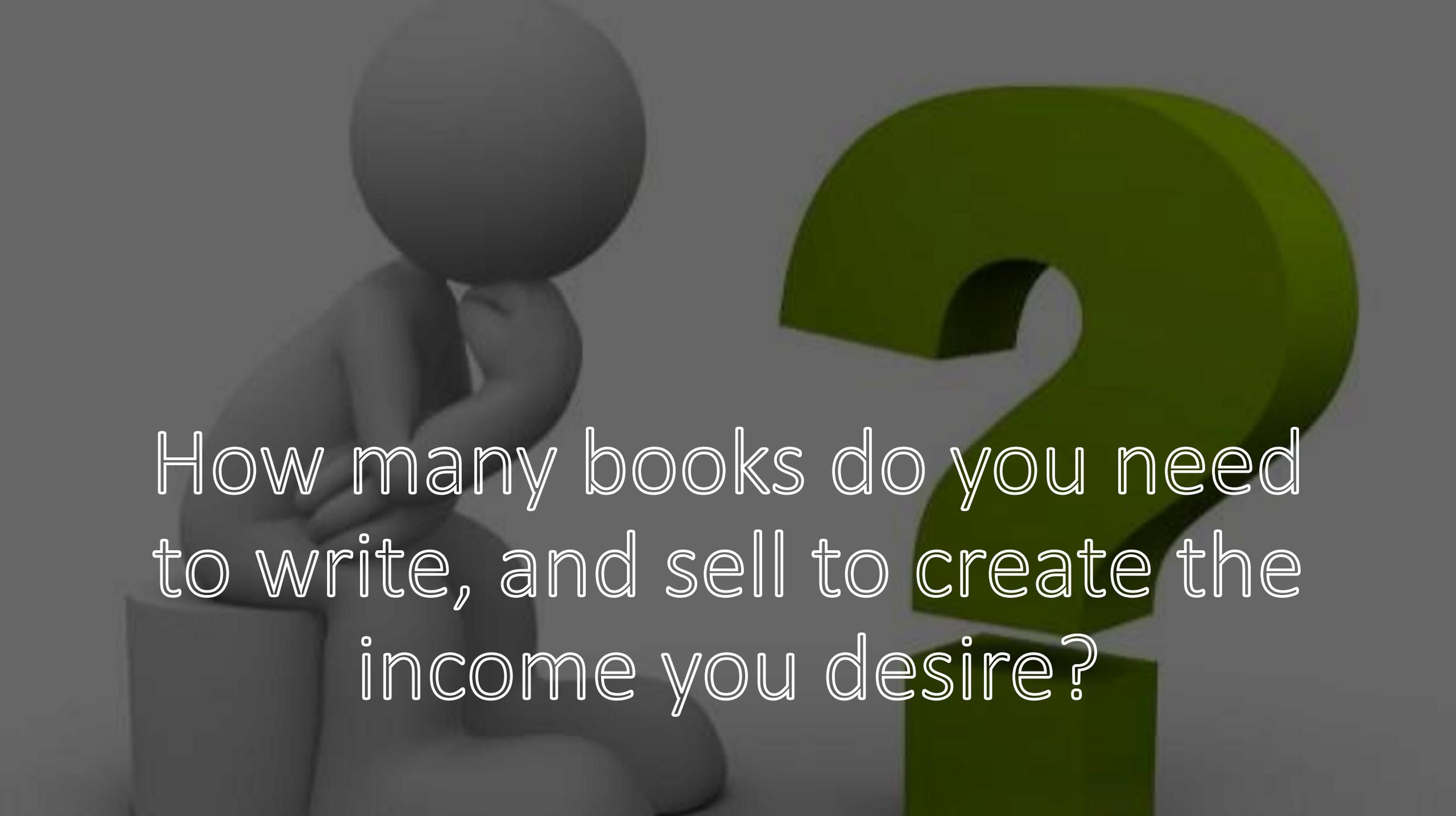
- SAR series
- Montana Ranch series
- Massive Family series

Look around you—what are others doing?

What do people you want to read
NEED?

CREATING A PUBLISHING STRATEGY

PLAN AHEAD FOR PUBLISHING SUCCESS!

A 3D rendered hand holding a sphere next to a large green question mark. The hand is grey and the sphere is also grey. The question mark is a vibrant green. The background is a solid grey color.

How many books do you need
to write, and sell to create the
income you desire?



Biz Plan Outline

- Overview: Vision Statement (the why)
 - And I like to use my guiding values
- My unique offering (Mission)
- To Whom? (Who are my customers?)
- Service or product line. ...
- HOW?
- Marketing and sales. ...
- Funds/Budgets needed ...
- Financial projections...



KEYS TO SUCCESS

KNOW THYSELF
KNOW THY READER
KNOW THY INDUSTRY
PLAN THE WORK
WORK THE PLAN

LAUNCH YOUR BOOK: A blueprint

Learn the Steps of
Launching your book... (and
some variations depending
on your strategy!)

Thursday, October 11, 2018

7pm CST!



Hard Launch (Wide)

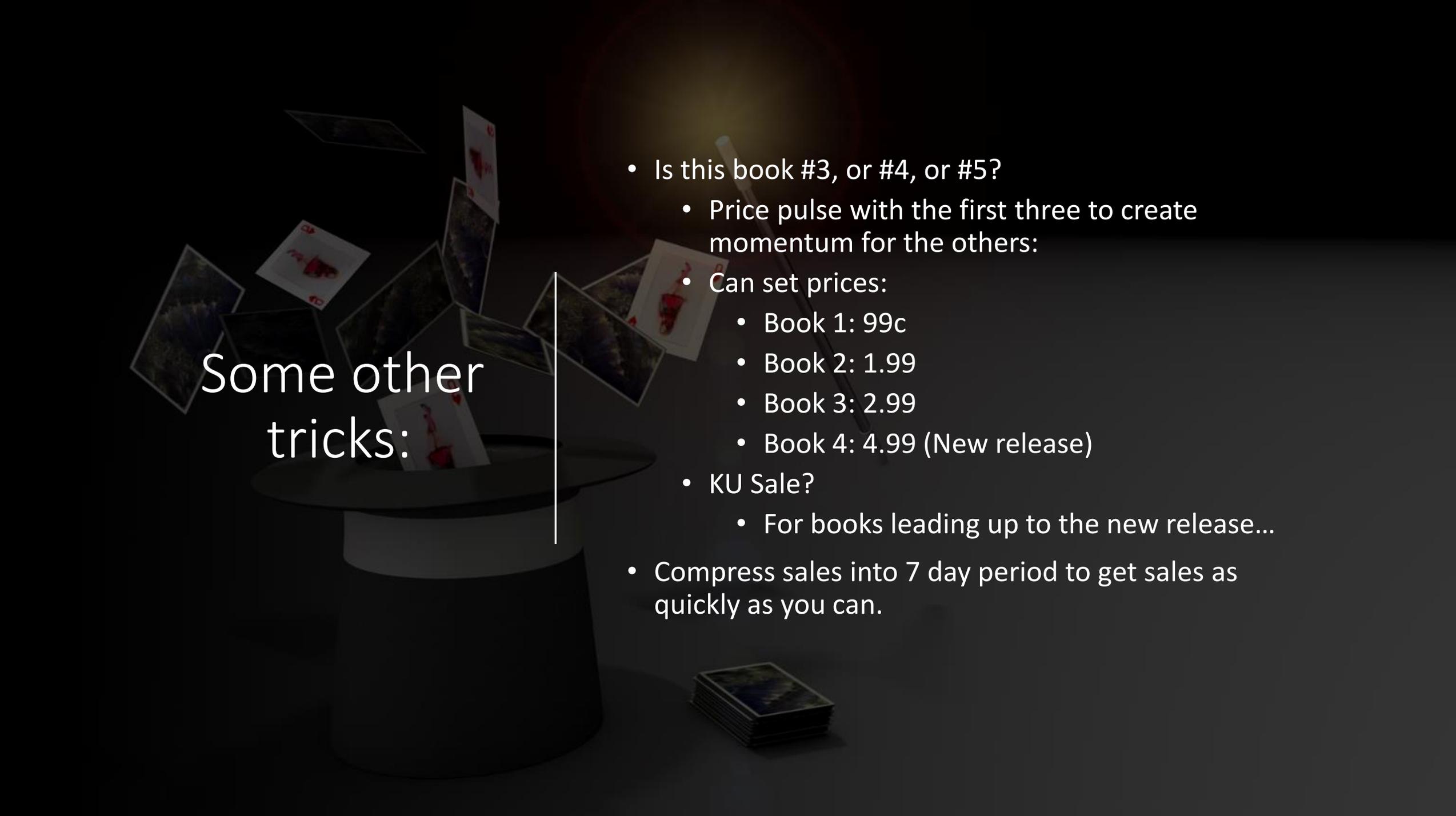
- PREORDER
 - Works well if you have a large list
 - Can send organic traffic if you put the preorder link in a previous book
 - Especially good for WIDE
 - Use blog tours
 - Use of advertisements
 - Use of preorder tricks
 - Cover reveal
 - Preorder pricing
 - Teasers
 - Hard surge at beginning, but falls faster

Soft Launch (KU)

NO PREORDER

- Utilize the organic growth engines of Amazon (lists)
- Create surge with a 99cent (or lesser price) “soft” launch week.
- Verified purchase reviews
- Use of advertisements (during 2nd week)
- Can create a longer tail of sales





Some other tricks:

- Is this book #3, or #4, or #5?
 - Price pulse with the first three to create momentum for the others:
 - Can set prices:
 - Book 1: 99c
 - Book 2: 1.99
 - Book 3: 2.99
 - Book 4: 4.99 (New release)
 - KU Sale?
 - For books leading up to the new release...
- Compress sales into 7 day period to get sales as quickly as you can.

My Results

Book 1: No preorder/soft launch in KU

Sales: 2,703

KENP 865,020

Total Rev: \$12,930.16

Book 2: Preorder/KU (after 2 weeks)

Sales: 2,907

KENP 302,568

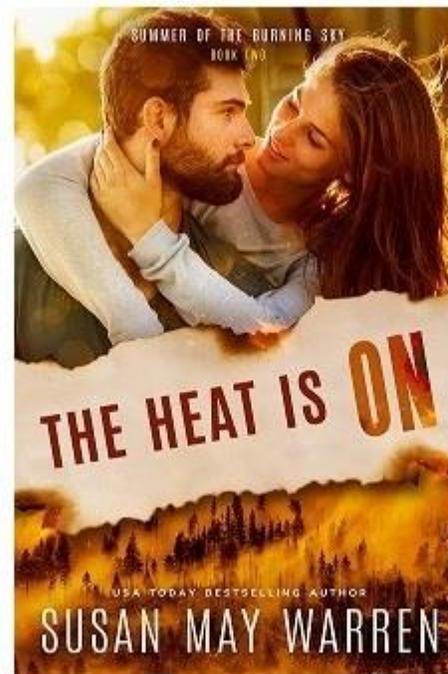
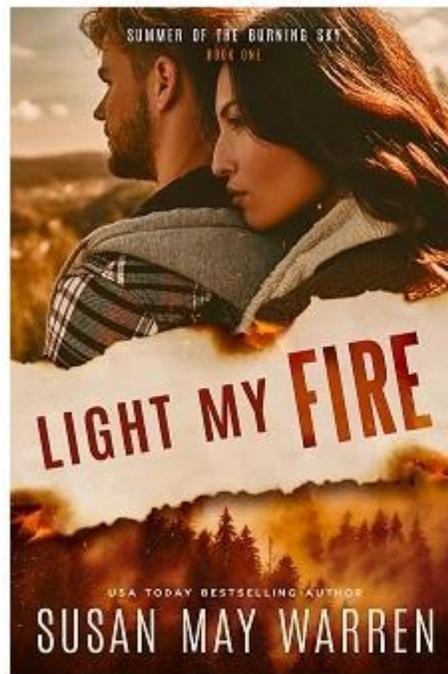
Total Rev: \$9,189.82

Book 3: Preorder/KU (after 2 weeks)

Sales: 2,153

KENP 91,387

Total Rev: \$7,713.30

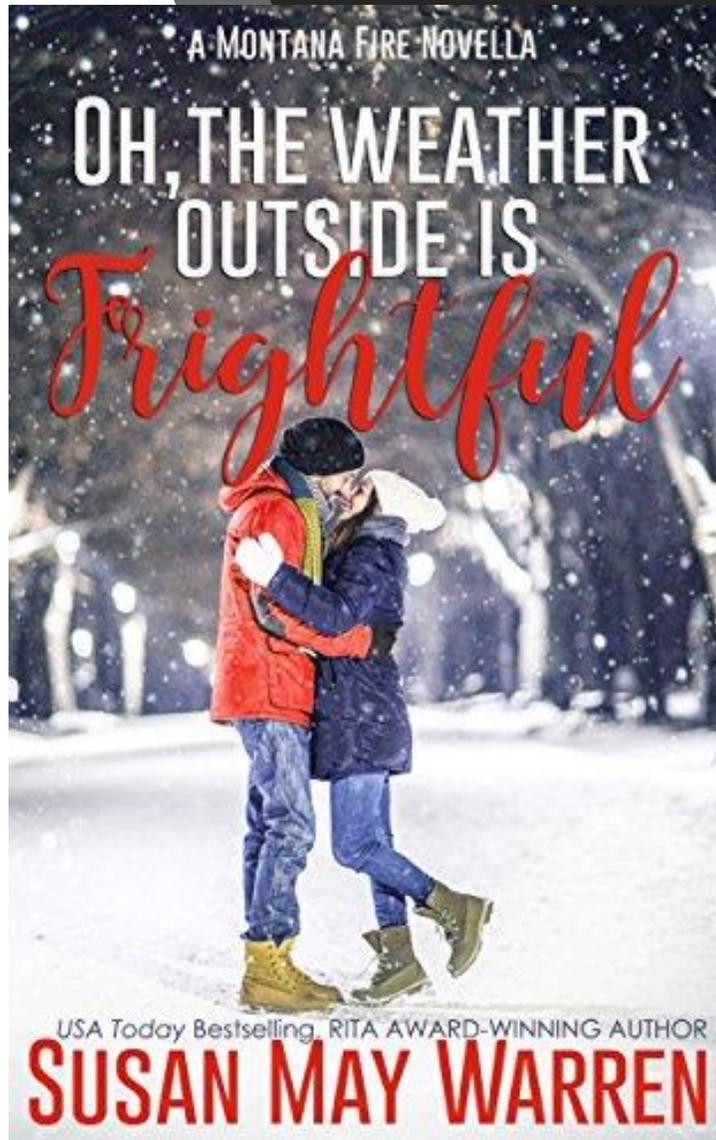


A Christmas Novella BREAKDOWN

Learn how Susan May Warren breaks down the SEQ and Essential scenes in her short Christmas novella, *Oh, The Weather Outside is Frightful!*

*book available free to all N.A. Members. Check out your Month-at-a-glance email!

Thursday, December 13, 7pm CST





Planning for 2019: Sacred Rest

An inspiring and thought-provoking chat about looking forward to the New Year. Come with your journals and get ready to be challenged with ideas to implement into your writing, life and business for 2019!

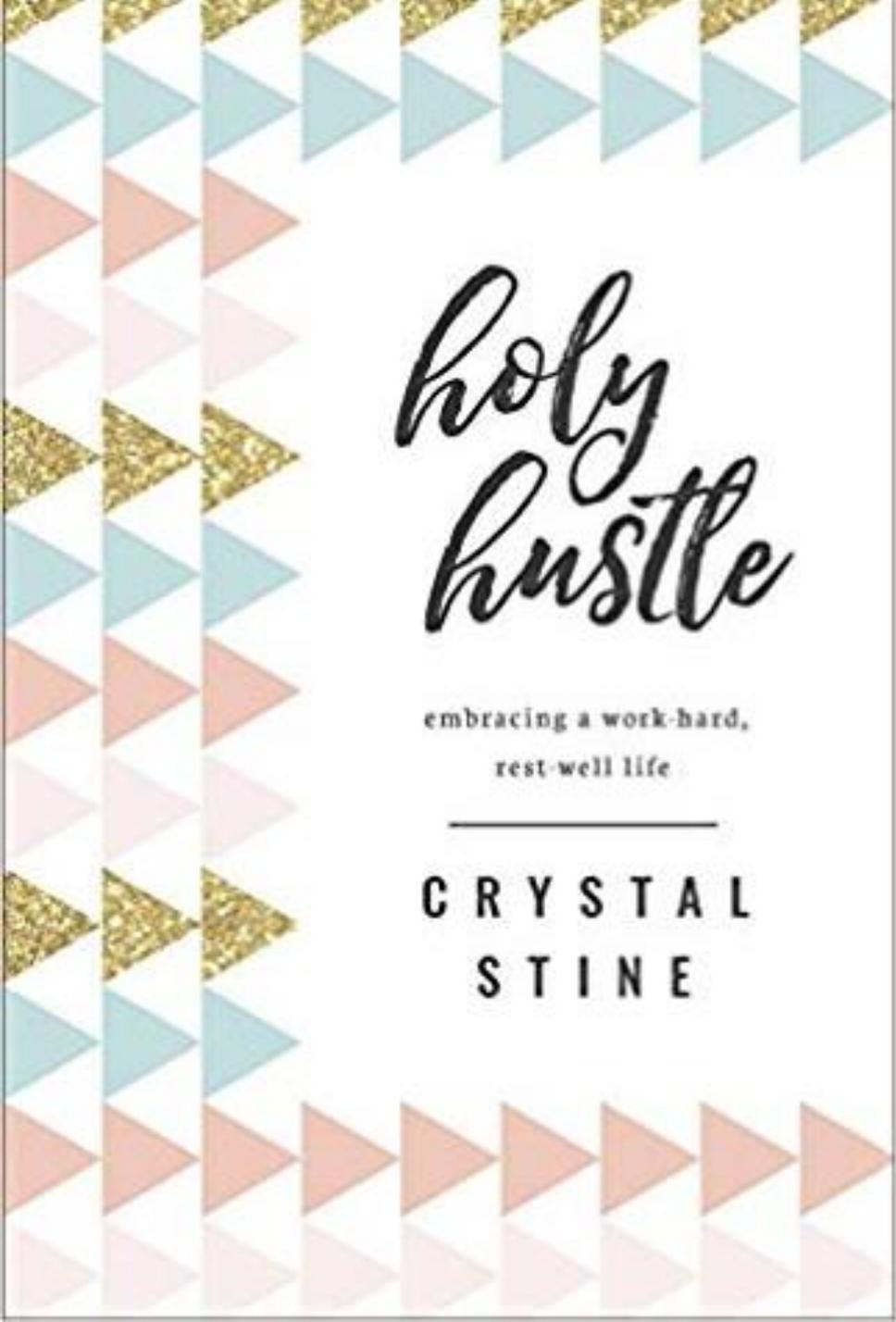
Thursday Dec 20, 2018

7pm CST

We're going to have a brilliant 2019!



WHAT NEXT?
Contests, Pitching,
Proposals and Indie
publishing options!



holy hustle

embracing a work-hard,
rest-well life

CRYSTAL
STINE

Holy Hustle, Bay-bee!

- **Work without Shame,
Rest without Guilt**

- Balance. It's what we long for in our lives as we hear shouts of "Work harder!" in one ear, and whispers to "rest more" in the other. What if God's plan for us isn't just one way or the other?

Enter the *holy hustle*.

Crystal Stine followed the path to success as she climbed the corporate ladder. Now she explores "hustle" in a new light as a self-employed, work-from-home mom. She invites you to join her in experiencing...

- *renewed peace* as you focus on serving, not striving
- *reawakened potential* as you ditch comparison and embrace community
- *redefined purpose* as you seek the roles God has for you
- You were created to work with enthusiasm for the right reasons—and you were also made with a need to rest. Discover the place where these two sides meet in a happy, holy hustle.

What you didn't
know about
publishing
& 10 Awkward
Questions!

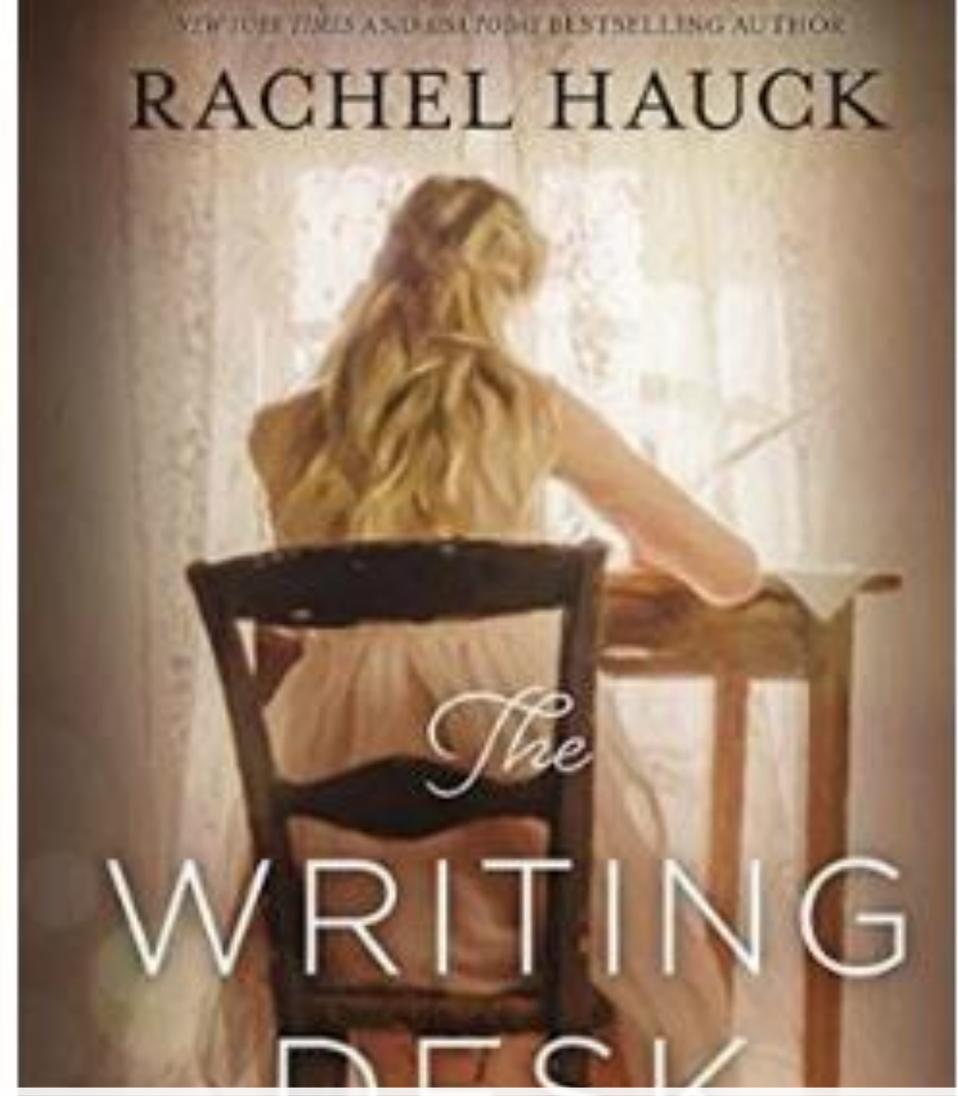




Indie Trends 2019



Launch...before
and after!



Writing Well with Rachel



Tech with
Tari -
Hacks for
your writing
gear!



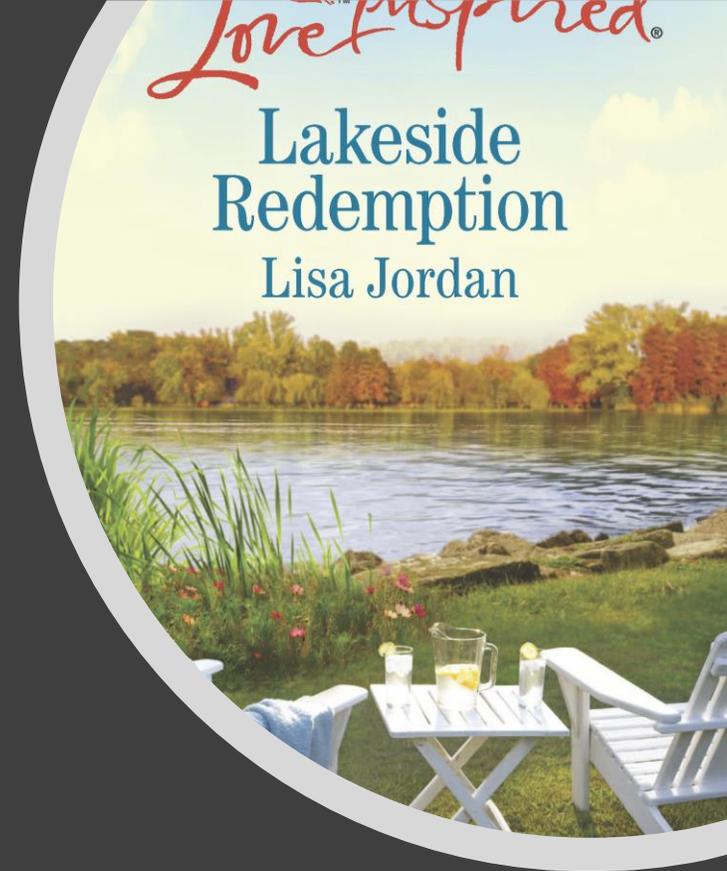
Advanced Enneagram

Character Sketches

SEQ-agramming

Plotting!





- ## Writing Life with Lisa

Writing to Inspire

5 Keys to building a career

Love inspired series (3 part)

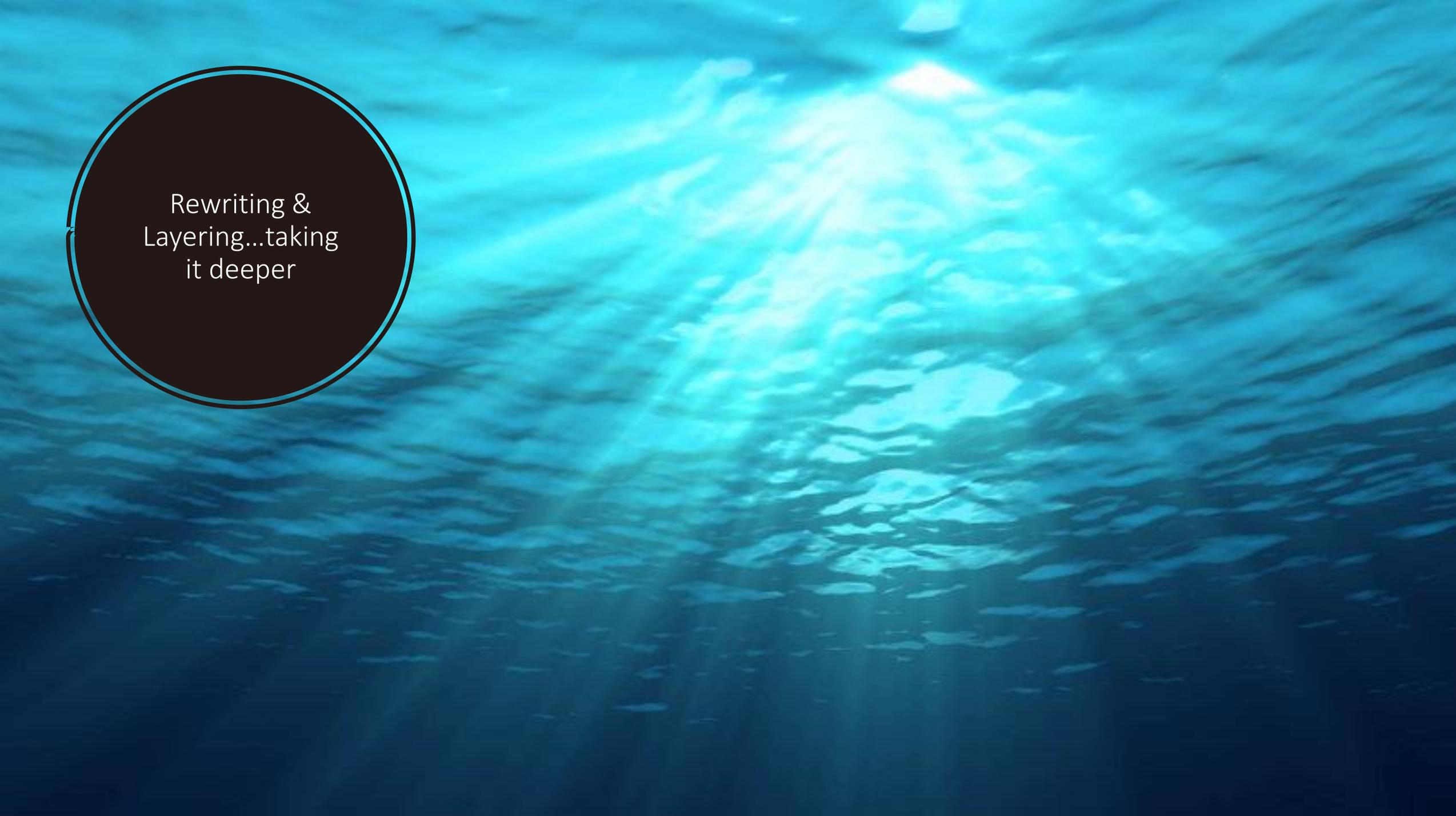
Plotting Puzzle

How do we SEQ?



NaNoWriMo Write With Me series

Hands on Workshops to get you ready for...and
help you during NaNoWriMo!

An underwater photograph showing sunlight filtering through the water surface, creating a shimmering effect. The water is a deep blue color, and the light rays are visible as bright, glowing paths. The overall atmosphere is serene and ethereal.

Rewriting &
Layering...taking
it deeper



What if I loved you?

The continuing Good to Great series!
Diving into ACT 2!



Ask Rachel!

Join us for an open Q & A with NYT Author Rachel Hauck! Every question is a good question!

HOT SEAT!

Let us help you
solve your
problems!

(Story, Career, Life?)



Indie Insider:
What's hot
for 2019?



Are you thinking of going indie? We'll talk about the updates, cool trends, niches and cool marketing ideas for 2019!

Thursday, January 24, 2019 7pm CST!

An open book is shown from a low angle, with its pages fanned out in a semi-circle. The pages are a warm, golden-brown color, suggesting age or being lit by warm light. The book is resting on a dark, textured surface. In the upper left corner, there is a black circular graphic with a white border containing white text.

Let's write
something
brilliant in
2019!