



You will be my witnesses  
in Jerusalem, and in all Judea  
and Samaria, and to the  
ends of the earth.”

Acts 1:8 NIV

Do you long to be His witness through the words you write? Do you have a completed or partially completed book manuscript? Or do you have an idea, but you don't know how to develop it or get it in print? Should you self-publish or seek a royalty publisher? What about POD or e-publishing?

Whether you're a beginning writer or have been writing for years, this seminar is designed to encourage and equip you to be His witness to your family and friends, community, nation, and to "the ends of the earth" through books, booklets, pamphlets, tracts, and other products.

*Marlene is a terrific speaker. Her content is well-informed, clear, positive, empowering. She knows the writing life, with all its ups and downs, and equips her hearers with new tools to improve their work and better reach their target audience.* Barbara Lerch, Associate Editor, P & R Publishing

### Register Today

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_(day) \_\_\_\_\_(night)

Email \_\_\_\_\_

- Beginner - have never submitted a manuscript to an editor
- Novice - some submissions but no sales, yet!
- Intermediate - published in magazines, working on a book
- Advanced - have published a book

Early Bird Registration postmarked by May 30 \$59

Regular Registration postmarked by June 17 \$69

After June 17 and at the door \$79

*Includes lunch & coffee breaks*

Make checks payable to Write His Answer Ministries

**Mail to:**

Write His Answer Ministries  
316 Blanchard Road  
Drexel Hill, PA 19026

Secure online registration with credit card at [www.writehisanswer.com](http://www.writehisanswer.com).

## Schedule

### Friday

7:00 Registration and browsing at book tables

7:15 Bible Study

7:30 Workshop 1 - *Hooking Your Readers from the Get-Go*

Whether you're writing fiction or nonfiction, you need to hook the editor in the first few paragraphs. Marlene will provide practical pointers and check-off lists and then read the first page of as many manuscripts as time permits. She will answer the question, "Will they read on?"

### Saturday

8:00 Registration and browsing at book table

8:30 Worship and Bible Study

9:00 Workshop 2 - *Laying a Solid Foundation for Your Book*

Do you have a book-length idea? Are you ready to write it? Will it meet a need? Is your idea sharply focused? How can you determine the best format for your idea? What about crossovers and trends?

10:00 Coffee Break & Fellowship

10:30 Workshop 3 - *Green-Light Marketing*

How to find potential publishers. Learn what the editor needs to present your book to committee and how to package your book proposal so that it will get a green light. Do you need an agent?

12:00 Lunch *(included in seminar cost)*

1:00 Workshop 4 - *Beginning in Jerusalem Through Self-Publishing*

Many successful authors have begun by self-publishing. Rather than an admission of defeat, it is an opportunity to be a good steward of the technology God has given us. Learn cautions, costs, and how-to's for publishing books, booklets, pamphlets, tracts, and other products. We'll talk through the entire process including design and typesetting, front and back covers, paper stock, printing, binding, and distribution as well as the pros and cons of POD and e-publishing.

2:30 Coffee Break & Fellowship

3:00 Workshop 5 - *Spreading the Word through Effective Promotion*

Learn what you can and need to do, and how to do it in a manner that honors the Lord as well as the importance of including a promotional plan with your book proposal.

4:15 Time of Commitment *(seminar ends at approx. 4:30)*

Save August 6-8, 2009

*Greater Philadelphia Christian Writers Conference*

**Theme: Write His Answer (Habakkuk 2:2)**

Faculty of 60 agents, editors, and authors. Inspiring general sessions, 46 workshops, 3 clinics, and 8 continuing sessions.

[www.writehisanswer.com/Philadelphia](http://www.writehisanswer.com/Philadelphia)

### *As a seminar participant you will:*

- ◆ Build a solid foundation for your book.
- ◆ Learn how to research the market and keep abreast of trends.
- ◆ Learn how to write a book proposal that will capture an editor's interest.
- ◆ Explore the ministry potential and how-to's of self-publishing.
- ◆ Learn how to effectively promote your published work.