

OPTIONAL INTENSIVES

Mark Coker

A Three-Part Intensive on ePublishing: Intro to Ebook Publishing; The 16 Secrets of Bestselling Ebook Authors; and How to Leverage Preorders to Hit the Bestseller Lists

Part 1: *An Introduction to Ebook Self-Publishing*. In this introductory, jargon-free primer to ebook self-publishing, Mark will cover everything authors need to know to self-publish an ebook, including the latest ebook market trends, a dive into the basics on ebook creation, publication, pricing and distribution, ISBNs, copyright and everything you need to know about piracy.

Part 2: *16 Secrets of the Bestselling Indie Ebook Authors*. Learn how to self-publish with pride and professionalism. Simple, yet important strategies will be covered to help make your book more accessible, more discoverable and more desirable to readers.

Part 3. *How to Hit the Bestseller List with Ebook Preorders*. Imagine if you could press a magic button that would make your next ebook release land higher in the bestseller charts. Now imagine no more. The magic button is real, and it's called the ebook preorder. In part three of his ebook publishing intensive, attendees will hear case study examples of how Smashwords authors have used preorders to hit the top of the charts, and leave with actionable information they can put to immediate use.

When: Friday, September 18. 1pm – 4pm

Where: Alaska Pacific University

Cost: \$45 AWG Members, \$60 Non-Members

Steven James

Story Trumps Structure: How to Write Unforgettable Fiction by Breaking the Rules

When you focus on what lies at the heart of story—tension, desire, crisis, escalation, struggle, discovery—rather than plot templates and formulas, you'll begin to break out of the box and write fiction that resonates with your readers. This workshop is filled with practical insights, dozens of ways to fix plot flaws, time-tested writing secrets and easy-to-implement ideas.

When: Friday, September 18. 1pm – 4pm

Where: Alaska Pacific University, Carr Gottstein Building

Cost: \$45 AWG Members, \$60 Non-Members



Danielle Smith

Picture Book Intensive: Details coming soon

When: Friday, September 18. 9am – 12pm

Where: Alaska Pacific University, Carr Gottstein Building

Cost: \$45 SCBWI Members, \$60 Non-Members

Middle Grade/Young Adult Intensive: Details coming soon

When: Friday, September 18. 1pm – 4pm

Where: Alaska Pacific University, Carr Gottstein Building

Cost: \$45 SCBWI Members, \$60 Non-Members

Illustrators Intensive: Details coming soon

When: Sunday, September 20. Time TBA

Where: Crowne Plaza Hotel

Cost: \$45 SCBWI Members, \$60 Non-Members

