



# WEST COAST CHRISTIAN WRITERS FALL WRITERS CONFERENCE

OCTOBER 8-10, 2020



HELEN LEE  
InterVarsity Press



RICK HAMLIN  
Guideposts Magazine



LINDSAY FRANKLIN  
YA Fantasy Novelist



PATRICIA RAYBON  
Bestselling Author



LAURA CHRISTIANSON  
Website & Brand Specialist



GINNY YTTRUP  
Award-winning Novelist



GRACE FOX  
Author & International Speaker



BOB HOSTETLER  
Literary Agent & Author



MARCI SEITHER  
Creative Storyteller



CHRIS MORRIS  
Author & Financial Expert



SUSY FLORY  
Bestselling Memoirist



JON DRURY  
Pastor & Author



TOSCA LEE  
NYT Bestselling Author



KATHI LIPP  
Bestselling Author & Speaker



RACHELLE GARDNER  
Literary Agent

UNCOVER THE NEXT STEP ON YOUR WRITING JOURNEY  
& FIND THE COURAGE TO TAKE IT!



**W**elcome to the *2020 Online Conference*, a three-day event hosted by West Coast Christian Writers (WCCW). During this time of isolation and uncertainty, we writers have been gifted with words that offer comfort, courage, and faith to an anxious world.

*I'm thankful* that God gave the WCCW Board the foresight to begin to plan an online writers conference months before the pandemic began.

*Our prayer* is for you to be inspired, to be equipped, and to discover what the next steps might be for you. We also hope you'll come away with a stronger sense of being a part of the writing community.

*Questions?* Feel free to post questions or comments in the Online Conference private Facebook group here: <https://www.facebook.com/groups/wccwoctober2020>. You can also send an email to [westcoastchristianwriters@gmail.com](mailto:westcoastchristianwriters@gmail.com) or give us a call at 800-660-0747. We're here to serve you!

**Laura Christianson**  
**WCCW Fall Online Conference Director**

P.S. If you're on social media, consider posting during the conference. It's easy—just send out on-the-spot thoughts. Tag your posts with #wccwonlineconference. It's a fun way to connect..

# Important Info

## PRAYER TEAM

WCCW cares about you and as a faculty and leadership team, we are praying for you. During the conference, if you have a prayer need please send us a note via email: [westcoastchristianwriters@gmail.com](mailto:westcoastchristianwriters@gmail.com). Our prayer coordinator, Jeanette Hanscome, and her prayer team, will pray for your specific request.

## BOOKSTORE

Browse the conference online bookstore for new releases by our faculty and leadership team, plus recommended writing books and the current Christian Writers Market Guide. Your books will be shipped right to your home! Find the bookstore on the WCCW website or use this link: [:https://bookshop.org/shop/wccw](https://bookshop.org/shop/wccw)

## LUNCH CHATS

During the three days of the conference, we'll be hosting Lunch Chats on Zoom (a video chatroom). Look at the schedule for host and link. These meetups will be casual and fun, and feel free to bring your lunch to the meeup!

## GAME BREAKS WITH MARCI SEITHER (our very own Mary Poppins!)

Marci Seither will be hosting morning game breaks on Thursday, Friday & Saturday mornings. Be sure to check the schedule for more info! (We hear there are PRIZES involved!)

## THE ROOM WHERE IT HAPPENS - BE SURE TO JOIN THE CONFERENCE'S PRIVATE FACEBOOK GROUP!

Don't miss the fun, interaction and information in the private Facebook group, created just for this conference. This is the room where it happens! (Remember Hamilton?) The group opens up Monday, October 5, and will be open through the conference. Head there first thing in the mornings, Oct 8, 9 and 10, for morning welcome and devotions via Facebook Live (a live video in the group itself). Check the schedule for more info. You can join the group here: <https://www.facebook.com/groups/wccwoctober2020>

## WORKSHOP VIDEO RECORDINGS

Workshop recordings will be available for you to watch for a few months, BUT we highly recommend you watch them during the conference itself so you can join the discussion or ask questions in the Facebook group itself. We can't wait to hang out with you there!

## FACULTY BIOS

For more about our amazing online conference faculty, please visit our website here: <https://westcoastchristianwriters.com/online-conference/>



*"By no means do I count myself an expert in all of this,  
but I've got my eye on the goal,  
where God is beckoning us onward—to Jesus.  
I'm off and running, and I'm not turning back."  
(Philippians 3:12-14 MSG)*



# PRE - CONFERENCE SCHEDULE

## OCT 5 - 7

### Private Facebook Group Opens Oct 5!

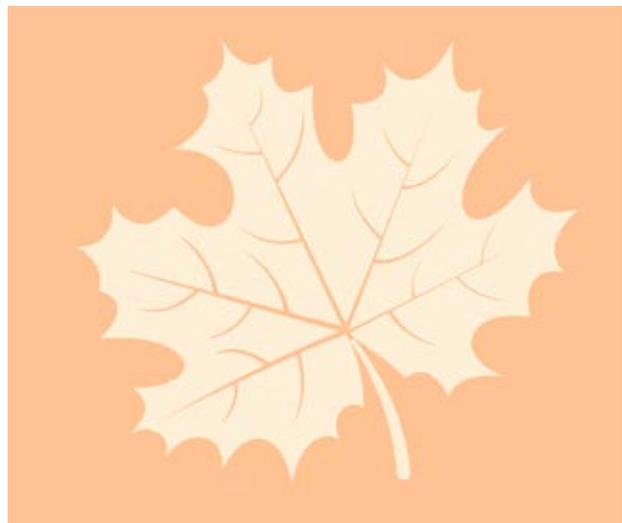
*The Private Facebook Group for the conference will be open and active from October 5-16, 2020.*  
You can join here: <https://www.facebook.com/groups/wccwoctober2020>

*Your Facebook Group Hosts during the pre-conference period* will be Chris Moss and Jeanette Hanscome. Others from the WCCW leadership team and faculty will drop in from time to time.

### Conference Orientation at 10 am (PST) on Wednesday, Oct 7

*Are you new to writers conferences? Or haven't been in a while? Or...are you wondering how an online conference works?* Jeanette Hanscome and Susy Flory will be hosting a pre-conference orientation on Wed, Oct 7, at 10 am Pacific (2 pm Eastern).

*Why Orientation?* Learn how to get the most out of an online writers conference, what the purpose of a writers conference is, what to expect, and how writers conferences have helped us! Questions welcome! (NOTE: If you can't make it to orientation, this session will be recorded and posted in the Facebook group.)



# CONFERENCE Day 1

## Thursday, Oct 8



**Your Facebook Group Hosts for today are:** Jeanette Hanscome, Debbie Warren, Sarah Sundin. In between workshops, feel free to hang out in the Facebook group and chat with others!

**EARLY:** You will receive an email with the day's schedule and Day 1 links to the video workshops and other activities. (If you don't receive this email, please let us know by emailing us at [onlinewritersconference@gmail.com](mailto:onlinewritersconference@gmail.com).)

### **8:30 AM (all times are Pacific)**

Conference Opening, with a Greeting by Director Laura Christianson  
Devotion by Grace Fox

**Location:** CONFERENCE FACEBOOK GROUP: <https://www.facebook.com/groups/wccwoctober2020>

### **10 - 10:30 AM**

Mid-morning game break with Marci Seither. Today is Writer Bingo! See Bingo card and information later in this program.

**Location:** ZOOM video room at <https://us02web.zoom.us/j/7549931518>

### **12 - 1 PM**

Lunch chat with host, Susy Flory. Bring your own lunch and enjoy a friendly, casual lunch table experience!

**Location:** ZOOM video room at <https://us02web.zoom.us/j/7549931518>

## **WORKSHOP LIST FOR DAY 1 - Thursday Oct 8**

**(find links to these workshops in your email)**

### ***LIFE OF THE WRITER***

#### ***Writing for God, Not Google***

#### ***Patricia Raybon***

Chasing author fame and glory, best-selling, award-winning author, Patricia Raybon, finally found professional peace and purpose by seeking to write “with God, not for Google.” But what does that mean? During this workshop, Patricia will share an approach that will light a fire under your writing and speaking ministry and will help you level-up your impact and reach among your professional and personal connections. Learn how to bear fruit for God – with God.

### ***WRITING STRATEGY***

#### ***Brainstorming Banana Peels***

#### ***Marci Seither***

Writers, speakers, and bloggers will discover how brainstorming can bring valuable breakthroughs to your writing journey. Whether it is digging deeper to understand your audience's felt needs, catching a vision for marketing outside the box, or discovering untapped themes, this workshop will revolutionize the way you think. (What does brainstorming have to do with banana peels? That is something we are going to have fun with in this workshop.)

## **GENRE WRITING**

### ***Writing Dynamic Devotions***

**Grace Fox**

Effective devotionals change readers' lives. In just a few powerful words, they show how God's Word is relevant. This workshop will teach you where to find ideas, how to craft a devotional that spans cultures, and how to edit your work so your message brings hope and inspires transformation.

## **THE BUSINESS OF WRITING**

### ***Rooted Marketing***

**Kathi Lipp**

Does marketing your book feel like the necessary evil that comes after writing what you love? What if developing your marketing plan could be as rewarding and fulfilling as writing your book? In this freeing workshop, Kathi shares the concept of Rooted Marketing, a guide to create your marketing plan while you're writing your book.

You will learn:

- Why marketing is your most creative endeavor
- How to love on your readers through the act of marketing
- Why you will develop fans for life by marketing with love



# **CONFERENCE Day 2**

## **Friday, Oct 9**

***Your Facebook Group Hosts for today are:*** Jan Kern, Cathy Elliott, Debbie Warren. In between workshops, feel free to hang out in the Facebook group and chat with others!

**EARLY:** You will receive an email with the day's schedule and Day 2 links to the video workshops and other activities. (If you don't receive this email, please let us know by emailing us at [onlinewritersconference@gmail.com](mailto:onlinewritersconference@gmail.com).)

### **8:30 AM (all times are Pacific)**

Morning Greeting & Devotion by Jan Kern

**Location:** CONFERENCE FACEBOOK GROUP: <https://www.facebook.com/groups/wccwoctober2020>

### **10 - 10:30 AM**

Mid-morning game break with Marci Seither. Today is Writer Trivia! See Trivia Quiz and information later in this program.

**Location:** ZOOM video room at <https://us02web.zoom.us/j/7549931518>

### **12 - 1 PM**

Lunch chat with host, Penny Childers. Bring your own lunch and enjoy a friendly, casual lunch table experience!

**Location:** ZOOM video room at <https://us02web.zoom.us/j/7549931518>

# WORKSHOP LIST FOR DAY 2 - Friday Oct 9

(find links to these workshops in your email)

## WRITING STRATEGY

### *Map Out Your Book: Your Secret Weapon for Story Structure*

*Susy Flory*

Like riding a train to a destination, readers want to feel like they're going somewhere when they read your book. A great book requires a thought-out plan or "story structure," as well as a structure or plan behind each chapter. In this workshop, Susy leads you step-by-step through the process of understanding story structure and how to create a captivating one for a book or story the reader can't put down.

## GENRE WRITING

### *Hooked! How to Craft an Engaging Fiction Hook*

*Ginny L. Yttrup*

When considering the myriad elements included in a novel—plot, protagonist, point-of-view, to name a few—one the most important elements is the hook. What's so important about the hook? In mapping your novel, the hook is what entices your reader to experience the journey with you.

In this workshop, Ginny will lead you through crafting a strong fiction hook: where to place it in the story, how to create it in a way that's sure to engage readers, and how to use the hook when marketing the completed novel.

## THE BUSINESS OF WRITING

### *Tax Tips for Authors*

*Chris Morris*

As a writer or an entrepreneur, you probably don't get excited about taxes or accounting. In fact, you might be stressed out just reading about it . . . but you don't have to be. This workshop will cover the following topics:

- What you can and cannot write off
- When it makes sense to hire a CPA
- How to handle quarterly taxes, or if you should at all
- Why you might be flagged for an audit, and how to avoid it

### *'Less is More' Website Makeover*

*Laura Christianson*

Clutter. The enemy of your website. Yet many author websites are plagued with lengthy blocks of text, postage stamp-sized images, and a confusing array of widgets. Laura will show you how to perform a header-to-footer self-audit of your website, so you can identify problem areas and bust that clutter. The result? A website that powerfully promotes your life-transforming message.





# CONFERENCE Day 3

## Saturday, Oct 10

**Your Facebook Group Hosts for today are:** Christy Hoss, Sarah Sundin, Marci Seither. In between workshops, feel free to hang out in the Facebook group and chat with others!

**EARLY:** If you purchased the PREMIUM Pass, you will receive an email with the day's schedule and Day 3 links to the video workshops and other activities. (If you don't receive this email, please let us know by emailing us at [onlinewritersconference@gmail.com](mailto:onlinewritersconference@gmail.com).)

### 8:30 AM (all times are Pacific)

Morning Greeting & Devotion by Sarah Sundin

**Location:** CONFERENCE FACEBOOK GROUP: <https://www.facebook.com/groups/wccwoctober2020>

### 10 - 10:30 AM

Mid-morning game break with Marci Seither. Today is a surprise game!

**Location:** ZOOM video room at <https://us02web.zoom.us/j/7549931518>

### 12 - 1 PM

Lunch chat with host, Sarah Sundin. Bring your own lunch and enjoy a friendly, casual lunch table experience!

**Location:** ZOOM video room at <https://us02web.zoom.us/j/7549931518>

### 3 PM

Writing Contest Awards with Mike Lynch, Contest Director

**Location:** CONFERENCE FACEBOOK GROUP: <https://www.facebook.com/groups/wccwoctober2020>

### 4 PM

"Around the Firepit" Debrief

This casual get-together on Zoom is open to anyone who wants to chat about the conference, ask questions about anything related to writing or publishing, or go through a quick goal setting and "Next Steps" process. Your host is Susy Flory.

**Location:** ZOOM video room at <https://us02web.zoom.us/j/7549931518>

## WORKSHOP LIST FOR DAY 3 - Saturday, Oct 10

**(Premium Passholders will get exclusive access to this bonus day of the conference. Links to these workshops will be in your email)**

### *LIFE OF THE WRITER*

*Serving and Engaging Diverse Audiences*

*Helen Lee*

Diversity matters for social good and is part of God's intention for his church. In this session, you'll learn about the importance of inclusion from a variety of perspectives. You'll walk away with fresh ideas for serving and engaging multiethnic audiences. Helen will explain how writers and publishers who support

diverse Christian authors and books are seeing effective audience engagement that proves diversity not only matters for spiritual good but also makes good business sense.

## **AGENT & EDITOR INTERVIEWS**

### ***The Most Important Question a Writer Should Ask***

***Rick Hamlin***

“Readers are very selfish about their time,” says Rick Hamlin, Executive Editor of Guideposts magazine. So how do you hook a reader? In this interview, Rick shares what readers look for when they’re reading, and how writers can use storytelling to capture “the least likely reader.”

### ***Developing a Business Mindset***

***Rachelle Gardner***

Literary agents are on the lookout for authors who demonstrate a business mindset, says Rachelle Gardner, an agent with Books & Such Literary Management. During this interview, Rachelle unpacks what it means to have a “business mindset,” and she also explains:

- How to find an agent who’s a good fit
- Whether to re-submit a re-worked manuscript after an agent turns it down
- Why authors should never pay an agent directly
- How to cordially part ways when the agent-author relationship isn’t a good fit
- How agents help their author clients stay focused and productive

### ***Publishing Potholes... And How an Agent Can Help You Avoid Them***

***Bob Hostetler***

Writers can easily stumble into a publishing pothole when they focus on what’s immediately in front of them instead of looking at the big picture. In this interview, Bob will help you avoid potholes by sharing “big picture” publishing industry trends and guiding you through how to set realistic expectations and timelines for your writing projects.

## **EMERGING WRITER INTERVIEWS**

### ***Post-Retirement Publishing***

***Jon Drury***

Passionate about equipping and launching new writers, Jon shares how he fulfilled his dream of writing for publication after retiring from his pastoral career. Jon started by publishing small pieces. Article writing led him to self-publishing books, and then into making audiobooks. It’s never too late to begin your publishing journey!

### ***Why I Chose Traditional Publication Instead of Indie***

***Lindsay A. Franklin***

While Lindsay’s ultimate goal is to be a hybrid author – having books published by both traditional, royalty-paying publishers while also indie-publishing other books – she opted to start with traditional publishing. Lindsay will explain the reasons behind her choice, and she’ll reveal how she found an agent, how she met her publisher, and what she did to develop her writing career during the years of submission/rejection/resubmission.

# Writer BINGO


# WRITER BINGO

## Words

***Playing Writer Bingo: Choose any 25 words from the list below. Write 1 of your words in each of the boxes on your printed Writer Bingo page. When it's time to play, listen for your choices and mark them off. The first player to get 5 in a row, wins!***

Pen      Story board      Social media      Deadline      Setting

Devotional      Mentor      Agent      Best-seller      Website

Editor      Book cover      Word count      Contract      Platform

Final draft      Story      Author      Manuscript      Pitch

Creative      New release      Inspiration      Bookstore

YA      Launch party      Book      Publish      Fiction

Nonfiction      Memoir      Writers conference      Children's book

Critique group      Blog      Brainstorm      Typewriter

Laptop      Plot      Craft      Pages      Rewrite      The End

# WRITER TRIVIA

## Game

1. Our WCCW director, Susy Flory, has co-written two New York Times Bestsellers. Name one. Bonus point if you can name both.
2. Which WCCW board member just won an ACFW Carol Award for Historical Romance? Bonus point if you also know her title.
3. Back in the days of snail mail submissions, authors were required to include this if they wanted their manuscript returned, and sometimes even for a reply.
4. What food item do we put on “the wall” at conferences?
5. Which literary agent do members of the WCCW board call our conference’s “godmother”?
6. What statue provides many photo ops at Crosswinds Church at our in-person conferences? Bonus for the correct color.
7. This year at Lit Masterclass 2020, we featured a video game character in our graphics. What is that character’s name?
8. Which Christian fiction title is based on the book of Hosea and has been translated into over 30 languages?
9. Which bestselling author of more than 50 books had his first manuscript rejected by 14 publishers?
10. The first West Coast Christian Writers Conference took place in which year?
11. The West Coast Christian Writers Conference grew out of another conference that took place at Redwood Chapel in Castro Valley. Name the conference. Bonus point if you can name the original director.
12. At our in-person conferences, we have the best, funniest emcee! What is her name?
13. Earn one point for each WCCW keynoter (from the main conference or Lit) that you can name.
14. At Lit 2020, we did our first fundraiser, to buy books for a school in which country?
15. Many writers consider it a rite of passage to be rejected by which well-known literary agent?

# Level Up ~ WCCW

C G G B P D O I Q N T W I T T E R L Q Q  
H A T X X E P W A R T I C L E H Y D N P  
I E N B L F N O N F I C T I O N O Y W T  
L D I C T I O N A R Y C U P P U Z V E B  
D I M E M O I R C I Z H K K V A G E N T  
R T J M I G L C O N F E R E N C E S Q K  
E W D M A R K E T I N G P H O K J J U V  
N R N H M E N T O R S H I P T U U L E G  
E C O E M W G F U C P C B Y B V O W R R  
K N Z U D P J F R E E L A N C E M O Y E  
F M C W G L U W E B S I T E W I M P Z S  
I S G O G H L B O S P E C U L A T I V E  
C P T B U M D C L A N E C U G A G D B A  
T E A L G R G R O I V F A C E B O O K R  
I A U O J S A G A N S Z J W U W O C G C  
O K T G D Z K G R F T H P O D C A S T H  
N I H Y H G V K E U T R I K O E Z F F K  
C N O L K J S C R I P T A N C X P T M I  
R G R K A O Y J D V E K D C G J Z P P A  
S P E L L I N G H J T K S C T T X O F D

speculative

conferences

mentorship

rough draft

nonfiction

publishing

marketing

encourage

Facebook

contract

research

speaking

dictionary

freelance

website

spelling

podcast

twitter

article

script

memoir

agent

children

fiction

author

query

blog

edit

*A party without cake*  
IS JUST A MEETING.

*Julia Childs*



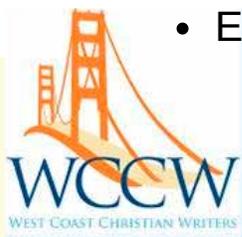
## Chocolate Cake in a CUP!

### INGREDIENTS:

- 3 Tbs. all-purpose flour
- 3 Tbs. sugar
- 2 Tbs. cocoa powder
- 1/2 tsp. cinnamon
- 1/4 tsp. baking powder
- pinch of salt
- 3 Tbs. milk
- 3 Tbs. vegetable oil
- splash of vanilla

### INSTRUCTIONS:

- In a 12 oz. microwaveable safe mug combine dry ingredients and mix together.
- Stir in milk, oil, and vanilla until blended.
- Add chocolate chips.
- Microwave on high for 90 seconds. YEP, you heard that right! Do not overcook or it will be dry.
- Eat right out of cup.



Let's get this party started!



**Save the Date!**



***FEBRUARY WRITERS  
MEGA-CONFERENCE  
FEB 25-27, 2021***

West Coast Christian Writers  
is planning a Writers Mega-Conference for February!

While this annual conference is usually an in-person conference,  
this upcoming year -- for 2021 -- it will be online.

***The 2021 WCCW Mega Conference will feature:***

- Inspirational Keynote Speakers
- 60 (!) cutting-edge workshops
- Themed Circle Small Groups & Round Tables
- Appointment System for Agent, Editor, & Professional Authors
- Writing Contest for the Goldie Awards
- More Games & Community Connection Fun!

***Watch your email for info on the upcoming  
Cyber Monday Flash Sale!***