



Premium Passholders, Welcome to Your Exclusive Access to Day 3!

We have a treat for you today! Because you are a **Premium** passholder, you get a **BONUS** third day of the conference.

Today is **Publishing Trends** day, and we're featuring workshops and interviews with four publishing industry pros: **Helen Lee, Rick Hamlin, Rachelle Gardner, and Bob Hostetler.**

Plus, you'll get entertaining and informative interviews with two amazing **Emerging Writers** (writers who are making a big splash in Christian publishing): **Jon Drury** and **Lindsay A. Franklin.**

Below is all the information you need to make this final day of your conference a success.

Laura Christianson and the Online Conference planning team

Join Us in the Conference Facebook Group!



Pop into the Conference Facebook group often to connect with other writers and conference faculty.

Today at 3:00 p.m., we'll be announcing the winners of our **writing contest.**

Don't Miss Today's Events in the Facebook Group

- **8:30 a.m.** (Pacific time) - [MORNING GREETING AND DEVOTION](#) with **Sarah Sundin.** This Facebook Live will be **recorded**, so if you're unable to attend live, you can watch the replay in the Facebook group.
- **8:35 a.m. - 3:00 p.m.** - Pop into the group often! Your hosts today are **Christy Hoss, Sarah Sundin, and Marci Seither.**
- **3:00 p.m.** (Pacific time) - [WRITING CONTEST AWARDS PRESENTATION](#), with **Mike Lynch.**

Join Us on Zoom!



Connect on Zoom Today for these Events

- **12:00 - 1:00 p.m.** (Pacific time) - [LUNCHTIME MEET-UP](#) with Sarah Sundin (bring your own lunch)
- **4:00 p.m.** (Pacific time) - ["Around the Firepit" CONFERENCE DEBRIEF](#) with the WCCW Team

Today's Workshops & Interviews

Click "Watch Now" links to view each workshop at your convenience. As a Premium passholder, you have access to ALL conference workshops through February 25, 2021.

Life of the Writer



Helen Lee

Serving and Engaging Diverse Audiences

You'll walk away from this session 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. Length: 36:40



[Download Outline: Serving & Engaging Diverse Audiences](#)

Interview



Rick Hamlin

The Most Important Question a Writer Should Ask

"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." Length: 34:54



Interview



Rachelle Gardner

Developing a Business Mindset

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." Length: 39:14



Interview



Bob Hostetler

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

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. Length: 46:57



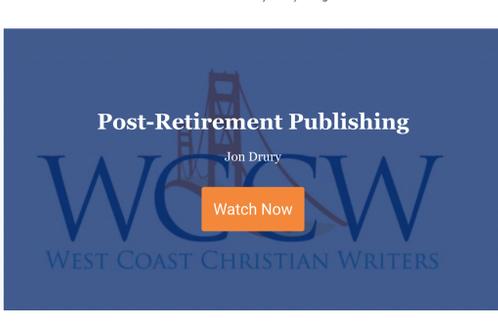
Emerging Writer Interview



Jon Drury

Post-Retirement Publishing

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! Length: 32:50



Emerging Writer Interview



Lindsay A. Franklin

Why I Chose Traditional Publication Instead of Indie

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. Length: 41:59



West Coast Christian Writers
1750 Prairie City Road, Suite 130, #689, Folsom
California 95630 United States
Phone: (800) 660-0747
Email: westcoastchristianwriters@gmail.com

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