



Welcome to Day 2 of the WCCW Online Conference!

We're back for another day of learning and laughter! Today, you'll get practical advice and actionable tips from **Susy Flory**, **Ginny L. Yttrup**, **Chris Morris**, and **Laura Christianson**.

(If you registered for a **Premium** pass, you'll get six more presentations from six additional faculty tomorrow).

If you haven't already done so, please join our **conference Facebook group**, which will be staffed from 8:30 a.m. - 4 p.m. Pacific time. It is *the* place to discuss today's workshops.

Today's **game break** on Zoom features writer **TRIVIA**. There will be **prizes!**

Be sure to attend today's **lunchtime meet-up** on Zoom.

Below, you'll find all the information and links you need to make Day #2 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 throughout the day to connect with other writers and conference faculty.

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

- **8:30 a.m.** (Pacific time) - **MORNING DEVOTIONS** with WCCW board member, Jan Kern. 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. - 4:00 p.m.** - Visit the group anytime! Your group hosts today are **Jan Kern**, **Cathy Elliott**, and **Debbie Jones Warren**.

Join Us on Zoom!



Connect on Zoom Today for these Events

10:00 a.m. (Pacific time) - **MID-MORNING GAME BREAK** with Marci Seither, featuring **Writer Trivia** (with prizes!)

- [Download Writer Trivia Questions](#)

12:00 - 1:00 p.m. (Pacific time) - **LUNCHTIME MEET-UP** with host, Penny Childers (bring your own lunch).

Today's Workshops

Click "**Watch Now**" links to view each workshop at your convenience.

Writing Strategy



Susy Flory

Map Out Your Book: Your Secret Weapon for Story Structure

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. **Length: 37:27**



[Download Workbook: Map Out Your Book](#)

[Free Gift from Susy Flory: "Types of Memoir" Flowchart](#)

Genre Writing



Ginny L. Yttrup

Hooked! How to Craft an Engaging Fiction Hook

On the map of your novel, the **hook** is what entices your reader to experience the journey with you. Ginny leads 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. **Length: 31:14**



[Download Outline: Hooked!](#)

[Free Gift from Ginny L. Yttrup: "Hooked" workbook to help you craft your own fiction hooks](#)

The Business of Writing



Chris Morris

Tax Tips for Authors

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, and why you might be flagged for an audit, and how to avoid it. **Length: 41:30**



[Download Outline: Tax Tips for Writers](#)

[Free ebook from Chris Morris: 5 Mistakes Authors Make That Impact Their Taxes](#)

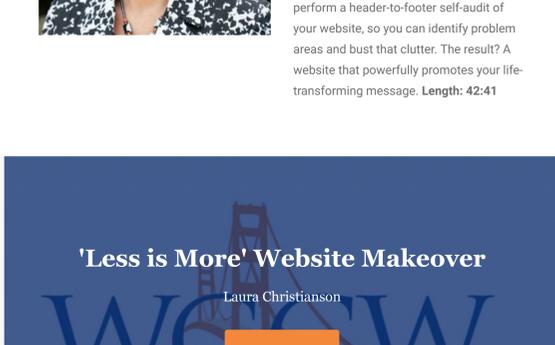
The Business of Writing



Laura Christianson

'Less is More' Website Makeover

Clutter. The enemy of your website. Yet many authors blocks of text, postage stamped 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. **Length: 42:41**



[Download Outline & Resources: 'Less is More' Website Makeover](#)

[Free Video Course from Laura Christianson - Email Marketing for Writers: 7 Days to Launch Your List](#)

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