

*Authors and Aspiring Authors Growing Together*

# THE EMPOWERED WRITERS ACADEMY



WWW.TANDEMLIGHTPRESS.COM | 678.805.7715 | ACADEMY@TANDEMLIGHTPRESS.COM

## AN INFORMED WRITER IS AN EMPOWERED WRITER

The Empowered Writers Academy is a platform that enables authors and aspiring authors to indulge in the craft of writing, to learn the nuts and bolts of the publishing industry, and to network with others in the field. Through a series of one-day classes and seminars, participants have the opportunity to develop skills that range from bringing a book idea to life, to writing query letters, to starting a publishing company. Every writer has a unique purpose and path. The Empowered Writers Academy is designed to help writers determine the path that is most fitting for his or her personal goals.

### QUICK FACTS

- Weekend classes offered on Mercer University's Atlanta campus
- Classes offered twice monthly from January through September 2014
- Participants not in the Atlanta area may attend free workshops via live webinar
- Select between free two-hour classes or \$75 full-day seminars
- Register anytime online at  
[http://www.tandemlightpress.com/empowered\\_writers\\_academy.html](http://www.tandemlightpress.com/empowered_writers_academy.html)

**REGISTER TODAY AT:**

**WWW.TANDEMLIGHTPRESS.COM**

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**CLASSES OFFERED**

Two-Hour Classes:

Write That Book This Year!

Act Like a Writer, Think Like an Entrepreneur I: The Business Side of Authorship

Real Authors of Atlanta: Discussions with Successful Authors

Expose Yourself: Marketing and Public Relations Skills for Your Back Pocket

10 Ways to Make Money Outside of Book Sales

Your Mom is Not Your Editor - Execute a Sound Editing Plan for Your Manuscript

5 Essential Rules of Scholarly Writing and Publication

The Front and Back Matters: Writing Your Book Cover Material

Motivational Speaking for the Inspirational Author

Full-Day Seminars:

No More Collecting Dust: From Great Book Ideas to Publication

Act Like a Writer, Think Like an Entrepreneur II: Develop Your Book Launch Plan

Write That Book This Year Intensive

Technology Challenge 1: Design Your Own Printed Material

Technology Challenge 2: Design Your Own Author Website and Social Media Pages

Technology Challenge 3: Produce Your Own Book Trailer

Write Your Life: How to Tell Your Testimony in Writing

Publishing Options 101: Need to Know Info About the Industry

Speaking, Writing, Consulting: Build An Enterprise Around Your Books

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### SCHEDULE AT A GLANCE

Course Number	Course Name	Cost	Date Offered
EWA01	Write That Book this Year!	Free	January 4
EWA02	No More Collecting Dust: From Great Book Ideas to Publication	\$75	January 13
EWA03	Act Like a Writer, Think Like an Entrepreneur I: The Business Side of Authorship	Free	February 1
EWA04	Act Like a Writer, Think Like an Entrepreneur II: Develop Your Book Launch Plan	\$75	February 15
EWA05	Real Authors of Atlanta: Discussions With Successful Authors	Free	March 8
EWA06	Write that Book This Year Intensive	\$75	March 22
EWA07	Expose Yourself: Marketing and Public Relations Skills for Your Back Pocket	Free	April 5
EWA08	Technology Challenge 1: Design Your Own Printed Material	\$75	April 19
EWA09	10 Ways to Make Money Outside of Book Sales	Free	May 3
EWA10	Technology Challenge 2: Design Your Own Author Website and Social Media Pages	\$75	May 17
EWA11	Your Mom is Not Your Editor: Execute a Sound Editing Plan for Your Manuscript	Free	June 7
EWA12	Technology Challenge 3: Produce Your Own Book Trailer	\$75	June 21
EWA13	5 Essential Rules of Scholarly Writing and Publication	Free	July 12
EWA14	Write Your Life: How to Tell Your Testimony in Writing	\$75	July 26
EWA15	The Front and Back Matters: Writing Your Book Cover Material	Free	August 9
EWA16	Publishing Options 101: Need to Know Info About the Industry	\$75	August 23
EWA17	Motivational Speaking for the Inspirational Author	Free	September 13
EWA18	Writing, Speaking, Consulting: Build An Enterprise	\$75	September 27

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CLASS SCHEDULE & DESCRIPTIONS

January 2014

Saturday, January 4 10:00am - noon Free #EWA 01

Write That Book This Year!

Sometimes, the hardest thing about writing a book is just getting started. This class will cover essentials, including: organizing yourself, finding balance, staying disciplined, turning an idea into a book, writing techniques, developing a game plan. Bring those notebooks and thoughts together and make it happen in 2014.

Saturday, January 18 9:00am - 3:00pm \$75 #EWA 02

No More Collecting Dust: From Great Book Ideas to Publication

So you have a book idea? Writing a book and publishing is a process that involves much more than writers realize. This full-day seminar covers public speaking, writing tools and techniques, exploring your mission and purpose as a writer, networking, thinking like an entrepreneur, understanding the industry, and latest technological developments (eBooks, book apps, etc.).

February 2014

Saturday, February 1 10:00am - noon Free #EWA 03

Act Like a Writer, Think Like an Entrepreneur I: The Business Side of Authorship

Are you a business savvy artist or a starving artist? Writing may be a passion, but there's a business behind getting your work published, promoted and sold. Whether you are self-publishing or publishing traditionally, it is essential that you understand that you are operating a business. This class covers the business essentials of success.

Saturday, February 15 9:00am - 3:00pm \$75 #EWA 04

Act Like a Writer, Think Like an Entrepreneur II: Develop Your Book Launch Plan

Writing may be a passion, but there's a business behind the big launch of your book. The first three months of releasing your book are the most important. Creating a buzz with events and appearances to celebrate and promote the release can make for a successful launch. This class covers: writing up a book launch plan, securing funds, building partnerships, networking, and keeping the momentum going.

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March 2014

Saturday, March 8      10:00am - noon      Free      #EWA 05

Real Authors of Atlanta: Discussions with Successful Authors

Interact with local successful authors. Learn about their writing process and how they approached publishing their work, as well as challenges, tips and successes. This class includes a panel discussion and the opportunity to individually interview an author.

Saturday, March 22      9:00am - 3:00pm      \$75      #EWA 06

Write That Book This Year Intensive

An extension of the 2-hour Write That Book This Year class, full day session will be a working session that challenges the aspiring author to get started with tools, exercises, and coaching sessions that uncover road blocks and incites the motivation to get started. This session covers with more depth: organization strategies, defining a purpose, finding balance, staying disciplined, turning an idea into a book, writing techniques, and executing a game plan.

April 2014

Saturday, April 5      10:00am - noon      Free      #EWA 07

Expose Yourself: Marketing and Public Relations Skills for Your Back Pocket

A sound marketing and public relations plan is essential for any author to promote books, community activities, and speaking engagements. This class covers the essentials of developing a marketing and public relations plan. The topics covered include understanding the difference between marketing and public relations, practical strategies, matching strategies with your purpose, getting media interviews, and pulling together a promotional team.

Saturday, April 19      9:00am - 3:00pm      \$75      #EWA 08

Technology Challenge 1: Design Your Own Printed Material

Having printed promotional materials, such as postcards, bookmarks and fliers is an essential component for visibility and exposure. Learn how to use basic programs such as Microsoft Word to design your own author and book promotional materials. Leave this session with your set of materials ready for print.

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May 2014

Saturday, May 3                      10:00am - noon                      Free                      #EWA 09

10 Ways to Make Money Outside of Book Sales

Most authors aspire to make it to the top of the New York Times best sellers list, but seasoned authors know that selling a ton of books isn't the only way to make a dime. Those new and aspiring authors who rely book sales alone as a plan for making money often learn the hard way that in order to survive, it is essential to bring multiple streams of money. In this session, learn 10 ways that authors have managed to go beyond book sales to make money while bringing even more attention to their books.

Saturday, May 17                      9:00am - 3:00pm                      \$75                      #EWA 10

Technology Challenge 2: Design Your Own Author Website and Social Media Pages

Having an author website is an essential component for visibility and exposure. Learn the essentials needed to design and launch your own author website. Leave this session with your own website up and running.

June 2014

Saturday, June 7                      10:00am - noon                      Free                      #EWA 11

Your Mom is Not Your Editor - Execute a Sound Editing Plan for Your Manuscript

We've all seen it - finished products that are filled with glaring typos. To have a quality product, writers must do their due diligence to have their work thoroughly edited and vetted. This is not an area to make short cuts. Taking your finished product seriously will help your readers take you seriously. This class covers editing and its effect on the presentation of your book, pre-editing, professional editing, and editing on a budget.

Saturday, June 21                      9:00am - 3:00pm                      \$75                      #EWA 12

Technology Challenge 3: Produce Your Own Book Trailer

Just like a great movie trailer stirs up anticipation and interest for upcoming movies, your book trailer can also draw the attention of your readers. They can be used on your website or as an introduction for your media interviews. It's a great tool to have, but quite costly to have produced. This class provides the essentials needed to produce your own book trailer so that you can have one completed by end of the session.

## The Empowered Writers Academy

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#### July 2014

**Saturday, July 12**      10:00am – noon      Free      #EWA 13

##### 5 Essential Rules of Scholarly Writing and Publication

The world of scholarly writing is quite different than other genres, yet there are components that are the same. This full-day seminar covers strategies for effective scholarly writing and how to get scholarly work published. Topics covered include: dissertation writing, presenting your research, writing tools and techniques, exploring your mission and purpose as a scholar, networking, publishing in journals, and publishing book chapters.

**Saturday, July 26**      9:00am – 3:00pm      \$75      #EWA 14

##### Write Your Life: How to Tell Your Testimony in Writing

We know the story of our own lives, but do we know how to tell it? This full-day workshop helps writers explore the greater purpose in their story, including how to get started with the writing and how to use your story to help others who may be walking in your shoes. Hear from writers who have told their own stories in writing. This seminar covers the following topics: transform your passion into your craft, identify your purpose and mission, identify your audience, speak your life, and connect with the community.

#### August 2014

**Saturday, August 9**      10:00am – noon      Free      #EWA 15

##### The Front and Back Matters: Writing Your Book Cover Material

Yes, we absolutely *do* judge books by their covers – the front and back covers, in fact. After the book has been written, entice people to actually open your book with a well-written description, title and reviews. This class covers the author bio, whether or not to use a picture, the acknowledgements section, and the synopsis. Take home a draft of these sections to work with by the end of session.

**Saturday, August 23**      9:00am – 3:00pm      \$75      #EWA 16

##### Publishing Options 101: Need to Know Info About the Industry

Every author and aspiring author should be armed with an understanding of the publishing industry, whether they intend to publish traditionally or self-publish. This class covers, independent vs. traditional publishing, predatory publishers, profit potential, query letter workshop, knowing when you're ready, industry trends, and a panel.

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September 2014

Saturday, September 13 10:00am - noon Free #EWA 17

Motivational Speaking for the Inspirational Author

One of the greatest ways an author can profit from the publication of his or her book is to lock in speaking engagements. In most cases, authors can make more money speaking than they will on book sales. With this in mind, it is worth it to fine-tune those speaking skills and understand the business of professional speaking. This class covers: motivational speaking techniques, securing speaking opportunities, and tying your book topic to your speaking engagements.

Saturday, September 27 9:00am - 3:00pm \$75 #EWA 18

Speaking, Writing, Consulting: Build An Enterprise Around Your Books

With an endless collection of resources at our fingertips including web design templates, credit card readers, and social media, it is more possible than ever before for authors to brand themselves and create an enterprise around their books. Not into public speaking? Give pre-recorded classes that readers can download a shot. This class will cover the many options for developing your brand and selling it in a variety of forms. Participants will have the opportunity to identify and develop their brand and lay the groundwork for building a personalized enterprise.