

Writers League of The Villages

Presents



RIK FEENEY

In an All-Day Workshop

***CREATIVE TECHNIQUES FROM STORY IDEA
TO PUBLICATION AND PROMOTION***

Day/Date: Friday, January 30, 2015

Place: Laurel Manor

Time: 9:00 AM to 4:00 PM – Lunch included

Registration for WLOV Members: October 10 – January 15*

General Registration will open: November 15 – January 15.

*** Attendance at this workshop is limited to 40.** WLOV members are encouraged to register early to be sure they have a place “at the table”.

CREATIVE TECHNIQUES FROM STORY IDEA TO PUBLICATION AND PROMOTION

Session 1: Using Creative Techniques to Develop Story Ideas

What can you do to give your book some pizzazz, a sense of uniqueness; literally make it stand out from the crowd? It has been said that "...there is nothing new under the sun. It has been already in the ages before us." (Ecclesiastes 1:4-11). It is only the unique spin your imagination puts on the topic that will draw the reader's interest.

In this talk, author, book coach, and speaker, Rik Feeney will show several creativity techniques you can use to kick your writing up a notch and make your books truly unique. This is an interactive discussion, so please come willing to share your ideas on creativity in this ultimate master mind session with other writers and authors.

Participants will learn:

1. How to overcome writer's block.
2. How to develop your creative muscle.
3. Several unique methods to stimulate new ideas.

Session 2: Book Marketing Success! (For authors on a budget!)

Did you know that writing the book and getting it published is really only 5 – 10% of the effort in having a successful book? The critical 90% of your effort is in marketing and promoting your book.

Make no mistake; whether you are traditionally published, used P.O.D. or digital technologies, or are an independent publisher, YOU, the author, bear the largest burden of responsibility in marketing your book. Your book is like a baby, you can't abandon it after giving it life; you must now nurture it through successful marketing techniques, in this case, without having to break the piggy bank to do it.

This workshop will cover the tried and true basics of marketing as well as several additional marketing techniques, that won't break the bank, to build a constant and developing awareness of your book. Many of these techniques can be put to use during and after the talk.

Participants will learn:

1. The basics of book marketing.
2. Low-cost and no-cost techniques to market the book.
3. Follow-through techniques for traditional and digital marketing to build book sales

Rik Feeney Workshop Registration

(Please Print)

Name: _____ Villager ID# _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Cost: WLOV Member \$65 _____ Non-WLOV-Member \$70 _____

LUNCH CHOICES:

___ Sandwich Box 1: HAM and Cheese with Chips& Large Cookie,

___ Sandwich Box 2: Turkey and Cheese with Chips& Large Cookie

Print this form and submit with your check made out to WLOV and send it to:

Writers League of The Villages c/o Mary Lois Sanders 7043 SE 173rd Arlington Loop The Villages, FL 32162	For Questions Contact Mary Lois Sanders, (352) 753-1324 mary.lois.sanders@att.net
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