

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 series of classes that enable 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. 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

- Live online classes offered on WizIQ
- Classes offered twice monthly from January through September 2016
- \$35 two-hour classes (**special price of \$25 per class until January 5, 2016**)
- \$450 for access to all classes
- \$500 for access to all classes, plus a personal author coaching

REGISTER ANYTIME ONLINE AT:

WWW.TANDEMLIGHTPRESS.COM

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CLASSES OFFERED

Two-Hour Class List:

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

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

Class Number	Class Name	Cost	Date Offered
EWA01	Write That Book this Year!	\$25	January 9
EWA02	No More Collecting Dust: From Great Book Ideas to Publication	\$25	January 23
EWA03	Act Like a Writer, Think Like an Entrepreneur I: The Business Side of Authorship	\$25	February 6
EWA04	Act Like a Writer, Think Like an Entrepreneur II: Develop Your Book Launch Plan	\$25	February 20
EWA05	Real Authors of Atlanta: Discussions With Successful Authors	\$25	March 5
EWA06	Write that Book This Year Intensive	\$25	March 19
EWA07	Expose Yourself: Marketing and Public Relations Skills for Your Back Pocket	\$25	April 9
EWA08	Technology Challenge 1: Design Your Own Printed Material	\$25	April 23
EWA09	10 Ways to Make Money Outside of Book Sales	\$25	May 7
EWA10	Technology Challenge 2: Design Your Own Author Website and Social Media Pages	\$25	May 21
EWA11	Your Mom is Not Your Editor: Execute a Sound Editing Plan for Your Manuscript	\$25	June 4
EWA12	Technology Challenge 3: Produce Your Own Book Trailer	\$25	June 18
EWA13	5 Essential Rules of Scholarly Writing and Publication	\$25	July 9
EWA14	Write Your Life: How to Tell Your Testimony in Writing	\$25	July 23
EWA15	The Front and Back Matters: Writing Your Book Cover Material	\$25	August 13
EWA16	Publishing Options 101: Need to Know Info About the Industry	\$25	August 27
EWA17	Motivational Speaking for the Inspirational Author	\$25	September 10
EWA18	Writing, Speaking, Consulting: Build An Enterprise	\$25	September 24

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CLASS SCHEDULE & DESCRIPTIONS

January 2016

Saturday, January 9 noon - 2:00pm EST \$25 #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 2016.

Saturday, January 23 noon - 2:00pm EST \$25 #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 2016

Saturday, February 6 noon - 2:00pm EST \$25 #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 20 noon - 2:00pm EST \$25 #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 2016

Saturday, March 4 noon - 2:00pm EST \$25 #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 19 9:00am - 3:00pm \$25 #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 2016

Saturday, April 9 noon - 2:00pm EST \$25 #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 23 noon - 2:00pm EST \$25 #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 2016

Saturday, May 7 noon - 2:00pm EST \$25 #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 21 noon - 2:00pm EST \$25 #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 2016

Saturday, June 4 noon - 2:00pm EST \$25 #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 18 noon - 2:00pm EST \$25 #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.

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July 2016

Saturday, July 9 **noon - 2:00pm EST** **\$25** **#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 23 **noon - 2:00pm EST** **\$25** **#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 2016

Saturday, August 13 **noon - 2:00pm EST** **\$25** **#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 27 **noon - 2:00pm EST** **\$25** **#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 2016

Saturday, September 10 noon - 2:00pm EST \$25 #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 24 noon - 2:00pm EST \$25 #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.