

Redwood Writers Academy 2017

3 Workshops that will improve your writing skills and help you grow your audience

Take a “dive deep” into timely topics. Each workshop will be an interactive learning experience. You will leave with deeper knowledge and new skills. All workshops will be held at the Flamingo Hotel in either the Courtyard or Alexander Rooms. Space is limited.

Register today at RedwoodWriters.org

Time: 9:30 am – 12:30 pm

Location: Flamingo Hotel, Santa Rosa

RSVP: Advance registration required

www.redwoodwriters.org/workshops

Member Pricing

\$25.00 per workshop \$60.00 for the Series

Non-Members

\$35.00 per workshop \$90.00 for the Series

Workshop I March 25

David Kudler

The Hero's Journey:

The Power of Where: Setting, Place, and the Hero's Adventure

Every story explores a hero's journey along a path toward discovery. It's easy to focus on the hero or on the goal, but what about the path? With David Kudler (author, publisher, and editor for the Joseph Campbell Foundation), explore the ways in which you can enrich your settings using the hero cycle explored by Campbell in his classic *The Hero with a Thousand Faces*.

Flamingo Hotel, Courtyard

2777 4th St, Santa Rosa, CA 95405

See the reverse for more information about our speakers.

Register at redwoodwriters.org/workshops

Workshop II April 22

Judy M. Baker and Judy M. Reyes

Building Your Self-Promotion Platform:

From Strategy to Action Steps for Independent Authors

Judy Baker and Judy Reyes will take you from strategy to concrete action steps in building your author platform in small, manageable steps. You will come away with a solid plan of action for growing your platform. You'll be able to say why people want to know you and read your book.

Learn the 5 essential areas of building your self-promotion platform:

1. Your identity
2. Making a schedule and sticking to it
3. Building relationships, growing your community with email, and social presence intelligence
4. Influencers and friends
5. Measuring success

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Workshop III June 3

Becca Lawton

Writing Creative Non-Fiction:

What it is and How to Write it

Creative nonfiction as a genre is both young and misunderstood. Careers have been built on the telling of true-life adventures but lost again when the line was crossed between fact and fiction. What, then, is the definition of this young genre? How can writers come to understand it? Does it include getting creative with writing memoir? In this workshop, we'll look at breathtaking examples of creative nonfiction, discuss how to approach it, and learn its rules and how to honor them. We'll write and share, explore how to turn real-life adventures into gripping accounts and dare to tell the truth.

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March 25

DAVID KUDLER is an author, editor, and publisher as well as a North Bay native. Since 1999, he has overseen the publications program of Joseph Campbell Foundation (JCF.org), where he has shepherded over 70 print, ebook, audio, and video titles to publication. These include Pathways to Bliss, Myths of Light, and Sake and Satori, all of which he edited, as well as the 2008 edition of Campbell's seminal The Hero with a Thousand Faces. He runs his own small publishing company, Stillpoint Digital Press, and released Risuko, his first novel, in 2016. He currently serves as vice-president of the Bay Area Independent Publishers Association.

stillpointdigital.com



flyer design by Judy Baker



April 22

JUDY BAKER is passionate about communication. She was featured in a story in the Press Democrat as one of the first women in Sonoma County to have a home office.

Baker started off providing graphic design services to small businesses and expanded her services into marketing. Now, this past president of BAIPA specializes in working with authors.

brandvines.com

JUDY M. REYES, aka The Document Diva, helps authors set up the nuts and bolts of their marketing platforms. She provides solid advice and good sense around using social media, blogging, and email marketing. Judy's an admin and computer whiz who has the patience to work on computers long after others have gone screaming into the night.

relianceadmin.com

The "Two Judys" are dedicated to mentoring self-publishing authors as they devise and execute effective marketing plans for their books. Through Book Marketing Mentor, they offer strategic marketing coaching with admin expertise.

BookMarketingMentor.com



June 3

REBECCA LAWTON is a writer, geologist, and former Colorado River guide who has published in Aeon, Brevity, Hakai, More, Orion, Shenandoah, Sierra, THEMA, Undark, and many other journals. She is the author and co-author of seven books, including the creative nonfiction collection Reading Water: Lessons from the River, a San Francisco Chronicle Bay Area Bestseller and ForeWord Nature Book of the Year finalist. Her writing honors include a Fulbright Scholarship, Ellen Meloy Award for Desert Writers, WILLA for original softcover fiction, Waterston Desert Writing Prize, three Pushcart nominations, Best American Science and Nature Writing nomination, and residencies at Hedgebrook, The Island Institute, and Playa Fellowship Program. She holds an M.F.A. in Creative Writing from Mills College and a B.S. in Earth Sciences from U.C. Santa Cruz, and she has taught writing workshops at the Mendocino Coast Writer's Conference, North Coast Redwood Writer's Conference, Women Writing the West Conference, and many other venues.

"An inspired and inspiring teacher"

– Writing It Down workshop participant,
Point Reyes Field Institute

BeccaLawton.com