

CCW Virtual Spring 2025 Conference

Schedule & Workshop Descriptions

Featuring Keynoter Steven James

Schedule

9:00 AM	Keynote with Steven James		2:30 PM	Workshop Slot 3
10:00 AM	Workshop Slot 1		3:30 PM	Networking Groups
11:00 AM	Networking Groups		4:00 PM	Faculty Roundtable Q/A
12:30 PM	Lunch & Networking Groups		5:00 PM	Conference Dismissed – thank you for coming!
1:30 PM	Keynote with Steven James			

Workshop Slot 1

Teacher	Class	Description
Janet McHenry	How to Structure a Christian Living Book	A Christian living book is less about the author and more about the audience and their felt needs. In this workshop, you will learn: how to write an audience-focused title/subtitle and hook, how to study the form of a good mentor book, how to take the reader from a problem through a logical process to the promise the book offers, and how to build chapter content that teaches biblical principles.
Jessica R. Patch	Four Keys to Creating a Thrill Ride	To create a thrill ride readers won't forget and will want to discuss with their friends, you need four key elements: a compelling premise/story idea, complex characters, critical conflict, and creepy antagonists, red herrings, twists, and reveals. In this class, writers will learn how to craft the 4 Cs for a great thriller, mystery, or suspense.
Misty M. Beller	Taking Your Newsletter to the Next Level	Learn effective ways to grow your email list and how to utilize the list to supercharge your new book releases. This class will cover how to get started, how to grow your list using multiple streams, and how to convert subscribers to avid fans. In addition, learn best practices for sending emails to your list during a book launch, how to understand the stats of your campaign, and how your email list can be the start of an energetic launch team.
Colette Tennant	Writing Christian Poems in the Form of The Golden Shovel	Participants will learn The Golden Shovel, invented by Terrance Hayes, and will write Christian poems based on that versatile, amazing form. It's a terrific way to generate poem after poem in a contemporary, collaborative way.

Workshop Slot 2

Teacher	Class	Description
Janet McHenry	How to Write a Life-Impacting Bible Study	A Bible study requires more than the simple assignment of readings and questions. It focuses on a life-changing theme. The winner of the Golden Scroll Bible Study of the Year Award in 2024, Janet will teach several principles: how to create personal relevance, how to order Bible study weeks, how to teach biblical “chunks” and their context and use the three levels of questions and order them for personal takeaway.
Jodie Bailey	Introducing Characters the Hollywood Way	You can say a lot about your characters the first time they step onto the page. Utilizing opening scenes from popular movies and television shows, we will discuss tips for how to pack a lot of information about your characters into a few select details. From dialogue to actions, even to the reactions of others, discover how to bring your characters “onstage” in a way your readers will never forget.
Misty M. Beller	Marketing for Indies	<p>Learn the marketing approaches successful indie and hybrid authors use to sell books, both during a new release and over the long term. The course will cover: prerequisites to effective marketing; utilizing preorders; considerations when pricing; using email to grow a list of eager readers; the data: what matters; how to track & analyze; when to make changes; advertising; analyzing ROI; price pulsing; free days; regular book releases; box sets; strategies around single author and multi-author sets; audiobooks; paperbacks; etc.</p> <p>We’ll also discuss the “write the next book” philosophy to marketing, and how combining this approach with early marketing efforts builds raving fans, eager for your next title!</p>
Angela Hunt	The Plot Skeleton	The Plot Skeleton is a simple, visual plotting method that works for outliners and pantsers. It gives writers the "bones" of the story and enables them to write a synopsis with ease.

Workshop Slot 3

Teacher	Class	Description
Janet McHenry	How to Write Devotions and Write a Devotional Book in 90 Days	A devotion is a stand-alone piece of writing centered on a Bible verse. It has a particular structure of nine parts that cohere into a beautiful teaching of God's Word. Janet will teach each of those parts, explain how to develop an idea for a devotional book, and help you plan a schedule to write that book in three months' time.
Jodie Bailey	Keep Those Pages Turning! How to Make Your Readers Stay Up Past Their Bedtime	We all want to keep our readers turning the pages long after their bedtimes have passed. While we may think suspense in writing is only for thrillers and mysteries, every single one of our stories needs to thread this element through our chapters to keep our readers engaged and telling themselves, "Just one more chapter."
Angela Hunt	(To Be Announced)	Children's writing category
Misty M. Beller	Thriving as a Hybrid	<p>Balancing traditional contracts with the needs of indie publishing isn't always easy, but with a bit of planning and the right team on board, you can leverage both publishing models to support the other and grow your author career—without losing your mind!</p> <p>You will learn to plan ahead, writing and tips for maintaining consistent indie income during trad-pubbed releases, with multiple streams of income. Misty will also share quotes and best practices submitted by agents and other authors who successfully balance traditional publishing and new indie releases.</p>