
We have workshops that will improve your writing skills and help you grow your readership. Take a deep dive into these topics as we explore what it takes to get noticed, write well, and fund your publishing project. Tap into the wisdom of these top notch experts. Enjoy an interactive and intimate workshop experience and increase your knowledge.



WORKSHOP II APRIL 20 9:00 TO 11:30 AM

Crowdfunding: How to Connect with Funders and Your Fan base



JOHN SHEEHY will share tips and insights from his wildly successful Indiegogo campaign for his new book, *On a River Winding Home: Stories and Visions of the Petaluma River Watershed*.

The campaign raised 140% of their goal and the book has already sold out of its first printing! Joining John in the workshop will be Laurie Szujewska (shoe yévkä), an award-winning graphic designer, who designed his book and marketing campaign.

John Sheehy was born and reared in Petaluma. A graduate of Reed College, he has worked as an editor, publisher, and executive for a number of media companies, including Time Inc., Bertelsmann, Reader's Digest, Fast Company, Dwell, Afar, Parabola, Utne Reader, and Mindful. He is the author of the award-winning book Comrades of the Quest, recipient of the Elizabeth B. Mason Award from the Oral History Association. He and his wife live on Sonoma Mountain.

Laurie is a former art director at Adobe Systems and faculty member of UC Davis' design department, Laurie specializes in branding and type design.

WORKSHOP III JUNE 15 9:30 AM TO 12 PM

Sin and Syntax: How to Craft Wicked Good Prose



Join **CONSTANCE HALE** and celebrate the 20th anniversary of her best selling book of the same name. Laugh and learn how to craft stylish prose and make sentences sing.

Constance Hale is a San Francisco-based journalist and the author of three books on language and literary style, including Sin and Syntax. She has been called "Marion the Librarian on a Harley, or E. B. White on acid." She has also published a book on the evolution of hula, The Natives Are Restless, and a children's book, 'Iwalani's Tree. Her profiles, essays, and articles have appeared in the New York Times, Los Angeles Times, Wired, Smithsonian, Afar, the Atlantic, and Honolulu. She teaches at Harvard and UC Berkeley Extensions as well as at The Writers Grotto, where she is a member.

WORKSHOP IV AUGUST 17 9:30 AM TO 12 PM

Podcasting for Authors: Turn Your Book into a Podcast



MARK COKER launched "The Smart Author Podcast" in 2018 and it has surpassed 200,000 downloads!

Mark will cover the benefits of podcasting for authors, followed by a step-by-step

walk through of the equipment, process, and the tools you need to get started.

Mark Coker is the founder of Smashwords, a free service that makes it easy to publish an ebook and get that book distributed to retailers and public libraries. Smashwords has grown to become the world's leading distributor of self-published ebooks.

He wrote the Smashwords Book Marketing Guide (how to market any book for free), the Smashwords Style Guide (how to format, produce and publish an ebook) and The 10-Minute PR Checklist.

REGISTER AT REDWOODWRITERS.ORG

Workshops will be held at the Flamingo Hotel, 2777 4th Street, Santa Rosa, CA 95405 Enrollment is limited. The fee for individual workshops is \$30.00 for members, \$35.00 for non-members. You can save when you sign up for all three workshops, \$50.00 for members, \$90.00 for non-members.

Questions? Contact Academy Chair, Judy Baker, 2019academy@redwoodwriters.org