

My name is Lynn Price, and I'm editorial director of Behler Publications [behlerpublications.com] in Southern California- an independent trade press that is focused on nonfiction. I've been speaking around the country for five years on a variety of topics, which are based on my award-winning book *The Writer's Essential Tackle Box*. I hope you find my subject matter of interest for your conference. In addition to doing seminars, I also sit in on pitch sessions, as I'm always looking for fresh, talented voices.

Seminar 1: "I've Written 'The End' - Pass Me the Maalox"

- The Hook - what is it, and what does it do?
- Writing your Synopsis - "Oh God!"
- Elements that go into writing a no-snooze cover letter
- Submission guidelines - pay attention!
- Making your writing recession-proof by understanding your readership
- Promotion plan - whaddya mean I have to promote?
- Manuscript formatting

Three things people will learn by attending my seminar:

1. They will learn details what editors are looking for in the submission process.
2. They will learn the elements that go into creating a short but detailed query letter.
3. They will learn the importance of understanding marketplace and the fallacy behind "If I write it, they will come."

Seminar 2: "Good grief, who ARE all these publishers?"

- Different types of publishers - full education of commercial trade press, vanity, POD, what each can and can't do for authors
- "Will the real publisher please stand up?" Questions every writer should ask a publisher before they query

Three things people will learn by attending my seminar:

1. They will understand the myths and realities of vanity and Print on Demand presses.
2. They will understand what each publishing flavors can and can't do for them.
3. They will know all the right questions to ask in order to discern between a POD publisher who says, "We are a 'traditional' publisher," and the real thing.

Seminar 3: "Why Did You Reject Me?"

There are many reasons why authors are rejected, and they aren't always because the writing isn't good.

- Falling in love
- Did you grab me at the first page?
- Does each chapter have a reason for being there?

- If a chapter doesn't reveal my plot, stick it in the garbage pot.
- Was your writing cliché?
- Is it authentic?
- Are your characters real?
- Did you keep your eye on the main ball?
- How was your punctuation and sentence structure?

Three things people will learn by attending my seminar:

1. They will understand the elements of writing can be the difference between "send me pages" or a rejection.
2. They will be given tools in which to recession -proof their writing.
3. They will see the editing world from my side of the red pen.

Seminar 4: Backstory Bedlam: What to Use, What to Lose?

It's a fact that Backstory can enhance or ruin a story depending on how it's used.

Topics covered:

- What is Backstory?
- Is it evil?
- Why use Backstory?
- What to use - What to lose

Three things people will learn by attending my seminar:

1. Authors will learn the difference between backstory and fluff
2. Authors will learn how to write effective backstory that enhances rather than makes readers snooze
3. Authors will learn about the Prologue copout.

Seminar 5: Ready, Set - Promote

This can be done either as a workshop or a lecture. The workshop invites authors to brainstorm unique ways of promoting their books. The seminar explains how to write a promotion plan that fits the author's needs and budget, while maximizing exposure.

Topics covered:

- How do I begin?
- Creating great tie-ins to your book and your audience, regardless of genre
- Bookstore events - what is expected of me?
- Off site events - do I start drinking now, or is this easily done?

Three things people will learn by attending my seminar:

1. Authors will learn how to identify their core audience
2. Authors will learn how to write a compelling pitch
3. Authors will learn how to plan a successful book event

Seminar 6: Character Develop and the Dangling Carrot

This seminar deals with the three most important elements to creating a three dimensional character.

<http://behlerblog.com/2011/09/26/the-dangling-carrot-and-character-development/>

Topics covered:

1. Your character's current life
2. Holy shock, Batman!
3. "Do I have what it takes?"

Three things people will learn:

1. Authors will learn how to define their character's current life.
2. Authors will learn how to create situations that test/challenge/frighten their characters.
3. Authors will learn how to humanize their characters into believable people that readers will sympathize with.

Seminar 7: Publishing Now: Do You Really Know What You Think You Know?

This seminar covers where publishing is and where it's headed.

Topics covered:

1. Discussion on how publishing got to this point.
2. Understanding the current state of publishing.
3. The future of publishing.

Three things people will learn:

1. Authors will understand how publishing works and how books are sold.
2. Authors will have tools to help them plan their career in a changing marketplace.
3. Authors will understand the hows and whys of publishers and agents.

Seminar 8: The Book Proposal – It's Not Just For Nonfiction Anymore: Why It's Important and How It Can Help You Succeed

This seminar covers all the elements that make up a book proposal and why it's vital for every writer.

Topics covered:

1. The elements that go into a book proposal.
2. Why do I need to write one?
3. I write fiction, I don't need to write a proposal.

Three things people will learn:

1. Authors will understand why each element is vital.
2. This will help authors appreciate the business side of writing
3. Authors will better understand an agent's and/or editor's thought processes.

Seminar 9: Writing Memoir/Biography – Make Them Care

This covers the difference between writing something that has a small audience and capturing an editor's attention.

Topics covered:

1. What makes for a big story?
2. The “Who Cares” Factor/What's the Point?
3. Who are you, and what is your hook?

Three things people will learn:

1. Authors will learn to study the marketplace and trends.
2. Authors will learn to think about their hook and work on their platform.
3. Authors will understand the importance of having a message.

Lynn Price's Bio – Behler Publications

Along with being the editorial director for Behler Publications, Lynn Price is the award-winning author of *Donovan's Paradigm*, and *The Writer's Essential Tackle Box*. Since 2003, Behler Publications has been publishing best selling and critically acclaimed nonfiction about everyday people who end up doing extraordinary things due to a pivotal event that alters their perspective about life. Behler looks for books where readers say, "I'm a better/more thoughtful/smarter person for having read this book."

Bestsellers include *Jan's Story* by CBS journalist Barry Petersen; *Throwaway Players: The Concussion Crisis from PeeWee Football to the NFL* by former Tampa Bay Buccaneers president, Gay Culverhouse; and *Los Angeles Times* bestseller *KTLA: News At Ten With Stan Chambers* by former Los Angeles news icon Stan Chambers.

In between her editing duties, Lynn is the irreverent voice of the Behler Blog: <http://behlerblog.blogspot.com/>, and employs an unreliable beagle to serve as her secretary.