

Triangle Area Freelancers  
3819 Donna Rd.  
Raleigh, NC 27604

# Write Now!

*"Making Your Freelance Dreams  
Come True"*

## Triangle Area Freelancers 2012 Writers' Conference Saturday, April 21<sup>st</sup>, 2012



**WAKE TECHNICAL COMMUNITY COLLEGE**  
Northern Wake Campus  
Building D  
6600 Louisburg Road  
Raleigh, North Carolina 27616

*"I truly enjoyed the conference... It has  
helped me by providing a road map for my  
future writing success."*

– 2011 attendee

## Triangle Area Freelancers 2012 Writers' Conference

Enroll now – seating strictly limited!

8:00 – 9:00 a.m.

Registration and continental breakfast (included in fee)

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9:00 – 9:50 a.m.

Keynote Address: I'm A Side Door Man (Piedmont Laureate Scott Huler)

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10:00 – 10:50 a.m.

Track A: Be The Writer Editors Want to Hire (Scott Huler)

Track B: Freelancing 101 (Don Vaughan)

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11:00 – 11:50 a.m.

Track A: Photography for Freelancers (April Maness)

Track B: The Importance of Being Media Savvy (Alison Hill)

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12:00 – 12:50 p.m. LUNCH (included in fee)

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1:00 – 1:50 p.m.

Track A: Secrets to Successful E-Publishing (Elisa Lorello)

Track B: You've Landed an Agent – Now What? (Lisa Hagan)

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2:00 – 2:50 p.m.

Track A: Building Your Platform Online (Anora McGaha)

Track B: Write More, Sell More: Time Management for Freelancers (Jeff Davidson)

Agent Pitch (Round 1): Lisa Hagan (limited to 5)

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3:00 – 4:00 p.m.

Ask The Freelancers Roundtable (Vaughan, Cantrell, Wood)

Agent Pitch (Round 2): Lisa Hagan (limited to 5)

### **ABOUT TAF**

**TAF** is a dedicated group of working freelance writers who are located in North Carolina's Triangle region. The majority of our members place their professional focus on nonfiction magazine articles and books, but many have also excelled at fiction, poetry, personal essays, photography, newspaper writing and more.

**Donald Vaughan** is an award-winning writer and the founder of Triangle Area Freelancers. Don teaches "Freelance Writing for Beginners" through the Continuing Education program at Wake Technical Community College. ([www.donaldvaughan.com](http://www.donaldvaughan.com))

## Sessions and Presenters...

**KEYNOTE ADDRESS: I'M A SIDE DOOR MAN** "Or, I never had a stinking internship, and other tales of inspiration and madness from someone who went to college to learn how to think and has been thinking ever since." In this fun and revealing talk, Piedmont Laureate Emeritus Scott Huler discusses his path to freelance success, including magazine and newspaper writer, book author, NPR producer and "all kinds of other work that has forced even my mother to conclude that I am now a Professional Writer." **Scott Huler** is a nationally published freelancer whose credits include *The New York Times*, *The Washington Post*, *The Los Angeles Times*, *Fortune*, and *ESPN*. He has also authored six books, including *On The Grid*, a captivating investigation into the infrastructure that makes society possible. Scott's award-winning radio work has been heard on "All Things Considered" and "Day to Day" on NPR, and on "Marketplace" and "Splendid Table" on American Public Media. In 2011, Scott was chosen Piedmont Laureate, representing the literary arts on behalf of Alamance, Durham, Johnston, Orange and Wake Counties. (scotthuler.com)

**BE THE WRITER EDITORS WANT TO HIRE** (Scott Huler) Award-winning writer Scott Huler reveals several almost laughably simple rules for getting regular work as a freelance writer. And at no additional charge: why and when to break or ignore those rules.

**FREELANCING 101** (Don Vaughan) Are you passionate about writing, but a little baffled when it comes to the actual craft and business of freelancing? You're not alone. To the novice writer, the profession can be fraught with uncertainty. Don Vaughan draws on his 22 years as a full-time freelance writer to instruct you on finding marketable ideas, writing an effective query letter, conducting the perfect interview, negotiating contracts and much more. **Don Vaughan** is an award-winning writer and the founder of Triangle Area Freelancers. His work has appeared in an eclectic array of publications including *Military Officer Magazine*, *Writer's Digest*, *Cat Fancy*, *Cure*, *Filmfax* and *MAD*. (donalddaughan.com)

**PHOTOGRAPHY FOR FREELANCERS** (April Maness) Editors love to work with freelancers who can provide photographs to accompany their words - and the extra money isn't bad either. Professional photographer April Maness discusses everything freelance writers need to know to get started, including selecting the best equipment, working with editors, setting up the perfect shot and avoiding the most common beginner's mistakes. **April Maness** is a freelance photographer whose images have been featured in *Cary Living*, *Midtown*, *Pinehurst*, *Premiere Baby & Child* and *Our State*. April's commercial photography includes catalogs, packaging, sales slicks and websites for national retailers such as Home Depot, Lowe's and Sherwin-Williams. (aprilmaness.com)

**THE IMPORTANCE OF BEING MEDIA SAVVY** (Alison Hill) Hands down, the quickest way to attract readers to your book is to secure media attention through TV, radio, newspaper and online reviews. In this interactive session based on her workbook, Alison Hill will help you research and identify appropriate media outlets for your topic, as well as teach you the function of a pitch and how to approach and interact with media professionals to gain their interest. Alison will also share insider tips on how to give a great performance based on the qualities producers and reporters look for in potential guests. **Alison Hill** is an award-winning producer, director, writer and journalist. She earned an Emmy nomination as producer and host of a PBS series on independent film, and is a news analyst for BBC Radio. In addition, Alison writes for Listosaur.com, produces book trailers and is working on her second horror novel. (serenmediaproductions.com)

**SECRETS TO SUCCESSFUL E-PUBLISHING** (Elisa Lorello) When NCSU professor Elisa Lorello decided to offer her self-published novel *Faking It* as an e-book on Amazon, she had few expectations. At \$1.99, sales were modest. But when Elisa dropped the price to 99 cents, sales soared. In this inspirational session, Lorello reveals how she achieved such remarkable e-publishing success - and how you can, too. **Elisa Lorello** has gained national renown for selling nearly 80,000 downloads of her novels *Faking It* and *Ordinary World* on Amazon. She is also the co-author, with Sarah Girrell, of *Why I Love Singlehood*. Elisa earned her bachelor's and master's degrees from University of Massachusetts-Dartmouth and eventually landed a career in rhetoric and composition studies. She currently divides her time between teaching and writing. (elisalorello.com)

**YOU'VE LANDED AN AGENT - NOW WHAT?** (Lisa Hagan) Signing with an agent is the first step toward what you hope will be a long and prosperous business relationship. But what's next? Veteran literary agent Lisa Hagan taps decades of experience guiding authors toward publication as she discusses the agent's role, the responsibilities of the author, and what every author must do to help facilitate his or her book's sale, publication and promotion. **Lisa Hagan** joined Paraview Literary Agency in 1993. She represents nonfiction books in the self-help, science, business, travel, memoir, current affairs and mind-body-spirit genres. Paraview has a history of anticipating future book trends, and Lisa is always looking for fresh, innovative projects. (paraviewliteraryagency.com)

**BUILDING YOUR PLATFORM ONLINE** (Anora McGaha) A solid professional platform can provide a huge boost to your writing career. In this topical session, Anora McGaha will discuss the elements of a platform and how to build yours on the Internet through the major social media sites and other Internet resources. **Anora McGaha** is a poet, writer and author who began working online four years ago. She manages social media programs, and is the co-author of *Social Media for Business*. Anora also coaches writers and authors, and is a micro publisher. (anoramcgaha.com)

**WRITE MORE, SELL MORE: TIME MANAGEMENT FOR FREELANCERS** (Jeff Davidson) Making the most effective use of our time is an ongoing battle for many freelance writers. After all, so many things demand our attention in addition to the blinking cursor on our computers. Author and time management expert Jeff Davidson provides a wealth of tips and advice on how to make the most of every minute, freeing you to write more while giving up your life. (One tip: Don't be a slave to email!) **Jeff Davidson** is The Work-Life Balance Expert ®. He has written 59 mainstream books, including the best-selling *Breathing Space* and *Simpler Living*. His 60 Second Series includes *60-Second Self-Starter*, *60-Second Organizer* and *60-Second Innovator*. Jeff is a popular public speaker whose corporate clients include Kaiser Permanente, IBM, and American Express. (BreathingSpace.com)

**WRITERS' ROUNDTABLE: ASK THE FREELANCERS** (Mark Cantrell, Don Vaughan, John Wood) Ever wonder where professional writers get their best ideas? The secrets to publishing editors aren't telling you? This freewheeling forum gives YOU the opportunity to pick the brains of our panel of nationally published freelancers. Mark, Don and John have all the answers! **Mark Cantrell** is the author of *The Everything Weather Book* and co-author of *Saddam: The Face of Evil* and *Sixteen Minutes From Home: The Space Shuttle Columbia Tragedy*. He has also written hundreds of articles for publications including *Military Officer*, *Air & Space/Smithsonian*, and *Mad Magazine*. (markcantrell.com) **John V. Wood** is the author of *North Carolina Trivia: Weird, Wacky and Wild*. Wood is also a nationally published freelancer whose credits include *Cat Fancy*, *Our State*, *Today's Officer Online* and *Today in PT*. In his spare time, John is an English/social studies teacher at Cleveland High School in Clayton. (johnvwood.com)

**AGENT PITCH SESSIONS** Write Now! is giving aspiring authors the opportunity to pitch their nonfiction book ideas to literary agent Lisa Hagan. Selected individuals will have 10 minutes for their pitch. All conference registrants will receive an email with the details shortly before the conference. Slots will go to the first 10 individuals to reply. There is an additional fee, payable at registration. Cash or check only.

*"This conference was helpful for the experienced writer as well as the novice."*

*"Very well done...the speakers were uplifting, encouraging, and inspirational!"*

2011 attendees

## Registration Form

<i>Please choose one per hour:</i>	<i>Time</i>
<input type="checkbox"/> <i>Be The Writer Editors Want</i>	10:00
<input type="checkbox"/> <i>Freelancing 101</i>	10:00
<input type="checkbox"/> <i>Photography for Freelancers</i>	11:00
<input type="checkbox"/> <i>Importance of Media Savvy</i>	11:00
<input type="checkbox"/> <i>Successful E-Publishing</i>	1:00
<input type="checkbox"/> <i>Landed an Agent - Now What?</i>	1:00
<input type="checkbox"/> <i>Building Your Platform Online</i>	2:00
<input type="checkbox"/> <i>Write More, Sell More</i>	2:00

Name

Address


Phone

E-mail

\$59 Includes continental breakfast and lunch  
\$49 students (with ID) and seniors 65 & over  
\$69 walk-ins at the door

Check       Cash  
*Checks payable to Triangle Area Freelancers*

Vegetarian lunch required?

Or register on our website using   
<http://www.triangleareafreelancers.org>

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