Apprentice
Lesson Descriptions

Jerry B. Jenkins Christian Writers Guild

1. Time to Write

Learn to see yourself as a professional. Before today, your goal to become a writer was a someday dream. Someday has arrived. No longer will you be a hobbyist. It's time to write—and sell.

2. Your Writing Style

Discover your writing voice. There is no other writer like you. No one else has your combination of genes, peer influence, education, training, and that special shaping only God can bring to a life. You are you—and no one else can write like you.

3. Using Christian Values

Gracefully and effectively incorporate Christian values and Scripture into your writing. As a Christian, you have the message to keep hope alive—the Good News. As a writer, you have the tool—the Word of God. When you learn to use Scripture effectively, the line between right and wrong becomes more distinct and hope overpowers despair. Learn to wield it effectively.

4. Writer's Tool: The Story

Garner the knowledge of story and how to use it effectively. People have communicated through the power of story for ages. As a writer, you'll learn that storytelling is an essential tool for communicating truth, stirring the imagination, and inspiring action.

5. The Interview

Understand the interview. Interview-based articles are among the most sought after by publishers. Learning to interview well is an essential skill. Not only will you meet interesting people, but you'll also build credibility into your articles by including their quotes.

6. The Writer's Integrity

Reinforce the importance of ethics. Integrity—the trust editors and readers place in us—is the most valuable asset we writers have to offer. Learn the importance of maintaining integrity in your writing.

7. Reporting and Writing with Precision

Gather facts and write accurately. Newswriting is stripped down, just-the-facts, to-the-point writing—and it's the perfect foundation for nearly every other writing style. Delve into newswriting and discover how to streamline your writing.

8. Writing the Editorial / Op-Ed Column

Make a difference with opinion writing. Want to write a column, but don't know where to start? Learn the markets for columns and how to approach writing for one.

9. Opportunities for New Writers

Review the possibilities available to beginning writers. From blogging to column writing, from greeting cards to announcements in the church bulletin, you can find a place for your talent, even if you've never been published. Much can be learned by trying your wings on short pieces within the reach of fledgling writers.

10. Leading Readers to Take Action

Inspire and motivate your readers. Editors look out for their readers--and they want to work with writers who do the same. They publish articles that provide strong takeaway value. Learn to deliver that and you'll become a sought-after freelance writer.

11. Writing Short Fiction

Learn the elements of fiction used in short stories. A good short story grabs readers, keeps them reading, teaches them, and leaves them satisfied. Learn to write a short story that holds a mirror to readers' souls and imprints a message on their minds and hearts.

12. Writing Short Drama

Learn the structure of short drama and the use of its elements in writing a dramatic scene. Deprived of exposition and narration, learn to craft drama using only dialogue and stage direction.

13. Writing Promotional Copy

Write effective, energetic publicity pieces. Corporations, non-profits, ministries, government bodies, and small business owners need to let people know what they have to offer. They need consumer-savvy writers who know how to motivate others to buy or give. Learn the fundamentals of publicity writing and become a valued asset.

14. Writing Newsletters

Use the skill of newsletter writing to gain experience, build a writing resume, and find opportunities for freelance work. Printed or emailed, newsletters abound. Businesses, organizations, churches, ministries, and individuals produce them to promote, advertise, and inform—and they need good writers. Learn how to write for newsletters, and open a new door of opportunity.

15. Platform: Making Your Voice Heard

Build your platform. A major reason writing is rejected is platform size. Learn how to use your expertise, personality, and God-given talents to build your platform so your writing can become widely distributed.

16. The Professional Writer

Develop a passion for serving readers. Study the markers other professional writers have left to motivate you. In this final lesson, gain perspective on exuding passion, doing more than just writing, and how to grow as a writer.

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