Craftsman Nonfiction
Lesson Descriptions

Jerry B. Jenkins Christian Writers Guild

1. You, the Nonfiction Book Author

The starting line. So, you want to write nonfiction? Learn valuable traits editors appreciate in nonfiction authors.

2. Planning the Nonfiction Book

Improve your writing with a map to success. What's the best way to prepare for an article? How focused should your topic be? Learn a system of planning to maximize your income, byline exposure, and chances of selling.

3. Foundational Elements of Nonfiction Writing

Develop a strong base for writing nonfiction. You have one central concept for your book, now add the foundation—the structure and content. Examine nonfiction writing and learn to organize and write your story.

4. Getting Down to Business

Become an efficient writer and businessperson. If you intend to make writing your profession, you need to know how to handle your time and money. Learn guidelines for mastering both.

5. Writing Devotional Books

Devotions, a gateway into nonfiction writing. Daily inspirations are among the easiest ways to sell your first nonfiction book—and you can copy its pattern in creating other books. Learn how to write and market devotions.

6. Personality Profiles and Interviews

Go one-on-one with confidence. Interviews and profiles remain core elements of newspapers, magazines, online publications, and books. Learn to take better notes and write enthralling interview-based articles.

7. Writing and Selling Humor

Make your readers laugh with your work, not at it. An old vaudeville adage says, "Dying is easy, comedy is hard." That doesn't mean comedy is impossible. Learn to write humor for its own sake or as a way to enliven a serious writing project.

8. Writing Your Own and Others' Testimonies

Write your Christian experiences—and change peoples' lives. As a Christian writer, your testimony could inspire others. Likewise, you could prepare someone else's testimony to inspire a wide audience. Learn to write and market the evidence of Jesus' work in people's lives.

9. Collaborating and Ghostwriting

Team-up, or work under the radar. Work with others to create a finished manuscript or ghostwrite someone else's book. Learn the process of co-authoring or helping someone else tell their story.

10. Queries and Proposals

Rise above the competition with a well-written book proposal or article query. Every day, editors are bombarded by badly written and poorly researched manuscripts with limited appeal. Learn to craft a solid proposal that presents your concept clearly, quickly, and accurately.

11. How to Promote, Market, and Publicize

Spread the news about your book. New authors are often surprised to discover how little is budgeted to promote their books. You are responsible for most of your book's publicity. Learn simple and effective measures you can use to promote sales.

12. Where Do We Go From Here?

I'm done. Or am I? You've reached the end of this course. Now what? Examine tips to keep you motivated and on the right track.

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Apply online at: www.christianwritersguild.com/craftsman/

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