



“Stir up the gift of God which is in you. . .” 2Tim 1:6

The National Christian Writers’ Conference San Diego, CA 2009



Special thanks to our sponsors!





Welcome to the NCWC SD 09



Industry studies have shown that consumers purchase less than 65% of books through retail stores and purchase less than 35% direct from the seller. More than 80% of Americans want to write and publish a book. Few people know how to write, publish and promote one, the right way. Where could busy people go to find help to write, publish and market their manuscripts?

Antonio L. Crawford is the Founder of the National Christian Writers' Conference. The conference exists to help aspiring authors publish stories that heal, inspire and speak to the hearts of readers living in our communities. NCWC is the premier inspirational resource for aspiring authors, writers and motivational speakers. NCWC's guiding principles are founded on the Holy Bible and lead by the direction and authority of the Holy Spirit. NCWC uses Christian values to promote fellowship among the believers. The conference is designed to teach, empower and educate writers to publish inspiration stories that change lives and to spread the gospel to all nations around the world. Matthew 28:16-20

Antonio earned a degree in Ministry from Aroma Deliverance Theological Institute and an Associates Degree in Computer Science from Coastline Community College, California. He received a professional certificate in Lean Enterprise Solution from San Diego State University. He served 21 years in the United States Navy as an Information Systems Manager and Lean Solution Advisor. He used his skills to create Strateginomics™, Creatamatic™, The Lean Self-Publishing Model and The Kaizen Way™. His training seminars show authors, info-preneurs, marketers and experts how to produce, market and distribute info-products into the marketplace quicker, easier and at a lower cost.

He is also a contributing author in Chicken Soup for the African American Woman's Soul. He has appeared at The National Publicity Summit, New York as a media panelist. His radio interviews include the Renee Bobb Show on Artistfirst.com, Blogtalk radio.com and the talk radio show Literary Pizzazz. He has appeared at the Virginia Festival of the Books, Charlottesville, Virginia; the Christian Writers Conference and Book Expo, Norfolk, Virginia; African American Literary and Media Conference, and the Soul Film Festival.



Dear Friends,

What if we were all connected through creativity? Sitting in one place; our goals, our dreams and our inspirations. What if this place was more than people sitting in an empty room filled with tables and chairs? What if -- it was about fulfilling your Divine Purpose; something all of us can identify with?

King Solomon wrote, "There is a time for everything and a season for every activity under heaven." I believe **today** is the time for you to fulfill your divine purpose. You are pregnant with potential; filled with possibility. You have received a special gift from God to share your story.

What is that gift? It is the ability to communicate to others through the written word. I believe God is challenging the hearts of believers across the nation to write amazing stories.

I believe you are here because you recognize His voice and have accepted the challenge. You have realized the world needs to read – Your Story! Fact, the entire universe is waiting to hear how your faith has made a difference in your life, and in the lives of others.

I encourage you to think on this day as a day filled with opportunity. Think on this day, as a day filled with possibility. Imagine doors being opened just for you; doors that lead to a land where blessings flow like milk and honey.

This is your day of purpose. We have made available a simple room. We have invited literary experts who possess a wide range of qualifications and skills. But . . . it is your life story that brings excitement to this event. During our conference for writers we invite the Holy Spirit to bring clarity and knowledge to help you take hold of the many blessings that God desires in your life.

Take advantage of having the opportunity to share your story. Take advantage of the possibility. God has entrusted you with a gift. It is your duty to use your gift to serve one another; as good stewards of the manifold grace of God. Today is the day -- God has planned for you. I encourage you to write, publish and market stories that glorify God. I encourage you to live out your divine purpose. I encourage you to Enjoy His Bountiful Blessings. Today is your day of purpose!

May God Bless you in your endeavors,
Antonio L. Crawford, Founder, NCWC



Hello everyone,



Enjoy your time and the opportunity during the National Christian Writers' Conference. I am sure you will have a wonderful experience learning how to write, publish and market your own book.

In 1973, I took interest in a new aviation sport; couldn't find a book on the subject so I sat down and wrote one. After four months of writing and intense research I went coast-to-coast, and then I delivered the manuscript to the printer. So far, Hang Gliding has sold over 130,000 copies-a "best seller"! Many other famous books got their start being published by the author; some still are in print.

Self-publishing is an early American tradition. In the early days of the New World, the person with the printing press was often the author, publisher, printer and bookshop. Some people think that most of those who write quality manuscripts and self-publish do so because several publishers have turned them down.

That is occasionally true. However, many people today weigh the advantages and disadvantages of selling out to a publisher and make an educated decision to publish themselves.

Those who self-publish -- find they make more money, get to the press sooner, and keep control of their work. In the end you have to decide if self-publishing your book is the best thing to do -- and it usually is.

We are eager, ready to support you in your publishing endeavors, please visit us at: <http://www.parapublishing.com>.

We have a huge selection of informational products, reports, forms and books to share with you. Start with the free Infokit(s).

Best Wishes,
Dan Poynter



National Christian Writers' Conference

Our mission: We help writers and aspiring authors publish stories that inspire, heal, and speak to the hearts of readers living in our communities.

Our vision: Become the premier ministry in literary services and leading resource for aspiring authors, writers and motivational speakers.

Our guiding principles are founded on the Bible and lead by the direction and authority of the Holy Spirit; we use Christian values to promote fellowship among believers.

Our 2009 goals: 1,000 Author Challenge. Publish 1,000 authors in 365 days. Speak to 200 aspiring authors per month. Publish 84 books per month.

Our objectives: 12 city tour in 2009. Host two primary writers' conferences to teach, empower and educate writers to publish inspiration stories that change lives and spread the gospel to all nations around the world. Matthew 28:16-20

Focus on seven key areas:

1. Maximizing Your Spiritual Capital
2. Build Meaningful Relationships through Christian Fellowship
3. Write to Publish High Quality Books
4. Manufacture Books for FREE on the Internet!
5. Mass Book Distribution to a Global Audience
6. Position Yourself & Your Book(s) in the Christian Marketplace
7. Exploit Low-cost, Free Publicity to Publicize Your Message

If you or someone you know could gain something from the seven topics above, please come out and join us.



Agenda

Saturday, January 10, 2009

9:00 to 9:30

Registration

9:30 to 10:00

Opening Ceremony: Antonio L. Crawford

1. Welcome message
2. Introduction
3. Review agenda for the day
4. Review Conference Workbook
5. Complete Surveys

10:00 to 10:50

Keynote Speaker: Antoinette Kuritz, President of *STRATEGIES* Literary Public Relations

11:00 to 11:50

Guest Speaker: Kathi Macias, Topic: The Train-of-Thought Writing Method

12:00 to 12:50

Host Speaker: Antonio L. Crawford, Topic: The Lean Publishing Model (Write Books That Look, Feel and Read Like a Lexus) Conventional and Self-Publishing Model

1:00 to 1:50

Lunch, Networking and Door Prizes

2:00 to 2:50

Guest Speaker: Kevin Wayne Johnson, Topic: Promote Your Book in the Christian Marketplace

3:00 to 3:30

Panel Discussion: Expert Authors Share Their Experiences

3:30 to 3:45

Conference conclusion, receive surveys



Keynote Speaker: Antoinette Kuritz



Antoinette is the Founder of the La Jolla Writers Conference, the host of Writers Roundtable Radio Show, a published author, and President of The Kuritz Group, Inc., a multi-media literary management and promotions firm.

A regular speaker at conferences throughout the country, Antoinette shepherds writers of all genres, from their project's infancy to the NY Times list. Unlike conventional "cookie-cutter" PR, Antoinette's experience in and out of the bookstore industry provides her with a unique perspective and knowledge as to how best develop and promote nearly any project. Antoinette believes in personalizing conventional promotional avenues while simultaneously capitalizing on the oft-neglected, but extremely successful, more unconventional methods of book PR.

A book lover all her life, Kuritz stepped into the book industry as a book-seller and then a community relations manager for a major bookseller in 1994. Planning events and garnering media for authors with events in the store soon led to inquiries about whether she would handle PR directly for authors, but it wasn't until late 1998 that she stepped away from the bookstores and created Strategies Literary PR.

Recognizing that unless it was choreographed PR accomplished little for an author, Kuritz began creating actual PR & Marketing plans for clients. Knowing also that many new authors found professional PR & Marketing difficult to afford, Kuritz developed a means of working within most authors' budgets, providing them with the plan, materials, and guidance they needed to become successful.

Over the years, *STRATEGIES* Literary PR has evolved with the needs of the publishing industry into a full-service book project management firm. Seeing the need for a real understanding of what it takes to make a book and author successful, in 2001 Kuritz founded the La Jolla Writers Conference, a conference covering the art, craft, and *business* of writing. After its second year, the LJWC was named by *Writer's Digest* as "one of the 84 conferences in the country worth your money."

Antoinette Kuritz, Strategies
La Jolla Writers Conference
Writer's Roundtable Radio Show
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Guest Speaker: Kathi Macias



Kathi is an **Angel-award winning writer** who has authored **twenty-six books**, including her most recent release, *BEYOND ME: Living a You-First Life in a Me-First World*, from New Hope Publishing (named “top pick” in the Christian Living category by Christian Retailing); bestselling devotional *A Moment A Day* from Regal Books; and the popular Matthews mystery novels from B & H Publishers.

Kathi has written commentary for Thomas Nelson’s Spirit-Filled Life Bible (Student Edition) and was part of the devotional writing team for Zondervan’s New Women’s Devotional Bible. Kathi has also ghostwritten/collaborated on books for several prominent individuals, including Dr. Jack Hayford, Dr. Kevin Leman, Josh McDowell, Rosey Grier, the late Chaplain of the United States Senate, Dr. Richard Halverson, and the Minirth-Meier Clinic.

She has published numerous articles, short stories, and poems in various periodicals. She is a staff member for The Christian Communicator Manuscript Critique Service; a member of The Christian PEN (Proofreaders and Editors Network) and CEN (Christian Editors Network); CAN (Christian Authors Network, for whom she serves as spiritual adviser); ACFW (American Christian Fiction Writers); CWFI (Christian Writers Fellowship International); AWSA (Advanced Writers/Speakers Association, for whom she serves as membership chair); OCCWF (Orange County Christian Writers Fellowship); and she recently won the grand prize in an international writing contest. She also serves as spiritual director for Set Free Today Ministries and as consultant to the Christian publishing community for Author Solutions, Inc.

A mother and grandmother, Kathi lives in Homeland, CA, with her husband, Al, where she is at work on several writing and editing projects. A credentialed minister, Kathi also serves as a judge for the Christy Awards. Along with eleven other established CBA authors, Kathi posts on the CAN marketing blog each week (<http://canblog.typepad.com/canbookmarketing/>), writes weekly for www.crosswalk.com, and is a contributing writer to both Guidepost and MOPS compilation books. Her weekly devotional newsletter readership (both English and Spanish) has grown to more than 100,000.

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Guest Speaker: Kevin Wayne Johnson



Kevin is a 23-year veteran of the federal government and corporate America in the career field of contracting and procurement. During his 23-year career, he has negotiated contracts for a myriad of products and services including information and wireless technology, major weapons systems, consultants, spare parts, construction, architect and engineering, and training, and is a graduate of the 1995 *Executive Potential Program*.

Kevin's written work has been presented before international audiences, he has testified before the United States House of Representatives Committee on Small Business, and he prepared testimony that was presented before the District of Columbia Committee on Government Operations.

Kevin currently lives in Clarksville, Maryland, with his wife, Gail, and three young sons, Kevin, Christopher, and Cameron.

He is the author of the nine-book series entitled *Give God the Glory!*, has earned twelve (12) literary & media awards, including:

2007 Memphis Black Writer's Conference Author's Hall of Fame Award and *2006 & 2007 Christian Publisher of the Year*, Book Expo America, African-American Pavilion, and has hosted his talk show - *Give God the Glory!* - on the Voice America Internet Talk Radio Network (www.voiceamerica.com) and Black TV On-Line (www.blacktvonline.com), during the 2004 – 2007 seasons, reaching 300,000+ viewers per broadcast.

In 2009 his show has transitioned to SpreadingtheLightNetwork.com. He attests everyday that *God uses ordinary people to accomplish extraordinary things!*

Kevin Wayne Johnson, Founder, author, television host

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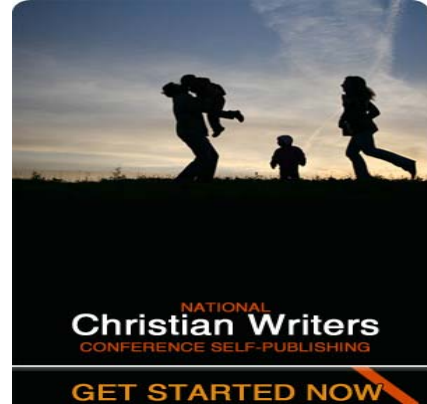
You've already learned how to publish and market your book using innovative process improvement principles with National Christian Writers' Conference. Now, break into another realm of the book industry by repurposing your manuscript for print publication with Words of Belief, a self publishing company for Christian writers.

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