

***Whip Your Book Into Shape* summer bootcamp**

With Amy B. Scher and Donna Freitas

To reserve your spot, email Amy (amy@amybscher.com) or Donna (donnamariefreitas@gmail.com)

Are your desk and computer full of notes and snippets of writing all over the place? Does your memoir or novel project feel messy and out of control? Have you been writing consistently, but now need the skills to pull things together?

Introducing a powerful class that will help you whip your memoir, novel, or other narrative work into shape and take your current writing project to the next level. No matter where you're stuck with—structure, characters, plot, blocked creatively, or just feeling alone in it all—our summer bootcamp program is designed to give you the tools and foundational techniques you need to bring your book to life.

What's Included

10 weekly classes that are fun and inspiring!

Each class will help you build upon your current efforts by helping you to release creative blocks, ignite your inspiration, and give you the skills and confidence you need to get from The Beginning to The End!

Expert guidance & focus on skill-building

With expert mentoring from two experienced authors, you'll learn how to develop your characters, structure your story, and create a compelling narrative that will keep readers engaged from start to finish.

Do you *really* know how to create a compelling flashback? What about all that show-don't-tell business? How about a great first line for your first chapter? What about one of those for chapter two (and so on and so forth!)? We'll discuss the nitty gritty of all the writing important how-to's and do's and don'ts. You'll also receive personalized feedback on your writing through "hot seat" sessions and have the opportunity to connect with a supportive community of writers who share your passion for storytelling.

Bust through creative blocks

We all hope to sit down and have those words flow. But why don't they sometimes? We're going to tackle this throughout the program. Using Amy's signature energy therapy techniques—to help release stuck emotions, old inner narratives, and fears and doubts—you'll let go of whatever "stuff" is standing in between you and finishing your project with more ease and fun than ever before. This work will be sprinkled throughout the program, plus – every week you'll receive an short but powerful bonus audio recording (just a quick 5-10 minutes!) that helps you open up your creative to work better and faster.

Support to crush your goals

By the end of this class, you'll have a clear path forward for your book and the skills to take your writing to the next level. Whether you're a seasoned writer or just starting out, and whether you're writing a novel or nonfiction, this program has something to offer everyone who wants to create a book that truly resonates with readers.

All the recordings

This program comes with all the recorded classes, which are yours to keep forever. Catch-up easily if you have to miss a class or watch them all again in the future if you ever need to reference them!

All that, all for you! So if you're ready to get your writing project closer to that finish line, then sign up for this program today. You won't regret it!

All the Details

All recordings included

10 weeks on Thursdays from 12-1pm ET

Schedule:

June 22 (90-minute class) and 29

July 6, 13, 20, and 27

August 3, 10, 17, and 24

Cost:

\$795

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Outline

Week 1: How to know if your book is working

Maybe you've been working on your project diligently, but how do you know if *it's* actually working? Today we'll discuss how to figure out if your book is working as-is, discover what we might need to do/change from the start, and make a plan to fix it.

Plus, everyone will get to share where they're stuck and hear possible solutions in real-time from Amy and Donna.

NOTE: Our first class is 90-minute class to allow time for intros. All other classes are 60-minutes.

Week 2: The Plot Thickens (or it should)

Every story needs to keep readers hooked. This week you'll learn how to find the drama in your story and how to raise the stakes (but first, we'll make sure you've got some

stakes!). We'll help you determine whether yours are there or if they need a bit more oomph—and we'll help you to find it.

Week 2: First lines and first chapters

The opening of your book not only must be compelling to readers, but it's what will make or break whether an agent is willing to read at all, and eventually editors, too. We'll look at great first lines and chapters from favorite books and help you to work on your first lines in the process. You'll leave class with some winning first lines that you can use for your story.

Week 3: What *all* chapters need and how to write them

Do you know where to break a chapter and how to do it? What about how long your chapters should be? How about when (and how) to use a section break? Are you using your chapter titles and headings effectively? We'll discuss all these basics and more—because a book can often rise and fall on basics like this. We'll get you in the *know* so you're not missing any of these important highlights!

Week 4: The Importance of World-Building

No, this isn't only for fantasy and sci-fi writers! Whether you are writing a romance novel, YA, something uber literary, a memoir, you name it, you need to give your reader a place to stand and a world to see around your character or you. We often don't realize how important these indicators are, and also simple ways to get that world-building done without dragging down the pacing to zilch. We'll help you think about this in your own project, and where and when to do it. Plus, we'll guide you through making a list of world-building ideas that you can implement right away.

Week 5: Rules on Flashbacks and Info Dumps

Flashbacks can be necessary but they can also be a disaster for your book. Do you know how to use a flashback? Do you even *notice* when you're using a flashback? What about how long to make them? What about whether you even *really* need one and how to tell when they're essential? Tricks for making them, well, less of a downer for the reader? Unspooling information slowly? We'll discuss the very important art of the skill of getting background info out onto the page, essential for a writer, yet often a skill that writers never really learn (at least not well). We'll help you turn that flashback into something to look forward to, instead of dread.

Week 6: Show Don't Tell

It's that super-annoying phrase you've heard a million times but may not know what it *really* means. We'll discuss, we'll practice, and we'll talk about how learning to show as opposed to tell can transform all the writing you do, be it fiction or nonfiction. By the end of this week, you'll finally really "get" what this phrase means and become a *showing* pro!

Week 7: Scene-setting and How to Navigate Between the Internal and External

Making sure to always locate the reader in the world of the book—and then locate her again, and *again*—is essential. We'll discuss tricks for how to do this, as well as how to

toggle back and forth between the internal of a character and (of *you*) with what is happening on the page (and we'll make sure stuff is actually happening on your pages!).

Week 8: Get Your Emotion On

Layering, layering, and more layering of *feeling*. We want your book to have layers and so do your readers. But how do you do that? And what do you do when what you're writing about brings up your own strong feelings? This week we're focusing on how to get deal with emotions – both in yourself and in your stories. Not only will it make your book better, but it might just bring you some healing, too.

Week 9: PTM: *Pacing, Tension, Momentum*

These are three of the most important aspects of a book—and we often don't pay attention to them or don't know how to. We'll discuss the key to getting those pages turning, and how to use all the prior skills you've learned toward this end. We'll also make sure you know how to tell when the pacing needs fixing or the momentum *isn't* right. And of course, how to fix it!

Week 10: All the questions, answers, and next steps

Yippee! We made it through Boot Camp! You now have the skills to whip your book into shape and you're ready to revise, edit, and polish to perfection.

Your Instructors

Donna Freitas is the author of over 20 books, MFA faculty, and writing coach with two decades of experience helping authors get published.

Amy B. Scher is the author of five books translated into 20 languages. She helps people break through blocks to become their happiest, healthiest, and most creative selves.

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1:1 Add-on opportunities

For students who want even more support, Donna is offering 1:1 opportunities:

Option 1: First 10 pages edit + 30 mins on Zoom to discuss with Donna - \$325

Option 2: Full MS read on case-by-case basis with Donna, cost TBD depending on the length of the book. Donna has time for 1-2 full manuscript reads (meaning 1-2 students) before class starts, so if this is something that interests you, please be in touch right away. She'll work with additional students over the course of the summer and you can get on a waiting list now.