

SAN FRANCISCO WRITERS UNIVERSITY PRESENTS:  
**THE 2012 SFWC  
MASTER WRITING CLASSES**

**These in-depth writing and publishing  
classes are open to everyone!**

### **PITCHCRAFT!**

with NY literary agent **Katharine Sands**  
Thursday, February 16, 2012.  
6-8 p.m. at the Mark Hopkins Hotel  
Cost: only \$99!



This tutorial is a must for everyone looking for a literary agent! **Katharine Sands**, agent extraordinaire and editor of the book *Making the Perfect Pitch*, will teach you how to effectively pitch your book to agents and editors. In two hours you will learn the components of a pitch, how to deliver your pitch, and how to make pitch opportunities happen. You'll also create and hone the very pitch you'll use for your specific book. Guaranteed fun as well as educational.

### **Author Marketing with Social Media:**

An introduction to online promotion  
Monday Morning, February 20, 2012  
9 a.m. to noon Cost: \$129



Social Media Guru Linda Lee will introduce you to all types of social media from Twitter to Facebook to Google+ and show writers how to use one or more of these tools most effectively to market their writing.

**Build Your Blog and They Will Come:  
Step-by-Step Creation of a WordPress Author Blog!**  
Monday Afternoon, February 20th - 2-5 p.m. - Cost: \$129

Linda Lee not only teaches you the ins and outs of the most popular free blogging platform on the planet, she will lead you in a hands-on application of your newfound skills to create your very own author blog. She'll even give you tips on content! You must bring your wifi-enabled laptop because you'll be creating your blog LIVE!

### **GET PAID TO WRITE YOUR BOOK:**

How to Write an Irresistible Book Proposal, Sell It Fast for Top Dollar, and Create a Career Out of It;  
with Literary Agents **Michael Larsen** and **Jody Rein**  
Monday Morning, Feb. 20th - 9 a.m. to noon - Cost: \$129

This class gives you a blueprint for writing the proposal you need to get the best editor, publisher and deal for your book. Bring a sample of your writing and get feedback on it. Larsen is author of the fourth edition of *How to Write a Book Proposal*.

These classes will be held at the Mark Hopkins Hotel  
999 California St., San Francisco  
For registration and more information:  
[www.SFWriters.org](http://www.SFWriters.org)

### **SELF-PUBLISHING BOOT CAMP**

**MONDAY ALL-DAY CLASS**  
2/20/12 at the Mark Hopkins Hotel  
9 a.m.-5 p.m. (lunch: noon to 2p.m.)  
With **Carla King, Laurie McLean, Brian Felsen,**  
**Joel Friedlander & Carol Levow**  
Cost: \$249

Self-publishing is one of the most talked about areas of book publishing today. Its transformative ebook technology and disintermediation between author and reader are turning traditional publishing on its ear and opening up the market big time for self-published books. Where to begin? Let the experts show you every step of the process to prepare, publish and promote your work. You can decide which path is best suited to you. Last year's boot camp was sold out, so reserve your space early! For more details go to [www.selfpubbootcamp.com](http://www.selfpubbootcamp.com).



**Writing Your First Bestseller (Introduction)**  
NY Times Bestselling Author **Bob Dugoni**  
Monday, February 20, 2012  
9 a.m. to noon - Cost: \$129

New York Times bestseller author Robert Dugoni is also a master teacher in the art of writing a best-selling novel. This class teaches an introduction to writing techniques and shows writers how to create compelling, deep characters, a plot that works, the basics of grammar, pacing, conflict, and much more.



**Writing Your First Bestseller (Advanced)**  
Monday, Feb. 20, 2012 - 2p.m. to 5p.m. - Cost: \$129

Bob will share more advanced writing techniques in this afternoon class so it is perfect for self-published and traditionally-published midlist authors who want to take their writing to another, bestseller level.

**WRITING A SUCCESSFUL MEMOIR**  
with author **Catherine Friend**  
Monday, February 20th - 2p.m. to 5p.m. - Cost: \$129

Catherine (*Hit By A Farm, Sheepish*) has written and taught about memoir for many years. Discover the joy of touching people's lives with your own. Examine the seemingly chaotic elements of your story. Learn what to include...and leave out! Come with an idea; leave with a plan for a compelling memoir of any kind.