

# Central Coast Writers Presents a Workshop with Stuart Horwitz!

## *B.A.M!*

### *Crafting Fiction and Creative Non-Fiction with the Book Architecture Method*

It's the age-old battle between the outliners and the pantsers – those who meticulously script every writing session, and those who pilot solely by feel. Finding your unique approach requires a method rather than a formula. The Book Architecture Method has helped bestselling writers transform their messy manuscripts into polished books. Accomplished and aspiring writers alike will learn the secrets of how to painlessly create a complex narrative such as:

- what “plotting” actually means, and why there isn't one narrative arc but several
- how to make sure your book has one “theme” – and one theme only
- how to separate your work into scenes and use this disassembly to diagnose what's going wrong with your manuscript
- the secret to why some narratives feel like they are all coming together at an emotional pay-off while others do not

Fee: \$40 for CCW members -- \$60 for Non-members  
\*Coffee and light snacks provided for registrants

Date and Time: May 6<sup>th</sup>, 2017 - 9:00 a.m. to 1:00 p.m. (doors open at 8:30 a.m.)

Location: Sam Karas Room – Monterey Peninsula College (plenty of free parking)  
\*Detailed directions will be provided to registrants

## Presenter Bio:

Stuart Horwitz is the founder and principal of Book Architecture, a firm of independent editors based in Providence ([www.BookArchitecture.com](http://www.BookArchitecture.com)). Book Architecture's clients have reached the best-seller list in both fiction and non-fiction, and have appeared on Oprah!, The Today Show, The Tonight Show, and in the most prestigious journals in their respective fields. His first book *Blueprint Your Bestseller* (Penguin/Perigee), was named one of 2013's best books about writing by *The Writer* magazine. His second book, *Book Architecture: How to Plot and Outline Without Using a Formula*, appeared in May, 2015 and became an Amazon bestseller in two categories. His third book, *Finish Your Book in Three Drafts*, was published in June, 2016.



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Pay in advance by check:  \$40 CCW members  \$60 non-members

Please make checks payable to “CCW Branch of the CWC

Mail to: CCW Crafting Fiction Workshop, P.O. Box 997, Pacific Grove, CA 93950