



# *Florida Writers Foundation, Inc.*

P. O. Box 66069, St. Pete Beach, FL 33736, 727-367-9052

*Karen Lieb, President*  
*Anne Linne, Treasurer*

*Chrissy Jackson, Vice President/CEO*  
*Shara Smock, Secretary*

## **FUNDRAISER ANNOUNCEMENT**

When: October 22, 2009

Where: Orlando Marriott Lake Mary

Who: Margie Lawson, developer of innovative psychologically-anchored editing systems and techniques.

Why: Florida Writers Foundation has the unprecedented opportunity to bring Margie Lawson [www.MargieLawson.com] and her Masters Class in Empowering Characters Emotions to writers across Florida. In addition to learning all that's described on the following pages, we're raising money for a good cause with the profits! 100% of the profits from this all day workshop will be used for fighting illiteracy by Florida Writers Foundation.

### *Sign Up Now*

Name \_\_\_\_\_

FWA Member            \$50.00

Non-FWA Member    \$75.00

***Make checks payable to Florida Writers Foundation***

***Mail to Chrissy Jackson, P. O. Box 66069, St. Pete Beach, FL 33736***

***Or register online***

This is considered a donation to Florida Writers Foundation, which is sponsoring the event.

*Florida Writers Foundation is a non-profit 501(c)(3) corporation established to promote literacy and enhance writing skills of children, youth, and adults.*

IRS 51-0659615

FL Registration CH24950

# MASTER CLASS: EMPOWERING CHARACTERS' EMOTIONS

BY MARGIE LAWSON

**WANT TO LEARN THE FOUR LEVELS OF POWERING UP EMOTION?**

**WANT TO LEARN HOW TO WRITE THE FULL RANGE OF BODY LANGUAGE?**

**WANT TO TURN YOUR WORK INTO A PAGE-TURNER BY HOOKING THE READER VISCERALLY?**

**WANT TO BECOME A PSYCHOLOGIST ON THE PAGE?**

**IF SO – THIS IS THE MASTER CLASS FOR YOU.**

**Margie Lawson**, a practicing psychologist, has been collecting rave reviews from writers across the U.S., in Canada, and in Australia and New Zealand. In the last four and a half years, she's presented over 42 full day master classes. She developed innovative psychologically-anchored editing systems and techniques. She teaches writers how to add emotional power that hooks the reader viscerally and creates a page-turner.

In this power-packed, high energy workshop, Margie will cover the following topics and more:

- The EDITS System
- Four Levels of Powering Up Emotion
- Emotional Authenticity
- Backstory Management
- Nonverbal Communication: Kinesics, Haptics, Proxemics, Facial expressions, Paralanguage Cues
- Visceral Responses
- Motivation Reaction Units
- Ideomotoric shifts
- Backloading
- In-trance-ing the Reader
- Writing FRESH
- Projecting Emotion for a Non-POV character



Margie's resume features college professor, clinical trainer, sex therapist, Director of an Impotence Clinic, hypnotherapist, and keynote speaker. She merges her two worlds, psychology and writing, by analyzing writing craft as well as the psyche of the writer.

Margie presents four, full-day master classes internationally and offers each topic as an on-line course:

1. Empowering Characters' Emotions
2. Deep Editing: The EDITS System, Rhetorical Devices, and More
3. Digging Deep in to the EDITS System
4. Defeat Self-Defeating Behaviors

**Salvatore "Sam" Falco, FWA member** says, "After I took Margie Lawson's Master Class at a conference two years ago, the quality of my writing improved by an order of magnitude. Margie's trademark EDITS system is the perfect diagnostic tool for any fiction writer. Her insight into the psychological and literary tools that make best-selling fiction crackle is deep and powerful. I can hardly wait to attend another of Margie's Master Classes."