



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 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 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 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



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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

For more information about her master classes, on-line courses, or Lecture Packets for each course, please visit her website, www.MargieLawson.com.

Comments regarding Margie Lawson's on-line courses, Lecture Packets, and full day master classes:

Salvatore "Sam" Falco, FWA member

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.

Jeri Smith-Ready, WICKED GAME, Pocket Books

I owe it all to Margie Lawson (and my editor) for helping me whip WICKED GAME into shape. I used her Empowering Characters' Emotions and Deep Editing lectures as my bible for the final drafts of WICKED GAME and my previous novel, VOICE OF CROW. I am so grateful I discovered Margie's editing expertise. I can't say enough about what a difference it made to have Margie's 'voice' pushing me to make each word count and each sentence pop!

Colleen Coble, CEO of American Christian Fiction Writers and Bestselling author of *Anathema and Abomination*:

"The workshop I went to last month was the best I've ever been to, bar none. And I've been to plenty. Margie's workshop was so awesome, I'm going over my notes from what she taught before I start my next book. She's a genius, pure and simple."

Melanie Milburne, Bestselling, Award Winning author of over 30 books

I just sold my 31st title and my editor loved the book. She thought I had written a really sophisticated story with powerful emotion. So thank you Margie!

I have worked my way through Margie's Empowering Characters' Emotions, and Deep Editing Lecture Packets, and found them wonderful. Her deep editing techniques have really lifted my writing. It's so exciting working on each new novel now knowing I have these amazing techniques to engage the reader in a more emotionally satisfying way. Thank you again, Margie!

Karin Gillespie, National Bestselling author of *Bottom Dollar Book, Series* and co-author of *Sweet Potato Queen's First Big-Ass Novel*:

"I loved Margie's class and will use her DEEP EDITING techniques in books to come. Thanks Margie. I'll be telling all of my author friends about your workshops!"

Karin Tabke, Bestselling author of nine books

"I had so many epiphany moments Saturday my head was twitching. It's still twitching! I wish I had attended Margie's Empowering Characters' Emotions master class earlier. My writing is stronger, more vivid, more emotional. The effects of the workshop were immediate. I highly recommend if you have the opportunity to take Margie's workshop in person, do it."

Karin Gillespie, National Bestselling author of *Bottom Dollar Book, Series* and co-author of *Sweet Potato Queen's First Big-Ass Novel*:

"I loved Margie's class and will use her DEEP EDITING techniques in books to come. Thanks Margie. I'll be telling all of my author friends about your workshops!"

Cheryl Wyatt, Award Winning author of Inspirational Action Romance

"I LOVED Margie Lawson's class. WOW. WOW. WOW. Wish I would have discovered her sooner. Fabulous. My writing will soar to the next level. She's an incredible teacher and such a fun teacher. Great lady. I plan to take all her online courses."

At the Steeple Hill spotlight, at the RWA National conference, editors Krista Stroever and Melissa Endlich mentioned my books. They talked about how my writing has a depth of emotion that makes them cry. They said that's the kind of emotive writing they want to see from authors trying to break in.

Margie, I know I have you to thank for the strong core of emotion that people say are in my books. Thank you for bringing your wealth of knowledge and sharing with us. You truly are amazing.

Lyn Cote, Bestselling, RITA nominated, author of over 25 novels.

I love a teacher who knows how to break down the individual skills and content in order to put into practice what is being taught. I've taken Margie's Character Emotion and EDITS classes and have used them ever since. Margie's lessons are always practical and make such a difference! If you haven't taken them and implemented them, YOU SHOULD. "

Linda Warren, Award Winning Best-selling Texas Author of over 30 books:

I'm thoroughly enjoying your Deep Editing lectures. And learning. I feel as if I've been writing in the dark. All of a sudden you've turned on the light and my weak and dull writing is transformed into powerful and fresh. I love it!

As an author I get tired of the "thumping" "pounding" heart. "Lifted" "raised" eyebrow, too.

After your full day Empowering Characters' Emotions master class at NOLA Stars, I wrote this line: "She cocked her eyebrow with the power of a .38 special."

As I told you in Shreveport, I've never taken a workshop because getting around is so hard for me. I'm glad I waited for a Margie Lawson master class to begin to learn about the power of words, the power of writing. You're brilliant.

CJ Lyons, Award Winning author of LIFELINES:

Margie's Empowering Characters' Emotions and Deep Editing classes not only helped me to get in touch with my characters' visceral reactions, they also showed me ways to use my characters' emotions to drive my plots in compelling and evocative new directions!

Lisa Cooke, TEXAS HOLD HIM:

"I used Margie's empowering techniques when working on my revisions for TEXAS HOLD HIM. They really intensified the climactic scene and strengthened my manuscript over all. TEXAS HOLD HIM has since been picked up by Dorchester Publishing and will be released in April, 2009!"

Margaret Crowley, COFW Workshop Coordinator

"I booked Margie to give her Empowering Characters' Emotions Workshop for Central Ohio Fiction Writers. Because her techniques apply to all genres, it was easy to attract writers from outside our chapter. I got such an overwhelming response, I had to book a bigger classroom. Margie still managed to connect with each student, making sure they understood how her psychologically-based techniques could improve their work. Attendees were so pleased, several joined our writing group afterwards."

Jennifer Talty, writer and presenter, Central New York RWA

As Mini Con conference coordinator for Central New York RWA chapter, I bring in speakers that will help authors at all levels of their careers. Margie Lawson's workshops offer unique and practical tactics to teach writers how to craft a best seller. Not only is Margie engaging as a speaker, but her energy level is contagious. Many authors e-mailed thanking me for bringing her to our chapter and shared how her hands-on approach has improved their writing. I highly recommend Margie and all of her workshops. What you will learn will take your work to a new level!"

Kim Howe, 2008 Golden Heart Finalist, 2008 Daphne du Maurier Winner:

"If you want to revolutionize your prose, sign up for one of Margie Lawson's courses. Margie is the Julia Child of writing. She teaches her students how to turn raw ingredients—in this case words—into a literary feast."