

Welcome to AWSA!

Advanced Writers & Speakers Association



Greetings from Linda Evans Shepherd—

WANTED TO PERSONALLY TAKE TIME TO WELCOME YOU TO OUR AWSA SISTERHOOD AS ONE OF THE NEWEST MEMBERS OF THE ADVANCED WRITERS AND SPEAKERS ASSOCIATION.

This Member e-packet, which is available for download at awsa.com, outlines how to make the most of this amazing organization. I guarantee you will find it's so much more than a group of women who write and speak for a living. No matter where you are in your publishing or speaking journey, I want you to know that everyone you meet is or has been where you are!

I also want to extend an invitation for our Protégés to consider getting involved in our monthly Power Call and for our Professionals to sign up for the Inner Circle and Mastermind groups. It is in these areas that you will

find regular opportunity to gain insight, perspective and strategy from seasoned published authors.

Psalm 68:11 says: "The Lord gives the word; the women who announce the news are a great host" (ESV). You are called to this place for "such a time as this." I am confident that every precious resource you invest will be multiplied in you for influence for the gospel.

Please subscribe to our AWSA award-winning magazine [Leading Hearts](#) (text LEADINGHEARTS TO 64600) and our Arise DAILY e-devos (ARISEDAILY.COM), written by our sisters. Also, make plans now to attend our annual AWSA Conference, August 23- 25, 2019, in Murfreesboro, Tennessee. More details are coming soon.

We are praying for you! Love, *Linda*

Advanced Writers and Speakers Founder
CEO Right to the Heart Ministries

FROM OUR PRESIDENT—KAREN PORTER

The Value of Sisterhood in the Trenches of Ministry

One of our beloved AWSA sisters begins her letters, "Dear sisters who know what my life is like." Many of us have taken up that mantra because writers and speakers live a lonely life. We may have friends and family around, but they don't always comprehend what we do. Sure, a speaker spends time with the crowds, but in between those events are days alone, preparing, praying and planning. Writing is a solitary craft including long hours with a computer and an idea. Our families love us but rarely understand the pressure of what we must do alone.

Our effectiveness as a speaker or writer or singer depends on our connection with others who also work at our craft.

You made a smart move when you joined AWSA. We will help you become a better communicator. Our training programs are top shelf, and our connection to each other becomes a sounding board, giving us new insights and discernment. And we can't wait to learn from you, too.

Welcome and blessings,

Karen

AWSA President & CEO of Bold Vision Books





MAXIMIZE YOUR AWSA NETWORK — EDIE MELSON

EDIEMELSON.COM



NETWORKING IS A WRITER AND SPEAKER'S BREAD AND BUTTER. IN THIS INDUSTRY, SO MANY OF OUR OPPORTUNITIES COME AS REFERRALS FROM THOSE WE KNOW.

That's one of the things that makes membership in AWSA so valuable. The women here are generous and always willing to help one another follow the call God has placed on our lives.

Knowing the opportunity exists and using it effectively can sometimes be two different things. These are some tips to help build those valuable connections and utilize them effectively.

Basic Networking Tips

1. Don't make it about you. Look for ways to encourage and serve others.
2. Bring value to every situation. If you have something to offer, don't be shy. But remember that an encouraging word is always valuable.
3. Make the effort to get to know others. Many of us are introverts, and this can be difficult. But it is worth the effort. I've built long-lasting friendships by reaching out.
4. Look for opportunities to serve. No organization can grow without help from its members. Volunteering is a great way to give back and grow your own valuable connections.



PROTÉGÉ POWER CALL: PASSING THE BATON — JAYME HULL

JAYMEHULL.COM



THOUGHT I HAD LIFE ALL FIGURED OUT. I THOUGHT I KNEW EXACTLY WHAT DIRECTION TO TAKE WITH MY WRITING AND SPEAKING CAREER. BUT AS TIME WENT BY, I FOUND MYSELF DEEP IN DOUBT, FEAR, LONELINESS AND CONFUSION. EVER BEEN THERE?

I needed God's direction and someone a little further down the road with experience who could pour into my heart and soul and give me guidance. After much prayer I decided I didn't have to run this race alone. I decided to seek out a mentor and a mentoring program to get unstuck and be encouraged.

How about you? Have you mistaken this writing and speaking life for a one-woman marathon, or are you trying to run a relay race solo?

It's a myth that you can create yourself and figure out life completely on your own. Your energy will eventually run out. You'll limp along, out of breath and with a stitch in your side. You may be able to survive, but you can't thrive running solo.

Oh sure, we sit in an auditorium with hundreds of women, listening to the speaker talk about the keys to a successful writing and speaking career or ministry. But then we go back to the real world, back to the struggle, the routine, the temptations, the fears and doubts. Some of us press on alone. We sit down on the sidelines. We lose focus. We give up.

The only way to get across the finish line is together! Cheering each other on, celebrating together, sharing

our stories, instilling hope, skills and techniques and fixing our eyes on Jesus every step of the way.

That's why AWSA developed the Protégé Power Call. The Power Call is a weekly encouragement call that begins with prayer and a short devotional. It is followed by a special teaching by an AWSA Professional and closes with time for questions and answers with the Protégé members. Our goal for everyone is to move from doing to becoming.

There's a tension here — between who we are now and who we will be, the friction between the now and the not yet. Paul writes, "Dear friends, now we are children of God, and what we will be has not yet been made known" (1 John 3:2, NIV).

Living in the "not yet" can be pretty confusing sometimes. You and I can only see one silver at a time but God sees the whole story of our lives. Our great struggles have the potential to shape our character profoundly, if we don't give up (Galatians 6:9).

Each week on the Power Call we are learning the key ingredients to staying focused and not giving up:

- Begin and end each day with prayer and intentional time in God's Word (John 15:1-11).
- Clear the space between you and God. Limit the distractions and disorder (1 Corinthians 7:35).
- Be available to give help to others and teachable to receive help from others (Luke 6:38).
- Are you participating in the AWSA Protégé Power Call? Become a part of the program and discover how the weekly teaching and inspiration can guide you on your successful writing and speaking journey.

In our personal hiding-in-the-cave moments of life, we need to hear the truth. We need experienced authors and speakers to shine light into the darkness and give us hope because the story's not over yet! Being a part of AWSA and the Protégé Power Call Program can do exactly that: shine a light into your soul as you prepare to write and speak for the King of Kings.

MEMBERSHIP SERVICES



If you have joined AWSA as a part of our Protégé "mentee" program, we are so happy you are here!

Your membership includes:

- Email mailings that will tell you all the latest news and resources so you don't miss out on anything.
- A link to watch "Story Telling for Writers and Speakers" video class by AWSA Steering Committee President Karen Porter.
- An invitation to attend our live events at our conferences and retreats. You will get to go with us to Book Expos and meet editors, publishers and bookstore owners.
- AWSA Coaches available to work with you.
- Eligibility to join our Protégé Power Call – a monthly live, online training with expert teachers who will explain how to write book proposals, meet editors and explain secrets you need to know. (Extra charge to subscribe.)
- For Protégé Power Call Subscribers: Access to complete Power Call Archive.

The Protégé Power Call and AWSA Coaching are add-ons and not included in the cost of Protégé \$50 base annual membership dues.



If you meet or achieve the requirements to become an AWSA Professional member, you have exclusive access to our Inner Circle, Mastermind Groups and Certified Coach Program. You can also have opportunity to join our Arise Speakers Bureau.

Your membership includes:

- Email mailings that will tell you all the latest news and resources so you don't miss out on anything, including our prayer loop.
- Opportunity to submit articles and devotionals for publication in AWSA's Leading Hearts magazine and Arise Daily e-devotionals (see details on page 8).
- Opportunity to submit books for possible review in Leading Hearts magazine.
- An invitation to attend our live events at our conferences and retreats. You will get to go with us to Book Expos and meet editors, publishers and bookstore owners.

The programs mentioned above are add-ons, therefore not included in the cost of Professional \$50 base annual membership dues.



As a member of the AWSA Inner Circle, you are signed up for a year's worth of new online seminar training and group coaching.

- Once a month, you will be invited onto our live training webinar with group coaching – for Inner Circle members only. If you can't make a live session, you will be able to watch the recording.
 - There will be LIVE discussions – and you can ask our experts questions. Those answers will make all the difference in reaching your audiences.
 - You will get the helps you need, getting your difficult questions answered and moving forward with all that God has called you to do.
 - You will get conference and retreat REPLAYS of speakers and workshops at a deep discount.
 - You will be the first in the know – the first to have the ability to sign up for VERY SPECIAL and EXCITING ANNOUNCEMENTS!
 - You will develop deeper professional relationships, which are so important in what we do. Who knows the connections God is going to bring together?
- Inner Circle Membership is not included in the cost of Professional \$50 base annual membership dues.

Advanced Writers & Speakers Association
exclusively for Christian Women Communicators

Your Gift

"Before I sat in on one of Kathy's classes, I had no idea that I even had what it took to be a professional author and speaker. These books became valued resources in my journey."

—PENILOPE CARLEWATTO
Author, Speaker, & Columnist
& Member of the
Titanic Speakers Bureau
penilopecarlewatto.com

Free with Membership

Thank you for joining AWSA, as a Professional or Protégé Member (\$50 a year). Please email aishareply@gmail.com to request either of Kathy Colard Miller's e-books: THE COMPLETE GUIDE TO WRITING or SPEAKING PROFESSIONALLY, as our membership gift to you.

A PLACE TO BE ENCOURAGED, MENTORED, TRAINED,
COACHED, NETWORKED & COVERED IN PRAYER.

PROFESSIONAL MEMBERSHIP INTENSIVES & CERTIFICATION

RIGHT TO THE HEART MEDIA NETWORK



AWSA Mastermind Groups are virtual online places for help, prayer and community — for AWSA members only.

You will meet twice a month for an hour and a half, at regular intervals, via our Zoom.us account, an online conference place. You will be able to see your fellow Mastermind Group members on an online screen (computer or smart phone).

Your Mastermind facilitator will ask you and other attendees four questions:

- What are you working on?
 - What did you learn since we last met?
 - What do you need help with?
 - How can we pray for you?
- (You will be amazed what you will learn as well as the bonds you will create!)

These groups will not only build community, they will give you a jump start in the help you've longed for and the prayer you've wished for. Best of all, we will limit each group to five to ten people so everyone can be heard.

Mastermind Program is not included in the cost of Professional \$50 base annual membership dues.



Benefits you get as an AWSA Certified Coach.

- Double, triple your writing and speaking income.
- Take your income and influence to a radically new level AND get paid for coaching people.
- Remove the roadblocks that have held you back as a writer and speaker.
- Identify and clarify your writing and speaking goals and ... help others do the same.
- Get paid for developing leadership, writing and speaking skills in your clients.
- Recognize the horrible scams and pitfalls in the publishing industry with guaranteed ways to avoid them.
- Identify your God-given dreams and develop a clear action plan to achieve them.
- Develop camaraderie, community and lifelong friendships, as well as peer-to-peer support in your ministry journey.

Our Coaching Certification program has been developed by certified life coaches under the guidance of Professor and Life Coach Cynthia Covonough and special guest experts. It will include a copy of Your Plan to Achieve Your Professional Speaking and Writing Dreams, a workbook you will use with your future AWSA-generated coaching clients.

The Coaching Certification program is not included in the cost of Professional \$50 base annual membership dues.



AriseDaily
to Extraordinary Life in Christ

e-devotionals



—Members Only— Promotion & Publication Services

PROMOTION & PUBLICATION SERVICES

The hardest part of successfully stepping out into the publishing world or building new momentum for your ministry is having a medium in which to introduce new material to your potential audience.

As an AWSA, we are not only helping you connect with a network of sisters who will give you encouragement and prayer support, our Right to the Heart Media Network can help extend your ministry reach.

We offer various opportunities to publish or be promoted in our multi-award-winning publication, Leading Hearts magazine (leadinghearts.com), Arise DAILY e-devos (arisedaily.com) and multiple professional training and ministry newsletters and such as the Advanced Writers & Speakers Association (awsa.com), gottopray.com (Linda Evans Shepherd Ministries), Women's Ministry Café (coming soon), Page Turner Christian Books (coming soon) and social media platforms which reach a total audience of over 160,000 daily.

AWSA-insider pricing and package* deals to advertise in our publications and newsletter are available at AWSA.com under Right to the Heart Ministry Network "Members Only Promotion."

ARISE DAILY

AWSA Protégé and Professional Members are given the opportunity to submit devotionals for publication via our Arise DAILY e-devotional ministry, which is delivered to inboxes across the nation and around the world every day!

To find out more about Arise Daily, go to arisedaily.com and email our Arise Daily editor, Julie Coleman, for Writers Guidelines: jcoleman@gmail.com.

LEADING HEARTS

AWSA Professional Members are given opportunity to voluntarily submit feature articles and books for publication and review consideration.

AWSA Members who are continuing columnists are picked by the publisher to fit specific editorial needs of the magazine.

—Members Only—
Speaking & Creative Services



ARISE SPEAKERS BUREAU

Do you want to know how to book more speaking engagements? AWSA Professional Members can join our ARISE Speakers directory and concierge service to be directly promoted to women's leadership events and conference coordinators.

Email Linda at lindareply@gmail.com for details, including membership fees.



#barefacedcreative
growing great ideas.

CREATIVE SERVICES

Protégé and Professional Members have access to AWSA-insider pricing from #barefacedcreative for Brand and Communications Consulting, as well as design service. (They branded and sponsored registration for this year's conference.)

As a member of AWSA, #barefacedcreative founder, Amber Weigand-Buckley, has over 20 years of award-winning media experience. Currently, she serves full-time as the Marketing, Communications and Art Director for the Right to the Heart Ministry Network.

She also is the founding editor and Art Director of *Leading Hearts* magazine. She has the heart to help her AWSA sisters put their best foot forward in the ministry that God has called each one to serve.

DON'T FORGET TO RENEW YOUR AWSA MEMBERSHIP...

THANK YOU FOR HELPING TO KEEP
**OUR \$50 AWSA ANNUAL
MEMBERSHIP FEE AFFORDABLE**
FOR EVERYONE BY PAYING YOUR DUES.

PAY ONLINE AT AWSA.COM

August 23-25 | Embassy Suites | Murfreesboro, TN

Save the Date!

AWSA.COM

2019 Fall Conference at CPE

AWSA

Advanced Writers & Speakers Association

EMBRACE YOUR OPPORTUNITY TO
Refresh. Refocus. Refuel.

Exclusively for AWSA Professional
& Protégé Members

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