

Spotlight: *We're pleased to present...*

DEMIAN FARNWORTH & SHAWN MCDONALD



A Special 3-Hour "Two-fer" Workshop:
TWO ESSENTIALS FOR TODAY'S WRITER:
(1) "THE ART OF BLOGGING FOR THE WRITER"
presented by **DEMIAN FARNWORTH, and**
(2) "THE TOP TEN INTERNET RESOURCES FOR WRITERS"
presented by **SHAWN MCDONALD**

Location: Barnes & Noble-Crestwood
9618 Watson Road, Crestwood, MO 63126
Get [map and directions](#).

Date: Saturday, May 3, 2008
Time: 10 AM until 1 PM (1 hour longer than usual*)

* A short break will be included midway through this workshop. Attendees may bring a brown bag lunch or purchase refreshments in the Barnes & Noble café

SLWG members attend for FREE; \$5 fee for non-members

Please [register in advance](#)

PROGRAM OVERVIEW: No matter what you write, you need to be able to exploit the Internet. It's a rich source of inspiration and information; it can also be a time-saver and source-builder. You do need access to a computer to be a modern writer, but you need not be a computer guru to successfully navigate the web and use it to your advantage. Come learn from two masters how you can tap the vast resources of the Internet from your own keyboard and advance virtually all of your writing goals.

"THE ART OF BLOGGING" WORKSHOP

Writing a successful blog, however you define that, is tough. Instead of money, fame, and a mob of bewitched readers, you'll probably feel like you're shouting in outer space. And you probably will be.

No matter what your audience size, you ought to write as if your readership consisted of paid subscribers whose subscriptions were perpetually about to end. There's no need to pander. Compel them to re-subscribe. I'll teach you how to do just that.

DEMIAN FARNWORTH lives in Fairview Heights, IL, with his wife and two children. His main gig is Senior Web Writer for Joyce Meyer Ministries, an international non-profit, where he writes about efforts to relieve poverty in Africa or eliminate child prostitution in India.

His other business interest includes working as a small business marketing blogger—which allows him to toy with search engine optimization and social media, like blogs. In his leisure time, he's memorizing the book of *Romans* and reading theology and writing books.

Demian says, "I think philosophy is hot stuff. You?"

"THE TOP TEN INTERNET RESOURCES FOR WRITERS" WORKSHOP

You think writing your stories on an old Olivetti typewriter is quaint. You eagerly await the annual publication of the new edition of *Writer's Market*, even though it's out-of-date before it even rolls off the press. The concept of an email query is as foreign to you as dipping French fries in mayonnaise.

This is your intervention.

This second half of the May 3rd SLWG workshop focuses on Internet databases, tools, and other online resources available to the modern writer. There are dozens of great free Web sites and digital communities available to writers of all genres and interests. SHAWN MCDONALD will present a live demonstration of the *Top Ten Internet Resources for Writers*, so bring your own URL of your favorite online writing resources and we'll swap as many sites as time allows.

SHAWN MCDONALD is a professional Technical Writer, author of countless industrial software instruction manuals, all but six of which have been thrown away with the shrinkwrap unbroken.

His novella, *Ms. Tiegli's Most Welcome Visitors* was a shortlist finalist for the prestigious 2007 Miami University Press Novella Contest.

Shawn resides in Creve Coeur, Missouri, following a federally brokered exchange with California for the Beckhams, and a second natural disaster-to-be-named later. He shares a roof with his beautiful wife, three children, and dyspeptic cat.

Shawn struggles with his handicap of being funk-impaired and has never won a single head-to-head *Dance Dance Revolution* challenge.

His latest novel, *The Haunting of Room Sixteen* is represented by Elizabeth Joté (Joe-TAY) of Objective Entertainment and currently in submission to reputable publishing houses throughout the 212 (as well as a few houses of ill-repute).