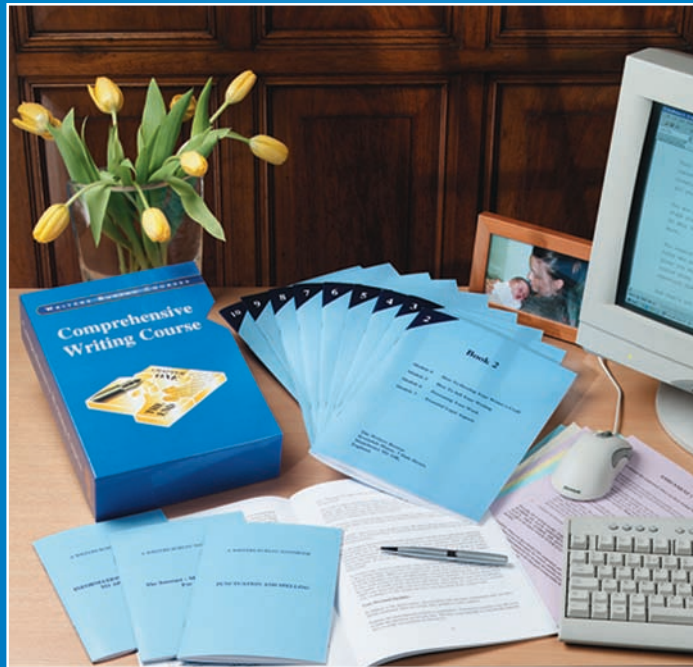


WRITERS BUREAU COURSES

Write and Be Published



The Writers Bureau, Sevendale House, Manchester, M1 1JB, England
Tel: 00 44 161 228 2362 Fax: 00 44 161 236 9440
www.writersbureau.com

Accredited by The Open And Distance Learning Quality Council

The Award of Accreditation

The Writers Bureau has been granted accreditation by the Open and Distance Learning Quality Council (formerly the CACC), which was set up in 1969 as an independent body with the co-operation of the Secretary of State for Education. The ODLQC is established for the public benefit to promote lifelong learning and in particular to raise standards within distance education. It does this by awarding, where appropriate, the status of accreditation in recognition that the activities of a particular college conform to such standards.

The accreditation process includes a rigorous assessment, by independent experts, of a college's administration, tutorial support, educational materials and publicity, to ensure that they meet the standards set by the Council. Accredited colleges are monitored by the Council to ensure that students continue to receive good service, and are assessed for re-accreditation at intervals of not more than three years.

Issued with the authority of the Open and Distance Learning Quality Council, 44 Bedford Row, Holborne, London, England, WC1R 4LL.

Visit: www.odlqc.org.uk.



The Writers Bureau is a member of the British Institute for Learning and Development (formerly known as BLA)

Members of the British Institute for Learning and Development sign up to a code of conduct which indicates the standards expected of them. The adoption of this code is an integral part of membership and provides the basis through which the Institute promotes its members' commitment to quality and good practice.

The British Institute for Learning and Development seeks to impart advice on best practice, techniques and technologies in learning and the use of quality models for continuous improvement amongst its members.

For more information about the British Institute for Learning and Development visit: www.thebild.org.

Write and be Published

To be a published writer is one of the most rewarding occupations or pastimes – both financially and creatively – that you can imagine.

It is also an activity for which there is an enormous demand. Editors and publishers are always on the look-out for new writers and fresh ideas. In the next few months alone, they will pay thousands and thousands of dollars in fees and royalties to freelance writers – and, with our help, you could easily be one of them!

To give you some idea of the size of this potential market, there are at least 50,000 magazines and newspapers published worldwide in the English language. Most of these purchase articles and stories from freelance writers. The major English language markets are in the USA, Great Britain, Canada, Australia, New Zealand, India and Singapore plus at least another 30 countries that have some publications in English. And, if you can write to an acceptable level in another language there are even more opportunities open to you.

And, thanks to the Internet you can easily contact publications around the world at the click of a mouse.

There are hundreds of thousands of fiction and non-fiction books published each year and an on-going demand for radio, TV, film and video scripts and stage plays. Add to that the opportunities on the Internet and you can see that there are plenty of outlets for your work.



AWARD WINNING WRITER

Christina Jones

“I could never have believed what would happen to me the day I joined The Writers Bureau. I’d always enjoyed writing – but I had no idea whether I was any good. I needed the expertise of the one-to-one tuition that The Writers Bureau offered.”

“The assignments were so well targeted that I managed to sell every piece of course work to magazines and newspapers – with requests for more.”

“Now, I’ve had sixteen novels published and work regularly for magazines, running my writing career as a small business. It is simply a dream come true. I am having a lovely time – being interviewed, appearing on radio and TV, giving talks – but most of all I’m earning a living doing what I love most. Writing. The Writers Bureau made this possible for me.”

Once you have learned how to write for these markets, you should have no difficulty selling your writing. This applies just as much to the part-timer, writing for fun and recreation, as it does to the full-time professional.

So that you can take full advantage of these opportunities, we will help you to acquire the expertise that all successful writers need. This is not difficult, for writing is a skill which, like

all the other artistic skills, you can learn and develop with proper instruction and practice. The more you write, the better you will become.

We will provide you with the expert tuition you need in order to develop your writing skills. We will help you to acquire the expertise and knowledge to become a successful writer. What we must have, in return, is your full cooperation and enthusiasm.

However, you do not need any special educational qualifications or background knowledge to become a writer. Successful writers come from all walks of life. **Our students have proved that. And, you are never too young or too old to start.**

Combine our help with your commitment and you, too, could soon become a published writer.

Once you have developed your writing skills, you have exactly the same opportunities for success as anyone else. How well you do and how far you go will depend on your own application and creative talent. In other words, it is entirely up to you. If other people have made it, then surely with a little effort, you can too!

When you receive your first payment check, it is a tremendous thrill. Not only are you doing something that is incredibly satisfying and enjoyable – but you are actually being paid for it as well!

Your Course

The tuition we offer you is a comprehensive, home study course in creative writing. This has been put together by professional writers who, for many years, have earned their livings from their writing. They are men and women **who are willing to share with you the secrets of their success.**

Your course is divided into 30 information-packed study modules – and there are 20 writing assignments, on which your tutor gives you help, advice and guidance. There is a detailed outline later which we suggest you study carefully. You deal with every aspect of creative writing except poetry. You start with the fundamentals that all writers need to know. We help you with ideas and we show you the quickest way into print. You learn how to develop your imagination and create your own individual style. You are taught how to write articles, short stories, children's stories, novels of all kinds –

including romances, historicals, westerns, science fiction, adventure etc. You cover non-fiction books, journalism, radio, TV and the stage. We advise you about copyright, libel, and how to deal with literary agents – the terms to accept and the pitfalls to avoid in the publishing jungle.

Next, and just as important, we tell you how to sell your work; how to influence editors and publishers and we give you practical suggestions that can make all the difference between rejection and success.

And finally, we come to what, in our view, is the most important point of all – YOUR PERSONAL TUITION. This is the individual advice, help, guidance and encouragement that you receive from your tutor. So let's tell you more about it.

Your Personal Tuition

Undoubtedly, the best way to learn to write is by doing it yourself under the guidance of expert tutors. In fact, this hands-on experience is essential to develop your writing skills. This is why, in your assignments, we give you plenty of ‘real-life’ writing to do – writing that you can submit for publication as soon as your tutor advises.

Your assignments are set according to the progress you make, and each one receives the careful attention of a professional tutor. Here your tutor will give you an honest opinion about your work. You will be advised, as needed, on your style, the subject matter, the presentation, grammar or anything else that matters. You will be told how to improve your work – if improvement is necessary, and how to avoid the common errors and mistakes that so many beginners make. **Your tutor will give you constructive comment and will help you to be objective and realistic in your approach to your work. At the same time they will provide motivation and encouragement.** This one-to-one guidance gives you a trusting and open environment to work in, so much so, that many students come to know their tutor as a real friend. If any of your writing has ever been rejected, you will recognise at once the value of personal guidance like this.

Your tuition is, in our opinion, the most important part of your course. It is, in fact, just like having private lessons all to yourself. Not only do we promise you proper tuition, we actually GUARANTEE it. If your tutor does not correct an assignment properly and thoroughly, we will assess it again and GIVE YOU A \$15 REFUND. That is how seriously we take it!

Director of Studies



Mrs Diana Nadin

Diana Nadin has had 30 years' experience in distance learning and is one of the country's leading experts in this field. She has developed a deep insight into student needs and how to help you with your studies. Diana knows that it is particularly important that you have competent, conscientious tutors throughout your course because they have a significant influence on your progress. So, she makes sure great care is taken when appointing a tutor to you as this relationship can make all the difference between failure and success.

But that is not all, the course has been designed so that your study path is flexible to your own requirements and circumstances. For instance, you can study fiction before non-fiction. You can study at your own speed. You can give extra attention to a particular subject if you wish, and you can have extra assignments and extra writing practice if you feel the need for it. **In other words, we do our very best to ensure that the personal guidance and the writing practice you have, give you every possible chance to become a published writer.**

In the end, our ability to help you depends, of course, on the quality of our tutors. Each one is a successful, published writer. Each one is an experienced tutor who has been specially trained by us to help you overcome the difficulties, and avoid the pitfalls, that all new writers face. From their own experiences they can help you to start writing, find ideas and produce the sort of work that really sells.

Selling Your Writing

One of the biggest problems new writers face is where and how to sell their work. At this stage do not let this worry you. As we have already said, there is a **huge potential market** waiting for you. Students have sold their writing in America, Britain, Canada, Australia, Africa, the Middle and Far East and throughout Europe.

We will show you exactly what to do and how to do it. It doesn't matter where you live when selling your work, but to have the best chance of success, it is important that you approach each market professionally. So we make this part of your tuition just as thorough as the writing instruction itself. We are as keen to see your writing published as you are – after all, we have to live up to our refund guarantee.

As you can see from the course outline, a whole module is devoted to selling your writing. Here you learn the secrets that the professionals use – where to find markets; how to fully exploit your ideas and even how to sell your work in several different markets at once. This is in addition, of course, to any specific advice that your tutor will give you.

You also learn how to present your writing; when to send covering letters; how to get an agent; how to protect your copyright and how

Everybody here at The Writers Bureau – from the Principal and the student advisors through to the caring tutors who make it work – all have one common purpose: to help you to become a successful writer. That, very simply, is what we offer you.

to deal with editors and publishers so that your writing has the best possible chance of being accepted.

The effectiveness of this part of your tuition is proved by the success of our students. They regularly have their writing published – because our methods work.

Once your writing reaches publishable standard then you should have no difficulty in selling it. Follow our advice carefully, do everything we ask of you, and we are confident that – like so many students before you – you will soon be a published writer.

“My writing career took off exponentially. I started appearing regularly in lifestyle and in-flight magazines. The following year I was commissioned by Bradt Travel Guides to write a guidebook to Luxembourg.



And in the last year I've appeared in The Times and The Independent, and updated guidebooks for Fodor's, Thomas Cook, and the AA.”

**Tim Skelton, Netherlands
Winner of The Writers Bureau
20th Anniversary Award**

Your Contribution

We can do a lot to help you, but we cannot do it all for you. In fact, the major contribution must come from you. So, let's look at the input required from you.

In addition to your creative talent, you also need enthusiasm and perseverance. But you do not need to be either particularly gifted or very clever. **There are many otherwise ordinary people, from ordinary backgrounds, who with determination and perseverance, have had a lot of**

fun, enjoyment and extra money from their writing.

If you don't have the enthusiasm and perseverance to write, then neither we nor anybody else can help you. But if, on the other hand, you really want to fulfil your writing ambitions and you are prepared to put in the time and effort required, then together we can make your writing dreams come true.

Your Creative Talent

In addition to perseverance you also need some creative talent and imagination. Many people have much more creativity in them than they realise, but they are often unaware of it. So, how do you judge if you have some writing potential? A love of words and literature is a good start, for these are the writer's stock-in-trade. A strong desire to put your thoughts and ideas on paper is a good sign – for this will give you the necessary motivation to keep on writing.

But probably the best test of all is to try writing yourself with our help to guide you. In fact, many students have told us that the real reason they enrolled was to find out if they had any writing talent in the first place.

We cannot give you creative ability, but we can help you to make the most of what you have. **We can help you to develop this within a disciplined framework. We can,**

in short, give you the technical know-how to fully exploit your creative talent. We can also stimulate, encourage and nurture your imagination, so that you are never short of subjects to write about.

When you know what to look for, you'll find inspiration all around you. Your work, your hobbies, your family, your pastimes, your friends and your life itself can all provide lucrative and stimulating writing material for you. In other words, we will show you how to use the world around you – and your life's experiences – to produce publishable writing.

We cannot do the writing for you, but we can certainly show you how to write. Combine your enthusiasm, creative talent and perseverance with our expertise – and you will have all you need to bring you writing success.

Your Guarantees

Because we have full confidence in the course and tuition service, we are able to make your enrolment as risk free as possible by giving you a cast-iron, triple guarantee.

This states quite clearly that:

1. If you have not earned your tuition fees from published writing within six months of completing your course, your full course fees will be refunded.
2. You have the course on 15-day inspection. If you are not completely satisfied with it, just return it within 15 days of receipt and your money will be refunded in full.
3. We will give you a \$15 refund for every written assignment that is not assessed properly by your tutor (failing agreement between us arbitration is available). This is in addition to any refund you may eventually claim under the first guarantee.

These guarantees are your safeguard of a fair deal from The Writers Bureau and they are set out clearly and unambiguously on your enrolment form. They also ensure that we maintain high tuition standards. After all, we have to live up to them.

Providing you play your part, you really can't lose! Either you'll earn, as a minimum, the tuition fees (and we hope a great deal more), or you will receive your money back in full. What could be fairer than that?

“Three years after starting with The Writers Bureau writing has become a job, immensely satisfying and enjoyable, even though I still find it hard to believe sometimes that people actually depend on my contributions and I get paid on a regular basis, working around 18 hours per week. My income from writing to date has been £8150... and my regular work for next year has already been commissioned.”

Beate Allerton, Canada



“I thought you'd like to know that five years since doing my course at WB, under the expert tutelage of David Kinchin, I've been published in more than 150 magazines around the world. I've now got to the stage where I'm turning down all-inclusive exotic press trips!



“In the past two months I've written no less than six articles for Time Magazine – and I'll soon be going on assignment for them, visiting Botswana and Namibia. I must be doing something right!”

Cindy-Lou Dale, UK and Belgium



“Throughout the course my tutor, has provided me with very constructive feedback. Looking back over my work I can see how his comments have contributed to my overall development as a writer. I thank The Writers Bureau for all the comments which collectively have inspired me to develop a passion for writing. As well as being paid for something I love doing, I value the positive impact this course has had on my overall personal development.”

Judy Crews, New Zealand

Standard of English Required

We have students living all over the world who are successfully studying with us. For many, English is their second language. If English is not your first language, this should present no problems providing you have a good working knowledge of the language.

We consider the minimum level you require is that you should be able to understand this prospectus at first reading and be familiar with most of the vocabulary. It will also be a big help if you are using English regularly in your daily life. From this you will probably

have acquired a greater proficiency than you realise. Consequently, there is every chance that your English will be good enough.

It is not possible to give you a more precise guide than this until we have seen a sample of your writing. Your tutor will then give you any specific advice that is required. Should your English not be good enough to benefit from the course we will tell you and **refund all the money you have paid.**

Please note this course is not designed to teach you English.

Justin Tonna, Malta (20th Anniversary Award – 2nd Place)



“I got a call from Malta’s largest magazine publisher – Network Publications. They needed a writer with previous business experience for one of their niche magazines. With my insurance career and freelance writing, I fitted their requirements perfectly.

“That was almost a year ago.

“The concepts I had learnt in my course – interview techniques, market analysis, writing styles and research – all paid off. I began to look at business trends and explained complex issues – such as inflation – in simple terms. As a result the magazine – The Economic Update – doubled in page count and tripled in advertising revenue, going from niche to mainstream.

“In recognition of this success I was promoted to editor. And, very recently, our publication company went through a restructuring and I was made editor-in-chief. I now oversee all of Network Publications’ magazines – there are eight of them – and manage a team of writers. I even have my own PA!”



“From the blue, the editor contacted me and gave me a brief and a three week

deadline to research and write a 1400 word feature on Africa’s wildlife. Four weeks later the accounts department of the magazine sent me an email requesting my invoice for the article I submitted to them. I shouted ‘Hallelujah’. The article, ‘Havoc and Hope of African Wildlife’ was published a month later and I was paid 3,500 Rand.”

**Kingsley Ohwoevwrukobo,
Cote D’Ivoire**

Runner-Up (Writer of the Year Award 2009)

“My journey as a WB student and a writer has been an exciting and delightful one. Today, I take pride in myself when readers compliment me and loyally read my blog posts. In the past year I have earned a little more than INR 150,000 from my writings. At present, I am so flooded with projects and assignments that I find it difficult to make time for my WB assignments. I love my creative freedom and would not trade a freelance writer’s career with anything in the world. I really want to thank Writers Bureau for making all this possible for me.”



**Shuchi Kalra,
India**

The Comprehensive Course That Can Bring YOU Writing Success

Please study the course outline carefully. You will then see how the course itself matches the claims we make for it.

It is in the writing assignments – 20 in all – where you get your writing practice. We ask all students to complete the first two assignments and study the first seven modules. These contain the basic information that is essential for all writers. After this you follow your study programme according to your own ability. You can complete it wherever you are in the world. You can adapt it to suit your own timetable. You can start as soon as you like. You can study when it suits you as you have a full four years in which to complete your studies! This is important, for different people write and study at different speeds.

Once you have read the synopsis you will see how the course modules, combined with the personal tuition, give you the tools to build a successful writing career for yourself.

Module 1 – Welcome to The Writers Bureau

Your first and most important step to becoming a published writer – how to build on your natural talent – how to enjoy your course – a six point plan to make your course a complete success – analyse your attitudes and writing ambitions.

Module 2 – Making a Writer Out of You

Deciding where and when to write – how to start your writing – writer's block and how to overcome it – the tools you must work with – keeping a cuttings file – how to organise yourself – the writer's approach to life – developing your imagination – an excellent source of writing ideas – how to stimulate your imagination – how to develop your powers of observation – what the trained writer looks for – personal qualities every writer needs: perseverance, determination, self-organisation, resilience, confidence – how to use rejections to improve your writing – how to keep yourself at your mental peak – cashing in on your specialist knowledge – finding more writing ideas –

You don't have to study every module if you don't want to. Some modules are rather specialised. If a particular speciality is of no interest to you, you can miss it out and spend extra time on the subjects that have more interest for you.

In addition to your course modules there are three handbooks. As well as the specialist subjects covered, the handbooks give you some **excellent advice that will help any writer**.

Your full course is sent on enrolment when you send your fees in one payment (please see enrolment form).

what editors are looking for – how to obtain ideas from other people's experiences.

Module 3 – Developing Your Writing Style

Getting the basics right – 11 rules to develop a good style and avoid common mistakes – constructing clear sentences and paragraphs – using active and passive tenses – link words and sign posts – how to say exactly what you mean – dangers to avoid: verbosity, circumlocution, clichés, repetition etc – dealing with slang and obscenities – how to use adjectives, similes and metaphors – comparing different styles.

Module 4 – How to Develop Your Writer's Craft

How to write opening sentences and paragraphs that captivate editors and readers – the article's body – planning your writing – the importance of revision – how to write an article – a detailed case history worked through: the initial idea, gathering facts, quotations, logical order of presentation, first draft, revisions and alterations

discussed by the author – the finished article – always check your facts – the importance of summaries – a worked example.

Module 5 – How to Sell Your Writing

Avoid the common mistakes that untrained writers make – the value of market research – the large number of markets you can sell to – where to find them – analysing your markets – article analysis: length, paragraph and sentence length, titles, the closing paragraph – analysing the fiction market – short stories and where to sell them – good opportunities in TV and radio – the market for books – writing for newspapers – selling to the world – why America, Canada, Australia, New Zealand, Singapore etc can be good markets for writers – how to approach overseas editors and publishers – syndication and press agencies – kill fees.

Module 6 – Presenting Your Work

How to present your work – advice on the equipment you need – layout of your manuscript – cover sheets – submitting work electronically – how to safeguard your interests – word counts – covering letters – submitting your work – don't double deal – preparing an outline – query letters to editors – sending reminders – selling rights – the Internet.

Module 7 – Essential Legal Aspects

Copyright, plagiarism and how to avoid it – why your good name is important – the dangers of libel and how to avoid them – contracts, what to look for and how to safeguard your position – the Minimum Terms Agreement – literary agents and how to obtain one – royalties – Public Lending Right – vanity publishing and its snags – self publishing – tax and VAT – using a pen name or pseudonym.

Module 8 – Readers' Letters and Fillers

Opportunities for a regular income – who publishes readers' letters – turning your experiences into cash – personal anecdote letters, further comment letters and controversial letters explained – how to start – the value of market research and how to tackle it – assessing the competition – tips on writing a successful reader's letter – developing your writing style – how long to wait for publication – tips on increasing your chances of publication. What makes a filler – targeting your subjects – quizzes – the importance of humour – Reader's Digest and how to approach it – how to submit fillers – multiple submissions – payment.

Module 9 – Articles for Women's and Men's Magazines

Section 1: Writing for Women – Opportunities for the freelance – market research is vital – what editors want – the changing face of women's magazines – front page teasers – men writing for women's titles – how to tackle the triumph over tragedy article – how to write the confessional article – celebrity profiles – how to contact celebrities – the

interview, how to approach it and what questions to ask – the importance of preparation – how to get an original quote – 'Happy Days' articles – health articles – writing your preliminary letter – who to send it to and what to say. **Section 2: Writing for Men** – the new contents of magazines for men – speaking the lingo – market research is essential – the big six subjects – what editors will pay for – adopting the right attitude.

Module 10 – How to Write General Interest Articles

Targeting your markets – articles versus features – subjects to avoid – opportunities for the freelance – researching the market – finding a 'peg' – seasonal articles and when to submit them – how to look for different angles for different markets – multiple sales – more sources for ideas – making your hobby or pastime pay – writing for the colour supplements – writing from your own experience – keep on writing!

Module 11 – Travel Writing

The reality uncovered – huge opportunities for freelancers – what a travel editor is looking for – what to avoid – the secret of a good travel piece – tips on finding a fresh angle – the importance of knowing your market – getting free or reduced travel – the value of preparation before travelling – how to gather your information on location and how to use it – tips on how to sell to more than one market – the importance of taking your own photographs – how to write the travel article – what to include and what to leave out – gripping introductions – sidebars – an example – using your locality to your advantage – where to find information – writing for the top travel markets – opportunities in the overseas markets and in-flight magazines – subjects to write about and those to avoid – photo essays and travel books.

Module 12 – Writing for the Trade Press

Another huge market – the importance of market research – the stories editors are looking for – the importance of in-depth research and accuracy – your writing style – avoid jargon – expanding into features – getting started – becoming a local correspondent – making your contacts – where to find ideas – how to cash in on trade fairs – in-house magazines – sponsored magazines.

Module 13 – Writing for Children's and Teenage Publications

What children read – why write for youngsters – markets to target – getting started – what to write about – language matters – style and presentation – the value of talking to children – selling your work – what not to write – what to include in activity articles. The teenage market and opportunities for the freelance – youth culture – using humour – the boy/girl divide – true confession stories – some taboos in writing for the teen markets.

Module 14 – How to Write Humorous Articles

Where to find humour – using humour effectively in your writing – finding your niche – different types of humorous writing: personal experiences, irony, satire, strange but true stories and general interest – using humour in fillers and readers’ letters – how to find humorous ideas – your humour file – funny quizzes – subjects to avoid.

Module 15 – Religious and Inspirational Writing

Who can write for this market – faith and facts – understanding the market is vital – be sincere – subjects to cover: news, people, places, practical advice, humour, anniversaries, devotional/spiritual, personal opinion, reviews, personal experiences, readers’ pages, homes/gardens/cookery, writing for children – payment – inspirational articles – the New Age market – dos and don’ts – the American market – finding markets.

Module 16 – Writing Reviews

The reviewer’s role and responsibilities – what you should include in your review – your attitude – how much you can expect to be paid – building your portfolio – how to review and write up stage shows including: plays, musicals, concerts, opera, ballet and comedy – reviewing amateur dramatics – reviewing books – a checklist of what to include in your review – tips on reviewing CDs, films, TV and computer games – eating out reviews – the pitfalls – key points to include – an example of a fact file – reviewing cars – example of an auto file.

Module 17 – On the Editor’s Desk

What happens in a magazine office – what editors want – titles – envelopes – rejections – the importance of new angles – mistakes to avoid – how long should an editor hold onto your work? – withdrawing work – what’s your work worth? – chasing overdue payment – keep writing.

Module 18 – Journalism

Different types of newspapers – the qualities you need to be a journalist – vital equipment – making the break into journalism – building up your contacts – submitting your copy – putting together a story – getting the most from a story: previews, the actual event and follow ups – story structure – interview techniques – stories to avoid – starting out – tip offs.

Module 19 – Planning and Preparation of Non-fiction Books

The possibilities for non-fiction books – how to find suitable publishers – the value of research – how to plan your book – why a synopsis is important – the writing style required – how to deal with illustrations – text books – market research is still important – the value of a good synopsis – research – vocabulary – assignments – illustrations – quotes – reference books and series – considerations of age and development – translations – ghost writing – writing biographies and memoirs – interviewing people – follow a logical sequence – planning your memoirs – finding a publisher – doing it yourself.

Module 20 – Profit from your Photography

How providing pictures can enhance your chances of acceptance – sources of free or inexpensive photos – working with other people – going it alone – which camera/s to choose – using a 35mm camera – what film speed to use – the best film – processing – the advantages of digital imaging – learning to manipulate images – printing your photos – learn to think visually – the sort of projects you should consider – the P+I+C+S formula for success – marketing your work – submitting photos – useful names, addresses and books.

Module 21 – Writing a Novel – Preparation

Everyone has a novel in them – what type of novel to tackle – the advantages of writing for a specific genre – action story or reflective story? – the right mental attitude – technical preparation – market research – length – creating a project file – getting into good writing habits – don’t get discouraged – finding story ideas – making sure your idea is strong enough – research – the basic ingredients – conflict – jeopardy – action – tension – your novel’s theme – choosing the right viewpoint: first person or third person.

Module 22 – Plotting

Plan your novel – the synopsis – writing to a formula – drawing up the story-line – adding texture – flashbacks – foreshadowing – subplots – coincidence – drawing up a ‘treatment’ – the three act drama – the beginning – get your story moving swiftly – the middle – develop your theme – the ending – the final show-down – tying up loose ends.

Module 23 – Characterisation and Dialogue

Creating vivid characters – make them larger than life – the believability factor – bringing your characters to life – names – mannerisms – motivations – building composite characters – contrast your characters – introducing your characters – the advantages of keeping the ‘cast’ small – avoiding stereotypes – creating a memorable main character – the sympathetic enemy – dialogue – making it plausible and interesting – the functions of dialogue: pushing on the plot, increasing excitement, characterisation – pace – creating emotional change – direct or indirect speech? – dialogue tags – slang and swear words – dialect – presentation.

Module 24 – Setting and Atmosphere, Revising and Selling Your Novel

Finding a suitable setting – building the right mood – using the weather to good effect – drawing on all five senses – choosing the best viewpoint – revising your first draft – seeking feedback from others – your own checklist to use – selling your novel – make full use of your synopsis – manuscript presentation – the covering letter – sending your work to publishers – getting an agent – the end!

Module 25 – Writing Specialist Fiction

Recent changes to the market – Romance – Historical: realistic stories or ‘bodice rippers’? – Detective Stories – Thrillers: fact or fiction? – War – Humour:

misadventure, satire, sci-fi/fantasy, parody – Children’s fiction – Science fiction: the differences between traditional sci-fi and fantasy – Male Interest – Women’s Interest – Horror – Westerns – Erotica – market research is vital.

Module 26 – Writing the Short Story

Why short story writing is not an easy option – using your critical faculties when reading – learning to be self-critical – the markets for short stories: literary magazines, small press magazines, competitions, the mass market, the Internet – ideas for plots – types of short story: women’s magazine stories, twist-enders, true life stories, horror stories, science fiction, children’s stories – making sure there’s conflict in your plot – making your style fit the publication you are targeting – choosing the right viewpoint to use – openings that hook your reader – the story’s ‘body’ – satisfying endings – using dialogue to aid characterisation, to give information and to move the story forward – making your characters believable – making the reader empathise with your main characters – physical descriptions – titles – taboos – selling your work – the covering letter – coping with rejection – success!

Module 27 – Short Stories for Radio

Doing your market research – a tough nut to crack – writing to the right length – what makes a winner – the differences between writing for radio and magazines – making it appeal to the ear – choosing the best viewpoint – monologues – example of a typical radio story – getting on the right wavelength.

Module 28 – Writing Radio Drama

Learning to estimate running time – layout of your script – giving directions – how to do your research – how to capitalise on your listener’s imagination – the switch off danger time – opening your radio play – how many

characters? – avoiding stereotypes – making your characters believable – where to begin your story – making dialogue work for you – preparing the first draft – editing your work – dramatising a short story – avoiding awkward silences.

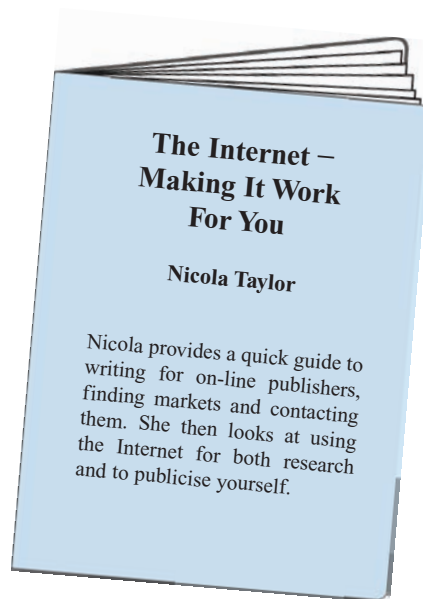
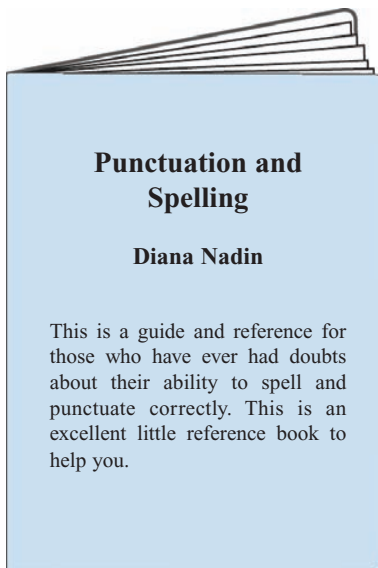
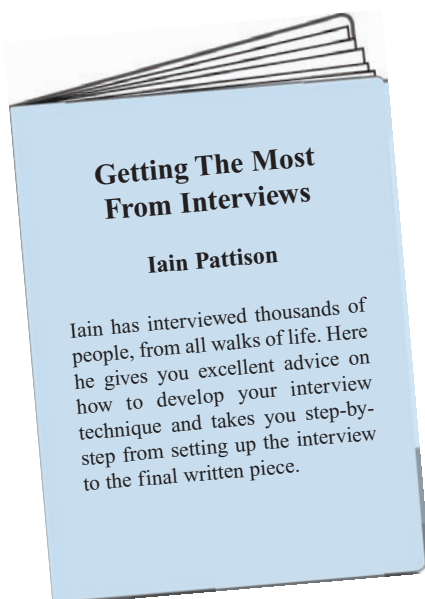
Module 29 – Writing for Television

A growing market – cost constraints – doing your market research – know the medium – different types of drama – the importance of ideas – preparing a synopsis – telling the story in pictures and words – background and mood – exposition – suspense – conflict – dialogue – characterisation – the character mix – structure: beats, scenes and sequences – visualising your material – layout and length – camera tricks and effects – deciding what to write about. Series – breaking into the genre – reading the format – the treatment – how payment is made. Situation comedy – have an original premise – character driven plots – doing the ‘postcard test’ – making the humour work – learning the craft.

Module 30 – Writing for the Stage

How to acquire theatrical knowledge – sources of ideas – how to select a theme – what kind of play? – setting your stage – deciding on characters – the importance of entrances and exits – developing your characters – the structure of your play – how many acts? – how many scenes? – planning – dialogue – how to carry the action forward – using dialogue to create character – introducing drama and conflict – the dramatic climax – when to end – developing your stagecraft – directions – know your stage – working with the actors – improving your work – doing your market research – useful contacts – additional reading.

Looking ahead – good luck for the future.



Looking Ahead

When your writing is regularly published you are a professional writer. And, you'll have achieved something that many people will envy – you'll be being paid for doing something you love. It is a position that – providing you work with us – The Writers Bureau can help you reach.

We give you stimulating up-to-date study materials, expert guidance from experienced tutors, help to market your work – and three excellent Guarantees. Everything, in fact, you need to become a published writer.

We know that with the right encouragement, most people are quite capable of producing good, publishable writing. There are many talented people about who, until now, have never had the right opportunity to develop their abilities. If you feel within yourself that you want to be a writer, then we can offer you both the opportunity and the encouragement to fully exploit your writing potential. We will, in other words, help you to capitalise on your creative ability.

When you have your first success it is a wonderful feeling. It is surprising how just a little success will breed more success. Your confidence will soar and you will be able to tackle writing assignments that you once thought impossible.

If you are an imaginative person – prepared to work at your writing – we can help you to become a successful published writer. You will then be able to earn your fair share of the millions of dollars paid annually in fees and royalties. You will, in short, receive the proper financial return, the recognition and personal satisfaction that your writing deserves.

When you compare our fees with the potential rewards, we are sure you will agree that they

are very modest. Certainly, we believe that they offer you excellent value for such a personal service.

If you truly want to be a writer there is no time like the present to start. It would be tragic to do nothing and then look back in a few years' time and say, 'If only ...' On the other hand, by enrolling now, you could be seeing your name in print in only a few short months. So, complete the enrolment form and let's start working together to help you become a published writer!

Finally, as the years go by, and you see your ambitions fulfilled, we hope that you will look back with pleasure to the day you placed your writing career in the hands of The Writers Bureau.

How To Enrol

Anybody can enrol on The Writers Bureau comprehensive creative writing course. You do not need any special qualifications or background and you can start whenever it suits you. Just complete the enrolment form enclosed with this booklet and send it to us, together with your fee or deposit, and your course materials will be sent to you straightaway by air.

Guidelines on how to send your fees to England are on your enrolment form. Please read these carefully.

For those who wish to pay by credit card you can enrol online. Visit the web address shown on your enrolment form.

So we now look forward to hearing from you, and hope this is the start of a long and happy relationship between us.

12 Reasons Why You Can Enrol With Complete Confidence

1. A first-class comprehensive course written by successful professional writers.
2. Caring, constructive help from expert tutors (all published writers).
3. Three Guarantees to make your enrolment as 'risk free' as possible.
 - a) A full refund if you have not earned your tuition fees by the time you finish the course.
 - b) You have the course on 15-day inspection.
 - c) \$15 refund for each assignment not properly corrected.
4. Help and advice when you need it from our experienced Student Advisory Team.
5. Flexible study programme to suit YOU.
6. Twenty individual writing assignments for practice and guidance.
7. With most of your assignments you will be writing material which can be submitted for publication.
8. Specialist help on how to sell your writing. Your tutor will give you further advice on this.
9. You can study the course anywhere in the world. All study material, returned assignments etc. are sent by air and the first sections are available online in the student community area.
10. You can complete your fees by instalments if this is more convenient.
11. Student community area on the website so you can chat safely to other students around the world.
12. You are awarded a Certificate of Competence as soon as you have earned the equivalent of your course fees from published writing.

Fast Enrolment with Your Credit Card



Phone

00 44 161 228 2362

Fax

00 44 161 236 9440

On Line

www.writersbureau.com

(Do **NOT** send your credit card details by e-mail)