

CREATIVE WRITING For Physicians

*Make Your
Writing Dream
a Reality!*

Screenwriting for Physicians
December 5-6, 2019

Fiction Writing for Physicians
December 7-8, 2019

Creative Writing For Physicians

LOCATION/HOTEL ACCOMMODATIONS: A limited block of rooms will be available at special rates at the site hotel, The Naples Grande Beach Resort (www.naplesgrande.com) (\$205 single/double tower guest room). To make your reservations please call 1-844-210-5931 and mention that you are with SEAK, Inc or group code GSEAK19. Rooms are limited and this rate expires Wednesday, November 13, 2019 so you are strongly encouraged to make your reservations as soon as possible. Please see page 3 for hotel and travel information.

REGISTRATION INFORMATION: Tuition is \$1,295 on or before September 30, 2019; \$1,395 October 1, 2019 - November 13, 2019 and \$1,495 after November 13, 2019. **Register early and save!**

CONTINUING MEDICAL EDUCATION CREDIT: Due to the nature of the subject matter, CMEs are not available for these programs.

CANCELLATIONS: Conference cancellations received in writing on or prior to November 13, 2019 will receive a full tuition refund. Persons canceling after November 13, 2019 will receive a full tuition credit.

MAIL to: SEAK, Inc., P.O. Box 729, Falmouth, MA 02541 FAX to: 508.540.8304

CALL: 508.457.1111 or REGISTER ONLINE: www.seak.com

PLEASE REGISTER ME FOR:

\$1,295 on or before September 30, 2019; \$1,395 October 1, 2019 - November 13, 2019 and \$1,495 after November 13, 2019.

Screenwriting for Physicians, Thursday-Friday, December 5-6, 2019

Fiction Writing for Physicians, December 7-8, 2019

Physician training seminars available on DVD: (MA residents add 6.25% sales tax)

Medical Malpractice Survival Training for Physicians (\$895)

How to Become a Successful Physician Inventor (\$895)

Negotiating Skills for Physicians (\$495)

How to Excel as an Expert Witness in Medical Malpractice Cases (\$895)

How to Start, Build and Run a Successful IME Practice (\$895)

How to Start, Build and Run a Successful Physician Consulting Practice (\$895)

Please print or type all items to assure accuracy.

All confirmations will be sent via email to the individual indicated.

Priority Code: CWNAPLES2019

| | | |
|--|----------------|------|
| <input type="checkbox"/> Check here if you require special accommodations to fully participate. | | |
| First Name (as it will appear on name badge): | | |
| Last Name: | | |
| Title: | | |
| Specialty (to be included on your nametag for networking): | | |
| Company/Organization: | | |
| Mailing Address: | | |
| City: | State: | Zip: |
| Phone: | Fax: | |
| E-Mail: (Please print neatly - confirmations and other information will be sent via e-mail) | | |
| <input type="checkbox"/> I've enclosed a check payable to: SEAK, Inc., P.O. Box 729 Falmouth, MA 02541 | | |
| OR I'm Paying by Credit Card (please circle card type) MC / Visa / Amex / Discover | | |
| Card Number: | Exp. Date: | |
| Name as it appears on the card: | Security Code: | |
| Signature: | | |

TO REGISTER CALL 508-457-1111 OR VISIT WWW.SEAK.COM

Make your creative writing dream a reality!

Screenwriting for Physicians Thursday–Friday, December 5–6, 2019

For all physicians who enjoy movies and have an interest in screenplay writing. This will be the most fun you have ever had in a course with your colleagues. You will learn in an extremely interactive way (including demos with movie clips) how to write a screenplay that sells. Taught by a highly qualified faculty, Professor Rich Krevolin, a Yale Graduate who has 15 years' experience teaching at USC Cinema/TV school. Rich has taught, mentored and coached hundreds of aspiring physician screenwriters.

Fiction Writing for Physicians Saturday–Sunday, December 7–8, 2019

Learn from two of your colleagues how to start, craft, plan, complete, and sell the novel you always wanted to write. Taught by *NY Times* Best-Selling Physician Author Dr. CJ Lyons, MD and award winning Physician Author Kimmery Martin, MD. Appropriate for aspiring physician authors of all levels of experience. You do not have to have completed your work to benefit. Perfect for any physician who thinks they might have a novel in them or who just enjoys creative writing. You will not want to miss this unique and inspiring program.



Naples Grande Resort Outdoor Pools

The AAA 4 Diamond rated Naples Grande Beach Resort (www.naplesgrande.com) features a gorgeous beach on the Gulf of Mexico and is located within walking distance to upscale shopping and multiple restaurants at The Waterside Shops. It is also a short drive from the Resort to the eclectic shops, galleries and restaurants of Fifth Avenue/Third Street. We have secured a group rate of only \$205 per night (single/double).



Naples Grande Beach



Standard King Guestroom

About SEAK. SEAK is an ACCME accredited continuing education company founded in 1980. We pride ourselves on the quality of our programs. We have provided life-changing training to many thousands of physicians on topics such as non-clinical careers (www.NonClinicalCareers.com), supplemental income (www.SupplementalIncomeForPhysicians.com) and writing. For many years SEAK produced the highly acclaimed “Medical Fiction Writing for Physicians” weekend led by the late Michael Palmer, MD and Tess Gerritsen MD. If you have any questions about SEAK, please feel free to directly contact our President and Founder Steven Babitsky at 508-548-9443 or StevenBabitsky@seak.com.

TO REGISTER CALL 508-457-1111 OR VISIT WWW.SEAK.COM

Screenwriting for Physicians

The Naples Grande Beach Resort, Naples, FL

Thursday–Friday, December 5–6, 2019

EXECUTIVE SUMMARY

Have you ever seen a film or watched a TV show and thought, “I could write something better than this?” Do you have a great idea for a screenplay, but don’t know where to begin? Do you have the first twenty pages of a screenplay you haven’t finished? Or do you have a novel that would make a great movie?

If you’re a physician who has ever experienced any of these scenarios or just want to learn how to write a screenplay, this unique workshop is a must for you. You will learn from Master teacher and Screenwriting Professor Richard Krevolin. Professor Krevolin has vast experience teaching and coaching physicians.

This lively and interactive program is likely to be the most enjoyable educational experience you will have as a physician. You will have the opportunity to get all your questions answered. There will be numerous video examples and ample time to network. **NOTE: This program is appropriate for aspiring physician screenwriters of all levels of experience. You are NOT expected to have written a screenplay before attending this class.**

Registration Information:

Tuition is \$1,295 on or before September 30, 2019; \$1,395 October 1, 2019 – November 13, 2019 and \$1,495 after November 13, 2019. **To register call 508-457-1111 or visit www.seak.com. Register early and save.**

LEARNING OBJECTIVES

Following this course, attendees will be able to understand:

- Everything you need to know to write your first script.
- The techniques and disciplines of classical Hollywood screenwriting and storytelling.
- How to adapt a novel or short story into a screenplay.
- Screenplay format and three act structure.
- The essence of good dialogue.
- The screenplay scene-o-gram.
- The log-line and the step outline.
- Creating sympathetic, three-dimensional characters.
- The business of screenwriting—producers, agents and managers.

FACULTY

Richard Krevolin is an author, playwright, screenwriter, and professor. A graduate of Yale University, Rich went on to earn a masters degree in screenwriting at UCLA’s School of Cinema-Television, and a master’s degree in playwriting from USC. For 15 years, he was a Professor of Screenwriting at USC Cinema/TV School. He is the author of the books, *Screenwriting From The Soul* (St. Martins Press), *Screenwriting in the Land of Oz*, and *How To Adapt Anything Into A Screenplay* (Wiley & Sons). Rich directed the PBS documentary, *Making Light in Terezin* and wrote and directed the feature film, *ATTACHMENTS*, starring Academy Award nominated actress Katharine Ross. Rich has extensive experience teaching, coaching and mentoring physician writers.



“Very dynamic. I did not want to leave the room!”

“Very well presented, enthusiastic lecturer, a great deal of information presented in an easy to follow format”

“I greatly enjoyed this program-I had no prior knowledge of screenwriting, but now feel I know all the important basics. Your enthusiastic presentation has made me excited about the possibilities in this field of writing”

“Excellent – lots of fun.”

“Many helpful writing ideas. I also liked Prof. Krevolin’s willingness to be available and review writers work, and give feedback.”

TO REGISTER CALL 508-457-1111 OR VISIT WWW.SEAK.COM

Screenwriting for Physicians

The Naples Grande Beach Resort, Naples, FL

Thursday, December 5, 2019

DAY ONE: THURSDAY

7:30–8:00 REGISTRATION AND CONTINENTAL BREAKFAST (PROVIDED WITH FACULTY)

8:00–9:00 How and Why Good Storytelling and Scripts Work

A deep dive into neurocognition and how storytelling and more specifically, screenwriting, is so deeply affective both emotionally and intellectually. Come along with Prof. Krevolin as he shows the physician attendees how movies really work and how they are constructed. **Questions & Answers**

9:00–10:00 Screenwriting 101: The Key Points They Teach You at USC Film School in 60 Minutes or less!

The basics of storytelling, conflict, establishing a sympathetic character who wants something badly, three-act structure (beginning, middle, end), inciting incident, active pursuit, legitimate manipulation of audience response, overcoming obstacles, and more. **Questions & Answers**

10:00–10:15 BREAK AND NETWORKING OPPORTUNITY

10:15–12:00 Screenwriting 102 & Final Draft: Creating a Unified Format

There is a standard format used by all of the Hollywood studios for screenplays. This format is called the master scene format and it is the clearest, cleanest way to tell a visual story. It prioritizes only two things—what the characters do and what they say! Feelings, thoughts, and backstory are verboten. Show us the story and we must glean everything from what the characters say and do, with the emphasis on the visual over the verbal. **Questions & Answers**

12:00–12:45 LUNCH (PROVIDED WITH FACULTY)

12:45–2:00 How to Adapt Anything into A Screenplay!

The five steps that are necessary to adapt anything into a script. This includes the basic questions all storytellers must ask themselves and the nature of each genre. What screenplays, stageplays and novels share and how they are different. **Questions & Answers**

2:00–3:00 Understanding Three Act Structure

The key to writing is structure. So, we will watch excerpts from classic Hollywood films and analyze how they break down into three acts and how the scenes are ordered and structured. **Questions & Answers**

3:00–3:15 BREAK AND NETWORKING OPPORTUNITY

3:15–5:00 Script Secrets—Seeing Structure at Work in Videos

We will now watch a series of short films to see how the great filmmakers of the past have applied these screenwriting rules and employed structure to make stories that affect the emotions. **Questions & Answers**

“Very well organized and broadly applicable to all areas of story-telling!”

“You’re great. You can tell you have fun doing this. Natural teacher.”

“Excellent teaching method, done with an open heart.”

“Very engaging, sensitive, helpful.”

“Great “first taste” of screening with basic nuts and bolts of the industry.”

TO REGISTER CALL 508-457-1111 OR VISIT WWW.SEAK.COM

Screenwriting for Physicians

The Naples Grande Beach Resort, Naples, FL

Friday, December 6, 2019

DAY TWO: FRIDAY

6:30–7:00 BREAKFAST (PROVIDED WITH FACULTY)

7:00–9:00 **The Screenwriter's Toolbox—The Tricks and Techniques You Need to Write Great Scripts**

Professor Krevolin will open up the screenwriter's toolbox and show you dozens of secret tips and methods that will make moviegoing more enjoyable and allow you to write great scenes and scripts.

Questions & Answers

9:00–9:15 BREAK AND NETWORKING OPPORTUNITY

9:15–11:00 **Professor K's 5 Step Screenwriting Process**

You will learn a proven methodology developed at USC Film school which will allow you to take an idea and develop it through the scene-o-gram all the way to an outline and a first draft. **Questions & Answers**

11:00–11:15 BREAK AND NETWORKING OPPORTUNITY

11:15–12:00 **The Business of Screenwriting—A Guerrilla Survival Guide**

What you need to know about Hollywood, agents, managers, producers, negotiations, legal contracts and the process of selling scripts and getting top dollar. **Questions & Answers**

12:00–12:45 LUNCH (PROVIDED WITH FACULTY)

12:45–2:30 **Advanced Story Analysis**

Together, we will watch excerpts from a classic Hollywood film and break down as to how it is structured and what tricks the screenwriter employed to endow it with great emotional power. This is a deep dive into filmic structure and will provide you with the tools you need to know to write professional level scripts.

Questions & Answers

“Fun, you obviously enjoy all this, your passion is infectious.”

“Thanks a million, top notch presentation.”

“Excellent, inspiring, informative. I'm totally encouraged to write and will consider returning to the conference.”

“One of the most interesting days of my recent life.”

“Great course on screenwriting. Rich is a first-rate teacher.”

Fiction Writing for Physicians

The Naples Grande Beach Resort, Naples, FL

Saturday–Sunday, December 7–8, 2019

EXECUTIVE SUMMARY

Physicians often meet great characters and have unique stories to tell. For those of you who want to take these characters and stories and bring them to life, *Fiction Writing for Physicians* will help you make your dreams a reality. CJ Lyons and Kimmerly Martin are both physicians and best-selling authors who want to help you on your writing journey. This is a lively interactive course with creative writing exercises that will help you hone your writing skills and move you towards completing your novels. **This program is appropriate for aspiring physician authors of all levels of experience. You do not have to have completed your work to attend.**

Registration Information:

Tuition is \$1,295 on or before September 30, 2019; \$1,395 October 1, 2019 – November 13, 2019 and \$1,495 after November 13, 2019. **To register call 508-457-1111 or visit www.seak.com. Register early and save.**

LEARNING OBJECTIVES

Following this course you will be able to:

- Get started on your work.
- Understand premises vs. plot.
- Look for great story ideas.
- Write a killer first sentence, hooking your reader.
- Develop strong characters that your readers will identify with.
- Build powerful, suspenseful scenes.
- Develop a voice that readers want to hear more of.
- Paint a picture with words while moving your story forward.
- Write realistic and powerful dialogue.
- Understand and develop your “high concept”.
- Use story structure to pull your work together.
- Have your characters evolve within your story structure.
- Create and sustain tension and suspense.
- Write a killer synopsis.
- Edit your work and complete it.
- Avoid common writing mistakes and challenges.

FACULTY



CJ Lyons is a *New York Times* and *USA Today* bestselling author of over forty novels, including her latest YA Medical Thriller, *THE COLOR OF LIES*, released by Harper-Collins. A former pediatric ER physician, CJ has lived the life she writes about in her cutting edge “Thrillers with Heart.” She’s been called a “master within the genre” (*Pittsburgh Magazine*) and her work has been praised as “breathtakingly fast-paced” and “riveting” (*Publishers Weekly*) with “characters with beating hearts and three dimensions” (*Newsday*). Learn more at www.CJLyons.net.



Kimmerly Martin is an emergency medicine physician, book reviewer, and author interviewer from Charlotte, North Carolina. *THE QUEEN OF HEARTS*, her debut novel about the friendship between a cardiologist and a trauma surgeon, mixes humor and domestic drama with the all-consuming life-or-death world of the practice of medicine. It has garnered praise from *Publishers Weekly* (Excellent... realistic and vivid), *Booklist* (A medical drama executed with just the right balance of intensity, plot twists, tragedy, and humor), and the *The New York Times* (Martin leverages her own background as a doctor to great effect throughout). She has two more medically-themed novels forthcoming from Penguin Random House. Learn more at kimmerlymartin.com.

“Excellent all the way around.”

“Excellent very informative.”

“Excellent! Lots to think about going forward. Answered a lot of questions I had.”

“Great seminars. The speakers were very open.”

“Excellent, many ideas to stimulate creativity, organize plot, and practical suggestions to make it happen.”

“Fabulous.”

TO REGISTER CALL 508-457-1111 OR VISIT WWW.SEAK.COM

Fiction Writing for Physicians

The Naples Grande Beach Resort, Naples, FL

Day One: Saturday, December 7, 2019

DAY ONE: SATURDAY

7:30–8:00 REGISTRATION AND CONTINENTAL BREAKFAST (PROVIDED WITH FACULTY)

8:00–8:30 Introductions

Faculty will introduce themselves and discuss their journey from practicing physicians to best-selling authors.

8:30–9:00 How to Get Started

How to get started will be discussed, including: premises vs. plot, ideas, where you get them, where your stories begin, and creating your 3-act character plot. **Questions & Answers**

9:00–10:00 Your First Sentence: How to Hook Them

How to hook your readers and keep them turning the pages with a first sentence that informs, grabs their interest, and energizes their emotion. Attendee Exercise. **Questions & Answers**

10:00–10:15 BREAK AND NETWORKING OPPORTUNITY

10:15–12:00 Developing Strong Characters

How to create multi-dimensional organic characters that are genuine to readers and can carry your story, including: naming and describing motivation, back story, relationships, conflicts, first impressions, and bringing them to life. **Questions & Answers**

12:00–12:45 LUNCH (PROVIDED WITH FACULTY)

12:45–1:30 Building Your Scenes

The five steps that are necessary to adapt any story into a novel will be explored. This includes the basic questions all storytellers must ask themselves and the nature of each genre. What all great novels share and how they are different and unique. **Questions & Answers**

1:30–2:00 Your Voice

Getting your readers to fall in love with your protagonist is crucial to increase the readability of your story and keep readers turning the pages. Faculty will provide examples of authors' voices. **Questions & Answers**

2:00–3:00 Showing, Not Telling

Learn how to paint a picture your readers can see by the use of strong specific verbs, sensory details, description, and action. Attendee writing exercise. **Questions & Answers**

3:00–3:15 BREAK AND NETWORKING OPPORTUNITY

3:15–5:00 Dialogue

Dialogue to define and reveal characters that drive your story forward will be reviewed and demonstrated. Use conflict, purpose, agenda, subtext, vocabulary, emotion, and drama in your dialogue. Examples of great dialogue will be explored. Attendee writing exercise. **Questions & Answers**

“Glad I came. Going through this process will help me with revisions on my current 1st draft.”

“Exactly what I was looking for.”

“Both speakers- so informative, helpful, great research concepts, details.”

“I'm grateful for your time and sharing your experiences with us.”

“The personal touches are appreciated and informative.”

“The presenters were an excellent complement to each other!!! Great combo!”

TO REGISTER CALL 508-457-1111 OR VISIT WWW.SEAK.COM

Fiction Writing for Physicians

The Naples Grande Beach Resort, Naples, FL

Day Two: Sunday, December 8, 2019

DAY TWO: SUNDAY

6:30–7:00 BREAKFAST (PROVIDED WITH FACULTY)

7:00–8:15 **Your High Concept**

How high are the stakes in your novel? The higher the stakes, the higher the concept, the better chance of success. Faculty will work with the attendees to develop their high concepts. **Questions & Answers**

8:15–9:15 **Story Structure**

Faculty will explain classic story structure and how to use it to plan their plot and make critical decisions on the opening, middle, and end of their book to deliver an emotionally charged and intelligent ending. Attendee writing exercise. **Questions & Answers**

9:15–9:30 BREAK AND NETWORKING OPPORTUNITY

9:30–10:30 **Creating and Sustaining Tension and Suspense**

Identify the emotional highs and lows of your novel and how to build tension by posing story questions, setting up the protagonist for failure, planting seeds of doubt, and building tension in your scenes.

Questions & Answers

10:30–11:00 **Characters' Evolution in Story Structure**

The stages of character evolution in storytelling, why their protagonist must evolve, and how their characters fit into story structure. Attendees will learn how to use characters to create problems, solve problems, and impart information seamlessly. **Questions & Answers**

11:00–11:15 BREAK AND NETWORKING OPPORTUNITY

11:15–12:00 **The Art and Business of Writing**

Learn how the art and business of writing are intertwined. Writers at all stages can benefit from building a platform, engaging with other readers, and gaining recognition through branding and extracurricular writing. Faculty will also dissect the structure of loglines, query letters, elevator pitches, and a short synopsis.

Questions & Answers

12:00–12:45 LUNCH (PROVIDED WITH FACULTY)

12:45–1:15 **After the Draft: Steps to Revising, Polishing, and Finishing Your Book**

Tips on avoiding writers' block, how to approach edits and revisions, how to put the final finishing touches on your story before you publish. **Questions & Answers**

1:15–2:30 **Pitfalls and Perils for Physician Authors**

A lively, interactive, no-holds barred session incorporating the common mistakes, publishing horror stories, and how to avoid them. **Questions & Answers**

“The course (fiction writing) was fantastic---my writing skills have improved already! CJ and Kimmery were knowledgeable and skilled instructors. Many thanks to them and to you for providing these courses.”

“Helpful. Insightful. Appreciated the “real life” experience relayed.”

“Informative & inspiring.”

“This is very invaluable and arms me with tools to create something special.”

“Great seminar thank you for all your advice, and taking interest in each one of us.”

TO REGISTER CALL 508-457-1111 OR VISIT WWW.SEAK.COM

How to Earn Money as a Physician Writer

The Sandpearl Resort, Clearwater Beach, Florida

Thursday–Friday, February 6–7, 2020



Aerial view of Sandpearl Resort

Executive Summary:

Writing is an enjoyable and low stress way for physicians to supplement their income. Writing can be done from home at hours of your own choosing, does not require Boards or an active practice (or even an active license), and what you learn while writing often makes you a better clinician. In this unique, two-day seminar, SEAK will orient you to five different avenues to making money from being a physician writer: Teaching/ Consulting, Self-Publishing, Traditional Publishing (Advances and Royalties),

Article Writing, and Freelance Technical Writing. All attendees will leave with an action plan on how they can start earning money as a physician writer. **This course will only be offered once in 2020.**

WHAT YOU WILL ACCOMPLISH BY ATTENDING:

- Understand five viable avenues for supplementing or replacing your income through writing Teaching/Consulting, Self-Publishing, Traditional Publishing (Advances and Royalties), Article Writing, and Freelance Technical Writing.
- Get feedback from experts on your potential writing ideas
- Avoid common pitfalls and jumpstart your writing career
- Learn proven techniques for promoting yourself and your writing
- Appreciate what sells, what doesn't sell and why this occurs
- Learn how to get paid the maximum amount for your writing
- Develop a personalized action plan to get started

LOCATION/HOTEL ACCOMMODATIONS:

A limited block of rooms will be available at special rates at the site hotel, the **AAA Four Diamond Sandpearl Resort** (www.sandpearl.com) (\$239+tax single or double occupancy) in Clearwater Beach, FL. This rate includes access to the fitness center as well as internet access in your room. Rooms are limited and this rate expires on January 15, 2020 so you are encouraged to make your reservations as soon as possible. To make your reservations, please call 877.726.3111 and say that you are with SEAK, Inc. The Sandpearl features a zero entry pool, Spa, private beach, beach-front fire pit, beach sports rentals, 24-hour room service, 24-hour bell service, live entertainment, concierge service, two restaurants (including the 4 diamond Caretta on the Gulf), and child care services. The Sandpearl is located within walking distance of dozens of restaurants and is a 20 miles/30 minutes cab, rideshare or shuttle ride from Tampa International Airport, so we suggest saving money and time by not renting car.

REGISTRATION INFORMATION:

To register, please visit www.seak.com, or call 508-457-1111. Tuition is \$1295 until November 18, 2019; \$1395 November 19, 2019 – January 15, 2020; \$1495 after January 15, 2020 and includes continental breakfast and lunch with faculty each day and a detailed conference manual. **Register early and save.**

Continuing Education Information: SEAK, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. SEAK, Inc. designates this live activity for a maximum of **14 AMA PRA Category 1 Credit(s)**[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

DISTINGUISHED FACULTY:



Sorche Elizabeth Fairbank established Fairbank Literary Representation in 2002. Since then, Ms. Fairbank has had the pleasure of working with a wide, dynamic list, representing multiple best-selling authors, Pulitzer Prize finalists and winners, Edgar recipients, award-winning journalists, and of course her favorite kind of client, the first-time author. Her author/doctor in the spotlight is Dr. Raoul Wientzen and his award-winning debut novel, *The Assembler of Parts*. In addition to her agenting duties, Ms. Fairbank can be found teaching courses and giving seminars and lectures on the elusive art of the query letter and other such writing/publishing courses. Updated information on Fairbank Literary can be found at www.publishersmarketplace.com/members/SorcheFairbank.



James J. Mangraviti, Jr., Esq. is the co-author of 31 books. He has had books published by Wolters Kluwer, Aspen, St. Martins, Wiley and Apress. In addition, he has self-published numerous books through his company, SEAK, Inc. Mr. Mangraviti's titles have generated sales of several million dollars and have helped him to launch, expand, and nurture a successful career in lecturing, customized training and consulting. One of his consulting specialties is showing physicians how to supplement their income. Mr. Mangraviti currently serves as Principal of SEAK, Inc. He received his JD *cum laude* from Boston College Law School and his BA *summa cum laude* from Boston College.



Mandy Armitage, MD is a successful medical writer who has experience both as a freelancer and as a full time employed writer. She is currently Director of Medical Content at Doximity. Prior to transitioning to medical writing, Dr. Armitage practiced non-surgical sports medicine. She received her MD from Indiana University School of Medicine and her BS in Biology from Purdue.

To register please call 508-457-1111 or visit www.seak.com

How to Earn Money as a Physician Writer

The Sandpearl Resort, Clearwater Beach, Florida

Day One (Thursday, February 6, 2020)

| | |
|----------------------|--|
| 7:30 – 8:00 | CONTINENTAL BREAKFAST & REGISTRATION |
| 8:00 – 8:30 | Introduction |
| 8:30 – 9:30 | Leveraging Your Writing to Build or Expand a Consulting/Teaching Practice and/or Your Clinical Practice |
| 9:30 – 10:00 | The Publishing Landscape, And Why Self-Publishing May Now Be Your Smartest Option |
| 10:00 – 10:15 | BREAK AND NETWORKING OPPORTUNITY |
| 10:15 – 10:45 | The Nuts and Bolts of Self Publishing: Printing and How to Make Your Book Look Professional |
| 10:45 – 11:30 | Promoting Yourself and Your Book |
| 11:30 – 12:00 | How to Self-Evaluate Your Book Idea |
| 12:00 – 12:45 | LUNCH PROVIDED WITH FACULTY |
| 12:45 – 2:00 | What Publishers are Looking for – Book Ideas that Sell |
| 2:00 – 3:00 | How to Find the Right Agent |
| 3:00 – 3:15 | BREAK AND NETWORKING OPPORTUNITY (WITH THE FACULTY) |
| 3:15 – 5:00 | How to Draft a Killer Query Letter and Create and Deliver an Irresistible Pitch |

Day Two (Friday, February 7, 2020)

| | |
|----------------------|---|
| 6:30 – 7:00 | CONTINENTAL BREAKFAST |
| 7:00 – 8:30 | How to Write Book Proposals That Sell |
| 8:30 – 9:30 | The Business Side of Traditional Publishing, and Next Steps to Commercial Success |
| 9:30 – 9:45 | BREAK AND NETWORKING OPPORTUNITY |
| 9:45 – 10:45 | How to Make Money From Writing Articles and How to Build Your Writing Portfolio |
| 10:45 – 11:00 | BREAK AND NETWORKING OPPORTUNITY |
| 11:00 – 12:00 | Freelance Technical Writing – Opportunities Available |
| 12:00 – 12:45 | LUNCH PROVIDED WITH FACULTY |
| 12:45 – 1:45 | The Business of Freelance Technical Writing – Landing Your First Clients, Negotiating Your Rates, Collecting Fees, and Marketing Your Services |
| 1:45 – 2:30 | Conclusion – Your Action Plan to Start Earning Money as a Physician Writer |

“Excellent, definitely met expectations and lit a fire.”

“Fantastic setting and very informative.”

“On point, exactly what I came to hear about.”

“Full of helpful and insightful information.”

“The highlight for me was that Sorche sat with me at lunch the first day and talked to me one on one about my [book idea] — I didn’t know in advance that she’d have and give me that much individual time.”

“Jim, Thank you for a most excellent program. I always knew anything produced by SEAK is a quality product. I am ready to hone my writing and look to a first book completion.”

“Very helpful and inspiring—both to continue working on my novel and to begin some freelance article writing.”

“Packed with relevant information! Can’t think of anything I won’t use in some way.”

“Hello! I just wanted to write to personally thank all three of you for the outstanding SEAK Writing Course in Clearwater! I cannot believe I learned so much in such a short time! Thank you again for all of your help!!”

“I am inspired. Your SEAK conference has lit a fire in me and for that, I’m saying THANKS! Thanks for the how-to.”

“Thanks, Jimmy! What a wonderful course. It was exactly what I needed. I wrote all the character studies and most of the first chapter of my novel on plane ride home to San Francisco. I loved your motivating, can-do attitude. And Sorche is a gem: a gifted speaker, smart, relatable, tough and motivating.”

To register please call 508-457-1111 or visit www.seak.com

WRITING COURSES FOR PHYSICIANS

Naples, FL



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Screenwriting for Physicians

December 5–6, 2019

Fiction Writing for Physicians

December 7–8, 2019

**REGISTER EARLY AND SAVE!
MAKE YOUR WRITING
DREAM A REALITY**

www.SEAK.com

Also from SEAK!

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a Physician Writer
February 6-7, 2020
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