
Bob Mayer Workshops & Bio

Bio

Bob Mayer is a former Green Beret and the NY Times Bestselling author of over 70 books across a wide range of genres and nonfiction. He's been on bestseller lists in thriller, science fiction, suspense, action, war, historical fiction and is the only male author on the Romance Writers of America Honor Roll.

Born in the Bronx, Bob attended West Point and earned a BA in psychology with honors and then served as an Infantry platoon leader, a battalion scout platoon leader, and a brigade recon platoon leader in the 1st Cavalry Division. He joined Special Forces and commanded a Green Beret A Team. He served as the operations officer for 2nd Battalion, 10th Special Forces Group (Airborne) and with Special Operations Command (Special Projects) in Hawaii. Later he taught at the Special Forces Qualification Course at the John F. Kennedy Special Warfare Center and School at Fort Bragg, the course that trains new Green Berets. After leaving active duty, he was often called back to service as national interests dictated a need for his specific skill set. He began writing while living in Korea, as he earned a Black Belt in Martial Arts. He's also earned a Masters Degree in Education.

Bob draws on all of these experiences to write his novels and his nonfiction books, including *WHO DARES WINS: The Green Beret Way to Conquer Fear & Succeed*; *The Novel Writer's Toolkit: A Guide To Writing Great Fiction*; and *Write It Forward: From Writer to Successful Author*. His novels include the bestselling Area 51, Green Beret, Atlantis, Time Patrol series and collaborations with Jennifer Crusie.

Bob has presented for over 1,000 organizations both in the United States and internationally, including keynote presentations, all day workshops, and multi-day seminars. He teaches both writing and publishing topics as well as presentations on his Who Dares Wins concepts, bringing the tactics and techniques of Special Operations into the civilian world.

He has taught organizations ranging from the Maui Writers Conference, to San Diego State University, to the University of Georgia, to the Romance Writers of America National Convention, to Boston SWAT, the CIA, Fortune-500, Microsoft, the Royal Danish Navy Frogman Corps, Rotary, IT Teams in Silicon Valley, the Nursing Program at Ohio State Univ. and many others. He has also served as a Visiting Writer for NILA MFA program in Creative Writing. He taught technical writing for the University of Washington as adjunct faculty. He has done interviews for the New York Times, Wall Street Journal, Forbes, Sports Illustrated, PBS, NPR, the Discovery Channel, the SyFy channel and local cable shows. For more information see www.bobmayer.com or www.coolgus.com

He offers *The Writers Conference Guide: Getting the Most of Your Time and Money* for free in eBook format on all eBook platforms.

He also feeds two yellow labs, Cool Gus and Sassy Becca. And his wife always controls the TV remote control. And she's always right about what she chooses.

Workshops

These are designed to run anywhere from 40 minutes to two hours. They can be combined or modified as needed. I normally use a multimedia projector and the presentations incorporate film clips to emphasize elements of craft.

How to get the most out of a writer's conference

(Naturally, this workshop should occur as early as possible in the conference)

This is designed to help writers reap the benefits from the time and money invested in a writer's conference in order to obtain optimal results. My goal is to help every writer, published and unpublished, make their conference experience the best it can be and achieve their career goals.

We cover strategies for:

- Tips on how to efficiently plan for the conference.
- How to select the workshops that will benefit you the most.
- How to socialize and mingle with those who can help your career.
- Pitching techniques and tactics so you'll be prepared for the opportunity to discuss your book.
- Finally, we go over an After Action Review and Follow-up so every conference you attend is a worthwhile investment.

Platform, Product & Promotion: Understand Your Unique Position as an Author

A writer can easily be overwhelmed by all the well-meaning advice given by experts, industry professionals and even other authors. The reason for this is that every single writer is in a different place and has to figure out their position and point of view with which to boil down all the information into intelligence (useable information). If you consider these three variables, with a sliding scale from 'none' to 'the best', you end up with an infinite variety of authors. This will help authors make decisions, such as should whether to traditional publish or self-publish; what areas they should focus their creative and marketing efforts on; and much more.

The Present and the Future of Publishing for the Writer

Publishing is changing exponentially, not linearly, and today's writer must be aware of these changes in order to succeed. This workshop is designed to help authors navigate through the latest information on various forms of publishing options and the state of the industry. Traditional, ePublishing, Print on Demand, self-pub, vanity, and more. We will cover the advantages and disadvantages of these venues to help you, the writer, decide what's the best choice for you and your work. This is not a nuts and bolts tech class, but a strategic concept of the future of publishing and what it means to writers. We will discuss numbers, royalties, formats, and lessons learned in all areas.

The Original Idea: The Heart of Your Story and Key to Selling Your Book and Conflict: The Fuel of Your Story

Can you say what your book is about in 25 words or less? This is essential to writing a tight book and then selling it. We'll discuss ways to find and state your original idea so that you stay on course

while writing the book and an approach with which you can excite those you tell your idea to when trying to sell it. Conflict drives your story. Not only must conflict escalate throughout the entire novel, every single scene must have conflict in it. The Conflict Box is an effective technique for focusing your story on the protagonist, antagonist, their goals and finding out if you have the necessary conflict lock.

Plot: The Events of Your Story

Narrative structure is a baseline craft for a writer to understand. The creative process before the actual start of the book will be covered. Then the elements of narrative structure will be discussed and shown in film clips. From the exciting opening that grabs the reader through the escalating conflict to the climactic scene and ending with the resolution—the entire structure of the novel will be covered with emphasis on hooks, the remote control effect, building suspense, and having satisfying endings.

Characters: The People of Your Story

The most critical component of a novel is character. How do you go from flat two-dimensional characters to vibrant three-dimensional ones? Templates to develop characters and the concept of character arc and change will be discussed. These include profiling, psychological frameworks, and the to show character arc and change.

Point Of View: The Voice of Your Story

This goes beyond just first person, third person and omniscient voices. The point of view you write in is your voice as a writer and often the issue lies deeper than simply a mechanical device. For example, voice dictates what you can say about your characters and what you can't. It also sets you apart from others and makes you distinct.

The Creative Process for Writers

Why do we write? How do we write? How do we create something out of just our minds? The longer I've been writing for a living, the more I've been focusing on *process*. It's unique for every writer, but the most important aspect of what we do. We have to understand how our minds work, how we create, how we process idea, story and them into our writing. A topic rarely covered, but I've found it's the most fundamental thing a writer needs to understand.

The Military for Writers

An introduction to the military from conventional warfare, through Special Operations, the War on Terror, weapons of mass destruction and insight into the men and women who make up our armed forces—all tailored for the writer who might need research in this area.

Introduction to Write It Forward: From Writer To Successful Author

For fiction and non-fiction authors, an over-view workshop that educates writers how to be authors. Based on over a quarter century of experience in traditional, hybrid and indie publishing. Write It Forward is a holistic approach encompassing goals, intent, environment, personality, change, courage, communication and leadership that gives the writer a road map to become a successful author. Many writers become focused on either the writing or the business end; Write It Forward integrates the two, especially in the rapidly changing world of digital publishing.

Pre-conference and One Day Workshops by Bob Mayer:

I have done variations of these two workshops at numerous conferences and also for day long writers' group meetings and they have had a very positive effect: both in terms of preparing people to make the most of the conference and/or having a bonus workshop you can add as an option for those who want to come a little bit early. They can last a half or whole day. For example, at the Pacific Northwest Writers Conference, they had over 500 people sign up for the optional Writers Presentation the morning before the conference officially kicked off that afternoon. I've done these workshops for Central NY RWA, LA RWA, VA RWA, Portland RWA, Salt Lake City RWA, Ohio Valley RWA and other groups.

NOVEL WRITING SEMINAR

Join New York Times best-selling writer Bob Mayer for an all-day workshop on writing the novel, beginning with the original idea and core conflict, developing plot and character, working with point of view, and pulling everything together selling your book and the business of writing.

Schedule (six hours):

9:00-9:50: The Original Idea—The Heart of Your Story and Key to Selling Your Book:

10:00-10:50: Plot and Outline: The Events of Your Story:

11:00-11:50: Point Of View: The Voice of Your Story:

12:00-1:00: Lunch

1:00-1:50: Characters: The People of Your Story:

2:00-2:50: Selling And Marketing Your Book

3:00-3:50: The Current State and Future of the Publishing Business for the Writer

Schedule (seven hours):

9:00-9:50: The Original Idea—The Heart of Your Story and Key to Selling Your Book:

10:00-10:50: Plot and Outline: The Events of Your Story:

11:00-11:50: Point Of View: The Voice of Your Story:

12:00-1:00: Lunch

1:00-1:50: Characters: The People of Your Story:

2:00-2:50: Setting, Dialogue, Writer's Block and Re-Writing:

3:00-3:50: Selling And Marketing Your Book

4:00-4:50: The Current State and Future of the Publishing Business for the Writer

WRITE IT FORWARD WORKSHOP

WRITE IT FORWARD SEMINAR—focused on the writer

Designed to teach writers how to become successful authors in the new age of publishing, we will clearly define your writing goals and why you want to achieve them. We will discover what you fear and how that fear is sabotaging you from turning your dreams into realities. We then map out a plan for success.

Schedule (six hours):

9:00-9:50: Introduction to the Write It Forward Concept
 10:00-10:50: WHAT do you want to achieve with your writing & your career?
 11:00-11:50: WHY & WHERE do you want to achieve this?
 12:00-1:00: Lunch
 1:00-1:50: Understand your CHARACTER as a writer and that of those you work with.
 2:00-2:50: Learn true CHANGE and how to unearth the COURAGE to change.
 3:00-3:50: COMMUNICATE effectively and take COMMAND of your writing career

Schedule (seven hours):

9:00-9:50: Introduction to the Write It Forward Concept
 10:00-10:50: WHAT do you want to achieve with your writing & your career?
 11:00-11:50: WHY & WHERE do you want to achieve this?
 12:00-1:00: Lunch
 1:00-1:50: Understand your CHARACTER as a writer and that of those you work with.
 2:00-2:50: Learn true CHANGE and how to unearth the COURAGE to change.
 3:00-3:50: COMMUNICATE effectively and take COMMAND of your writing career
 4:00-4:50: The Current State and Future of the Publishing Business for the Writer

For more information or to discuss designing a workshop for your specific needs, contact Bob at Bob@BobMayer.com

Write It Forward. Workshop & Retreat

Workshop: An interactive, intimate, intensive, two-day workshop designed at developing not only your next book, but your writing process. Limited to four participants.

Instructors: Bob Mayer & Debbie Cavanaugh. A NY Times Bestselling Author of over 70 novels and a story streamer who has worked with #1 NY Times Bestselling Authors.

Location: Our house in Knoxville, TN. I can also bring this to an interested group of 4 writer.

Bob Mayer: bob@bobmayer.org

Praise for Bob Mayer's workshops and keynotes

Susan Wiggs (#1 NY Times best-seller): "Bob Mayer is a gifted writer and a generous teacher."

Terry Brooks (#1 NY Times best-seller): "An invaluable resource for beginning & seasoned writers. Don't miss out."

Elizabeth George (NY Times best-seller): "Something for every writer. My hat is off to Bob."

John Tullius (Director Maui Writers Conference): "Fiction writers everywhere will have the advantage of Bob Mayer's teaching wisdom."

Chicken Soup Creator Jack Canfield (#1 NY Times best-seller): "Your new Warrior-Writer focus is a great one. I always loved at the Maui Writers Conference how your programs delved deeply into the psychological models you need to develop characters. Now you are using that same knowledge to develop people. As we say in California-- way cool! Much love to you my friend, and congratulations on the new book, it looks great!" Jack Canfield. Co-Creator Chicken Soup series

"Bob Mayer offers not only a keen mastery for crafting fiction, but he does so with an uncommon ability to relate with participants the very meat of the topics he presents."

Director Whidbey Island Writers Conference.

"Bob is an extremely talented novelist who conveys his knowledge and insight in a down-to-earth, forthright style."

Director Novels In Progress Workshop.

"As a presenter you were informative and helpful to any writer in any stage of writing. I'm glad you were recommended. I was personally grateful for your presence."

Director Black Hills Writers' Workshop.

"The conference was indeed a success, not in small part due to the strength of your presentations. People are still talking about how much they learned from them."

Director South Carolina Writers' Workshop.