



PROFESSIONAL WRITING ACADEMY

CHALLENGING COURSES FOR SERIOUS WRITERS



PROSPECTUS 2019/20



WELCOME TO THE PROFESSIONAL WRITING ACADEMY

From Director of Fiction Tom Bromley

Everyone, as the saying goes, has at least one book in them. That's quite a lot of books. Indeed, it's been suggested by publishers looking at sales figures that there are more people out there writing books than there are buying them to read.

Given all that, where does a new writer begin, and how do you make yourself stand out among the many manuscripts being flung in the direction of agents and editors?

The first step is to write the book you want to write – would-be authors who set out to write a bestseller usually fall at the first hurdle. Secondly, be prepared to learn. My experience over many years as an editor and writing tutor is that decent writers crave feedback.

Thirdly, find yourself a support network: writing can be an isolating experience, so finding like-minded souls to share concerns with can be invaluable in getting your work to the finishing line. Finally, and perhaps most importantly, read. A good writer is a good reader – yes, we can show you how to write, but the books you love are the best teachers out there.

At the Professional Writing Academy, we've tried to incorporate these essential elements into the courses we teach. Online learning has distinct advantages over more traditional courses, including increased flexibility to fit around your life, and the ability to bring together writers from across the globe, creating rich and diverse writing communities. So if you're thinking about dipping your toe into the writing water – or want to take your work to the next level – our courses could be just what you're looking for.

CONTENTS

- 6 WHAT IS PWA?
 - 8 WRITING CRIME FICTION
 - 10 WRITING ROMANCE
 - 12 FIND YOUR WRITING VOICE
 - 14 EDIT YOUR NOVEL
 - 16 THE LEARNING EXPERIENCE
 - 18 WRITING WORKSHOPS
 - 20 THERAPEUTIC WRITING
 - 22 STORY FOR SCREENWRITING
-



84% COURSE
COMPLETION

4,500 STUDENTS
AROUND THE GLOBE

THRIVING ALUMNI
COMMUNITY



WHAT IS PWA?

An international community of writers, growing together

Our online writing courses help you explore your potential, gain new skills, enhance your publishing and career options and reach your writing goals.

SERIOUS LEARNING

Devised and taught by dedicated tutors – all bestselling authors or experts in their field – our small supportive groups meet in an online classroom, open every hour of the day, every day of the year in every corner of the world.

Our courses are rigorous and challenging, using the workshop model of MA study to teach fiction, genre, narrative, therapeutic writing and editing skills.

We create courses for publishers, literary consultancies and talent-development agencies, including Faber Academy, Cornerstones, John Yorke Story and ScreenCraft.

Whether you are looking for professional or personal development – or just for the fun of immersing yourself in writing with a group of like-minded people – taking one of our courses will lift you to the next level.

WHO ARE WE?

A diverse group of writers, editors, tutors, moderators, educators and IT whizz kids. We honed our skills teaching in universities, then decided to offer quality writing training to people who couldn't afford or travel to face-to-face courses.

We know that success means something different to every writer. That could be a traditional publishing deal for a novel. But it could also mean finding the courage to express something in words for the first time, or learning a skill that makes a practical difference at work.

FUNDING FOR COURSES

Some of our courses focus on **professional development** so you may be able to get funding to study with us – from your employer or a talent development organisation such as ScreenSkills. There is an option to receive a certificate of completion at the end of the course.

WRITING CRIME FICTION

Do you know how to get inside the mind of a murderer?

Whether you're plotting a grisly murder spree or a domestic thriller, this practical four-week online course will help you craft page-turning plots and uncover the secrets common to a diverse range of crime subgenres.

IS IT FOR ME?

Suitable for beginner crime writers and as a refresher for those with more experience looking to kickstart a new novel, overcome writer's block, or build suspense and intrigue in any genre.

WHAT TO EXPECT

Through practical exercises, group discussion and peer and tutor feedback you will:

- Experiment with a new protagonist and storyline
- Explore darkly atmospheric settings
- Master suspense techniques
- Discover why research is so important in crime fiction, and how much to incorporate
- Emerge with a unique protagonist, or the start of a crime novel

TUTOR

Tom Bromley is an author, editor and ghostwriter. He has written ten books under his own name, both fiction and non-fiction, ghosted a further dozen titles, including several UK and international bestsellers, and has edited over a hundred books.

TOM'S TIP



'Writing great crime is about coming up with that fresh distinctive voice and in particular an interesting, often conflicted, lead character – ultimately you need someone to root for as the story progresses.'

'The book I started during the course – with the fantastic help and input of tutor Tom and the group – has been pre-empted in a two-book deal.'



'It's an intense course, but such a revelation about every aspect of romance, and Heidi is so generous with her feedback.'

WRITING ROMANCE

What makes the best meet-cute?

Want to inject spice into your relationships and write more compelling fictional heroes, heroines and hooks? This seven-week course will introduce you to the conventions of writing vivid romantic stories, and of working with a range of heat levels.

IS IT FOR ME?

Suitable if you're stuck with a novel, your manuscripts are being rejected or you're ready to put your characters into more intimate situations. Will help you craft more convincing relationships in any genre.

WHAT TO EXPECT

Through practical exercises, group discussion and peer and tutor feedback you will:

- Learn the secrets of writing unique and believably flawed heroes and heroines
- Discover how to set up a first meeting that will hook readers
- Practise adding emotional turning points to a romance story arc
- Build sexual tension and find your comfort zone as an author
- Emerge with a new fictional couple and more unique author voice

COURSE TUTOR

Heidi Rice is a *USA Today* bestselling author of 26 romantic novels, novellas and short stories. She has sold over 2 million copies of her books worldwide in 23 languages and finished three times in the Romance Writers of America's prestigious RITA awards.

HEIDI'S TIP



'Keep your focus on the internal emotional journey of your two main protagonists. Getting that arc – and what motivates your characters – right is by far the toughest part of writing romance that readers can connect with.'

FIND YOUR WRITING VOICE

What's my genre?

Expand your range as a writer by experimenting with your author voice and stress-testing your choice of genre. Try out historical fiction, crime and thrillers, romantic and comic fiction, YA and science fiction and discover what makes each genre tick.



“This course can turn up ideas that turn into words that turn into a book. The ghost-like arrival of the narrator of the second novel in my two-book deal is one example.”

10 IS IT FOR ME?

As a ‘next steps’ course, Find Your Writing Voice: Exploring Genre is suited to beginners or more experienced novel writers who may be mid-draft or ready to pitch to agents. It’s particularly useful if you’re feeling stuck in a writing rut or are unsure which genre you’re working in.

WHAT TO EXPECT

Through practical exercises, small-group discussion and peer and tutor feedback you will:

- Explore a new palette of writing techniques
- Discover genres and writers to kickstart your creativity
- Stretch your reading and industry know-how
- Learn the secrets of each genre – and how to use them
- Uncover hidden talents and the real writing ‘you’ - to build your confidence as a writer

COURSE TUTOR

Tom Bromley is an author, editor and ghostwriter. He has written ten books under his own name, both fiction and non-fiction, ghosted a further dozen titles, including several UK and international bestsellers, and has edited over a hundred books. He is an experienced university writing lecturer.

TOM'S TIP



‘I think it’s very important to learn that whatever style you want to write in, there’s likely stuff you can borrow from other genres – whether it’s how a crime writer uses pace, or how a historical fiction author uses detail and research.’





'A real game changer. It's such a help having other writers to discuss things with and I was overwhelmed by the sheer quality of tutor attention. It shone new light on my novel and gave me energy and direction.'

CORNERSTONES: EDIT YOUR NOVEL THE PROFESSIONAL WAY

When is your manuscript submission-ready?

Take your novel from baggy draft to industry-formatted package ready to catch an agent's eye with leading literary consultancy Cornerstones. Over 18 weeks you'll learn professional ways to diagnose structural problems, lift plot and nail down scenes. You'll emerge with new confidence and direction.

IS IT FOR ME?

This intermediate/advanced course is for authors who have a complete draft of a novel (or almost). You may have completed a novel-writing course or writing masters, or perhaps you are published and working on a new novel.

WHAT TO EXPECT

Through practical exercises, group discussion and peer and tutor feedback you will:

- Work with leading UK literary consultants to edit your novel
- Practise techniques used by professional editors – and put them into action
- Refine plot and pacing, and polish characters and scenes
- Learn how to move from draft to agent-ready submission
- Receive detailed tutor feedback on your first 10,000 words, synopsis and covering letter

COURSE TUTOR

Course directors **Helen Corner-Bryant** and **Kathryn Price** are authors of *On Editing*, the bestselling guide to editing and submitting a successful novel. Helen founded Cornerstones, the world's first transatlantic literary consultancy, where Kathryn is editor-in-chief, nurturing new talent, scouting for agents and launching writers.

HELEN'S TIP



'Editing is all about relaxing into the work, feeling the characters and scenarios as deeply as you can. When something bumps you out of that relaxed, immersed state, that's when you know you need to go back to it.'

Our online courses are accessible wherever you live, across all time zones, and whenever you want to study – after the kids are in bed, on your commute, in a coffee shop.

- MORE THAN 4,500 PEOPLE HAVE COMPLETED OUR COURSES.
- WE ARE THE ONLY COMPANY SPECIALISING IN ONLINE WRITING COURSES.
- OUR VIRTUAL LEARNING PLATFORM IS THE FIRST SPECIALLY DESIGNED BY WRITERS FOR WRITERS.
- 84% OF PEOPLE WHO START OUR COURSES FINISH THEM (HIGHER THAN THE UNDERGRADUATE UNIVERSITY RATE).
- LOTS OF COURSE PARTICIPANTS TAKE MORE THAN ONE COURSE WITH US.

CHALLENGING & STRICT

Our courses deliver Masters-level learning. This doesn't mean you'll have a masters degree at the end, but the intellectual rigour, independent thought, research and project management replicate those you would find on a writing MA. We also use the workshop model that is at the heart of writing education in universities.

VALUE FOR MONEY

Our courses range from around 30 hours of study to 180 hours – for the price often charged for a one-day workshop. And there's no need to pay for travel or accommodation.

'The team are the glue that holds the jigsaw pieces together, as the full picture of my novel builds. Their support, guidance and encouragement have given me the belief that I can do it.'

COMMUNITY

Our courses are not about learning school style in a didactic teacher-pupil way. Nor are they just about watching videos. You learn in a three-pronged way:

1. First you actively engage with tutor notes, podcasts, videos and extracts from key writers to stimulate your thinking.
2. Then you apply what you have learned to your own work with practical assignments guided by the tutor.
3. Finally you upload your writing for feedback and engage in discussion and critiquing with your peers.

PROFESSIONAL

From the outset we treat you as a professional writer, equipping you with the know-how to operate within the industry, from how to shape critiques to ways to start conversations with agents and editors.

PRACTICAL

We won't go into all the theoretical stuff about the social-constructivist model of learning here, but that's the theory behind our learning design. There is a very productive dynamic within small-group peer learning – one that breeds trust, respect and intimacy. It means you quickly become confident in articulating what works – and what doesn't – in your own work and that of your peers. This hones your writer-editor instinct and makes you a better judge of your writing and ideas. The small-group relationship lasts long after a course has finished – sometimes we get tearful seeing just how much you support each other through your writing journeys.

We offer a very personal service – as well as being good at spotting talent whatever your writing experience and background, we also notice when you might need a little extra help or a nudge with deadlines to keep you on track.

RUNNING WRITING WORKSHOPS

What do you need to lead a writing group?

Discover how to design and manage effective workshops, whether you nurture creative writers, use writing therapeutically or work in academia. Over six weeks you'll cover everything from the psychology of groups to practicalities like risk assessment.

'Amazingly brilliant and fantastic value. Even for people like me with lots of experience running groups, there's lots to learn here. Approaches the questions involved in running groups both instrumentally and creatively – the perfect balance.'

16 IS IT FOR ME?

A practical course suitable for writers, academics and counsellors wanting to learn the basics or enhance existing workshop-management skills to use in creative, academic, professional or recreational writing groups.

WHAT TO EXPECT

Through practical exercises, small-group discussion and peer and tutor feedback you will:

- Learn the principles of running a workshop
- Develop an action plan for getting a workshop off the ground
- Identify your role as facilitator and the most effective type of group for you
- Explore educational, creative and reflective writing techniques

COURSE TUTORS

Victoria Field is a pioneer in the world of poetry therapy. She has won prizes for her fiction, poetry, drama and creative non-fiction and been commissioned for BBC Radio 3 and 4. **Anne Taylor** is a professional writer, tutor, coach and writing group facilitator, with an MA in Creative Writing and Personal Development from the University of Sussex.

ANNE'S TIP



'Knowing about group dynamics helps keep your mind focused on the writing group when it's all too easy to become self-critical and think about your own behaviour as facilitator.'



‘This has been a wonderful, profound experience and the online environment liberating. Removing the chance of face-to-face embarrassment freed me to be more open and take risks. This course will keep on giving long after the end.’

INTRODUCTION TO THERAPEUTIC AND REFLECTIVE WRITING

What links writing and well-being?

Not all writing is focused on the end product; the process itself is enormously powerful and transformative. This eight-week course explores the value of therapeutic writing, giving you the tools to examine your own life and help others.

IS IT FOR ME?

Suitable for anyone looking to develop understanding and skills in therapeutic and reflective writing for personal development and/or to use professionally, including counsellors, therapists and people writing for well-being.

WHAT TO EXPECT

Through practical exercises, small-group discussion and peer and tutor feedback you will:

- Explore therapeutic and reflective writing for your own personal development
- Discover how fiction, life-writing and memoir can benefit well-being
- Learn how to use writing with counselling or therapy clients
- Experiment with techniques such as journaling, biblio-poetry therapy and metaphor

COURSE TUTORS

Victoria Field is a pioneer in the world of poetry therapy. She has won prizes for her fiction, poetry, drama and creative non-fiction and been commissioned for BBC Radio 3 and 4. **Anne Taylor** is a professional writer, tutor, coach and writing group facilitator, with an MA in Creative Writing and Personal Development from the University of Sussex.

VICTORIA'S TIP



‘Keep a day book and write down everything – dreams, shopping lists, memories, hopes, poems, creating what WB Yeats called a “rag and bone shop of the heart” – a rich source of ideas for formal writing.’



JOHN YORKE STORY: STORY FOR SCREENWRITING- ADVANCED STRUCTURE

What's the pattern underlying every successful story?

John Yorke's bestselling book *Into the Woods* explores why every story follows the same shape, whether you're writing for screen or page. Over 16 weeks you'll absorb this grammar of storytelling and learn how to apply five-act structure to diagnose and fix holes in stories for TV, film or novels.



'The course has been truly transformative to the way I frame and structure my stories, and I have been really touched by the genuinely supportive and encouraging atmosphere among fellow learners and tutors.'

21



20

IS IT FOR ME?

Suitable for anyone who writes scripts or develops drama, from those aspiring to write for TV and film to those working in the industry as a back-to-basics refresher. Also useful for novelists interested in adaptation or looking for a masterclass in story structure.

COURSE DIRECTOR

During a career spanning the BBC, Channel 4 and Company Pictures, **John Yorke** has been responsible for some of the biggest audiences in UK TV drama, including *Shameless*, *Life On Mars* and *Wolf Hall*. As founder of the BBC Writers Academy, John has nurtured a new generation of screenwriters.

WHAT TO EXPECT

Through practical exercises, small-group discussion and peer and tutor feedback you will:

- Discover the essential building blocks all stories share
- Learn five-act structure, and how to apply it to your work
- Understand how to keep an audience transfixed
- Diagnose why your stories aren't working – and how to fix them
- Find out how to write a professional treatment

JOHN'S TIP



'Stories have to be simple – so find the simplest way of telling your story. What does a character want? In one word or sentence. Does that excite you? If so, then follow that choice.'

Joanna Cannon—*The Trouble With Goats & Sheep*
Aoife Clifford—*All These Perfect Strangers*
Katherine Debona—*The Girl in the Shadows*
Asia Mackay—*Killing It*
Niki Mackay—*I, Witness*
Jo Furniss—*All the Little Children*
Keziah Frost—*The Reluctant Fortune Teller*
Helen Batten—*The Scarlet Sisters*
CS Savage—*Lead Me Home*
Hannah Persaud—*The Codes of Love*
Deborah Masson—*Hold Your Tongue*
Awais Khan—*In the Company of Strangers*

Not all our learners are aiming for publication, but here are a few who have been published recently by: Borough Press, Simon & Schuster, HarperCollins, Bonnier Zaffre, Harlequin, Lake Union Publishing, Bloodhound Books, Ebury Press, Orion, Muswell Press, Transworld, HarperCollins India.



JOIN OUR INTERNATIONAL COMMUNITY OF WRITERS

Sign up to our newsletter to hear about exclusive subscriber offers, early-bird discounts, live events and alumni successes.

Thousands of people have completed our courses from all over the world.

In our thriving alumni area writers continue to support each other long after finishing their courses, workshopping and beta-reading works in progress, meeting online to chat over common problems and share writing triumphs.

We also offer live Q&A sessions with debut novelists, editors and agents, publicists, festival directors and other industry insiders.

To join our community visit www.profwritingacademy.com or drop us an email at info@profwritingacademy.com. We look forward to welcoming you to our community.

Take your talent to the next level.



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Writing Crime Fiction
Writing Romance
Find Your Genre
Edit Your Novel
The Learning Experience
Writing Workshops
Therapeutic Writing
Story For Screenwriting