



WORKSHOP TOPICS

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The Writer's Toolbox

The internet and book stores are chock full of tools to teach writers their craft. Rhonda Dragomir will share with you the tools she has found most valuable in her writing career, including newsletters, blogs, websites, and books, many of which are free or low-cost. When you stuff your toolbox with high-quality implements, your writer's construction job is much easier!

Websites for Writers

Your website is like “home base” for your online presence. Every time someone visits, you’ve scored a run. This class includes information about why writers need websites and offers helpful, practical information about choosing a webhost company, registering a domain, and tools for building beautiful a do-it-yourself site. It also mentions pitfalls that can make you “out” before you reach first base.

WordPress Wizardry

WordPress, WordPress, WordPress...are you tired of hearing the term when receiving advice about building a website, but not understanding what it means? Is it a program? Where do you buy it? How do you use it? Web designer Rhonda Dragomir gives you a tour of the WordPress dashboard and teaches you why it’s the #1 choice for building an effective website that will attract agents, editors, and book buyers.

Creative Website Content

You have a website. Congratulations! Every writer needs one. But what content have you presented there? Is it creative? Is it engaging? Does it entice readers to visit again? Is it representative of your marketing brand? Rhonda Dragomir presents ideas to make your writer’s website a fascinating, interactive, dynamic place for inspiration, information, and engagement. Make your visitors want to come again!

Microsoft Word for Writing Wranglers

MS Word is meant to be your partner in the word-wrangling rodeo. Sometimes, however, that bronco bucks you right out of the saddle and into a pile of manure! Learn how to tame MS Word into a well-mannered critter by customizing tools that make the life of a writer much simpler and faster. Also included are tips for professional formatting that will impress agents and editors.

Note: This workshop would also be suitable for a two-part series that will allow her to go further in depth with the teaching.

Formatting a Professional Submission

Fonts? Margins? Headers and Footers? Are you lost when asked to follow submission guidelines? Beautiful, professional formatting can sometimes make the difference between rejection and a contract. In this class, Rhonda Dragomir teaches the key components of formatting, plus a few tips to sneak in a little extra style without breaking submission guidelines. Note: This class will feature only the use of Microsoft Word.

Color Me Perfect(ly)

What colors perfectly represent you? Your brand? Your genre? Choosing and using appropriate, themed colors in print and online media is essential to creating your brand as a writer. This class teaches the value of defining and implementing your personal color palette, and gives online tools to help in its creation. It also includes tips for selecting a theme image and using it on your website, business cards, and social media streams.

The Cover Design Conundrum

Your book cover can be the key to sales success and failure. Too plain? Unattractive colors? Font disasters? While published authors often work with an in-house designer, many self-published writers are asea in a plethora of choices. Learn how to spot a good cover when you see one, how to find and use images if designing a cover yourself, and how to effectively communicate your idea to a for-hire cover designer

Creating Effective Memes

Writers are encouraged to build platform on social media, but most authors are proficient with words, not images. Rhonda Dragomir teaches you how to identify effective images, secure proper licensing, and edit photos for online use with a free, online tool that imitates Photoshop. She also offers tips on how to size and schedule photo posts for common applications.

Create Your Own Book Trailer

Book trailers are impressive marketing tools, but contracting with a producer for a professional video can be very costly. With a small investment in a user-friendly program, you can create your trailer on your own, saving hundreds of dollars. Rhonda Dragomir will demonstrate Corel VideoStudio and share her tips and tricks for making your video eye-catching and informative.

Seven Reasons Why I Hired a Sensitivity Reader

Does your manuscript feature characters from a subculture different from yours? Are those characters portrayed in a manner that is respectful and free from hurtful stereotypes? Rhonda Dragomir shares seven reasons why she chose to work with a sensitivity reader to accurately portray Black characters her my Civil War historical romance. She'll share how it improved her novel and helped her grow both personally and professionally.

Contest Savvy: Enter and Win!

Contest wins are more than an opportunity to receive a framed certificate for your office wall—they also help build a resumé that will give you instant credibility when you pitch your project to agents and editors. Rhonda Dragomir was named 2019 Writer of the Year by Serious Writer, Inc., and she also was a finalist in the 2020 and 2022 Genesis Contests sponsored by ACFW. In this workshop, Rhonda shares tips she has learned which will give you a competitive edge.

Stuff the Sausage: Seven Things to Do While You Wait for a Contract

Pursuing your first book contract is a time-consuming effort. Rhonda Dragomir waited seven years for her opportunity, and in this workshop, she will share seven important, productive things you can do during the frustrating time between beginning your writing career and signing the dotted line with an agent or publisher.

3, 2, 1, Blastoff for Book Launch Success

Everyone who writes a book will face a milestone day: your book is launched into the publishing universe. Novice or debut writers are often so focused on writing, editing, formatting, etc. that they do not turn their attention to the launch until release day. Hint: ***That's too late to be effective!*** This workshop focuses on eight keys to a successful launch and provides resources and tips to launch your book into the stratosphere.