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GENRECON

IGW HUNTINGTON, WV

Workshop Presenters

- Sheila (SG) Redling – Best-Selling Author, Thriller, Sci-Fi, Suspense
- Tobi Doyle – Romance, Mystery
- Jen Graybeal – Author Coach
- Amanda Hooser – YA, Mystery, Paranormal
- Misty Simon – Mystery, Cozy Mystery
- Casey Bond – YA, Paranormal
- Abigail Drake – Mystery, Romance
- Chandler Haun and Courtney Pierce – Henlo Press

Participating Publishers and Agents:

- Courtney Pierce and Chandler Haun – Henlo Press (in person)
- Kelly Moran – Rowan Prose Press
- Alexandra Grana – Agent, Corvisiero Agency
- Diana Fox – Agent, Fox Literary Agency
- Elizabeth Kracht – Agent, Kimberley Cameron Agency
- Gina Panettieri – Agent, Talcott Notch Agency
- Katie Reed – Agent, Andrea Hurst & Associates
- Lydia Caudill – Agent, Andrea Hurst & Associates
- Megan Frayser – Agent, Creative Media Agency
- Sam Farkas – Agent, Jill Grinberg Literary Agency
- Dr. Uwe Stender – Agent, TriadaUS Literary Agency

Thank you to our sponsors:
Huntington Convention & Visitors Bureau
PJ Majestro, PLLC
Jen Graybeal, Creative Coach





Saturday

AUGUST 30-31

Sunday

	Room One	Room Two
8:00-8:15	Welcome!	
8:15-9:00	Mandatory workshop for everyone who is pitching.	
9:00 - 10:00	Abigail Drake: Creating a Strong First Act	Misty Simon: Finding Your Audience
10:15-11:15	Casey Bond: Building the Ultimate Book Box: Superfans, Swag & Painted Edges	Misty Simon: Finding Time to Write
11:30-1:00	Lunch	Lunch
1:00-2:00	Jen Graybeal: Masterclass: Reconnect to the Joy of Writing (Part 1)	Sheila Redling & Tobi Doyle: Build a Romance
2:15-3:30	Jen Graybeal: Masterclass: Reconnect to the Joy of Writing (Part 2)	Henlo Press (Courtney & Chandler): What agents and editors love and hate in your query letters.
3:30-4:00	Break	Break
4:00-5:00	Abigail Drake: Self-Publishing for Beginners	Sheila and Tobi: Pitch Practice
5:00-6:00	Break	Break
6:00-8:00	Cocktail Party	

	Room One Panels & Consultations
9:00 - 10:00	Pick Your Path: Trad, Indie, or Both? Henlo Press, Misty Simon, Amanda Hooser, Abigail Drake
10:15-10:45	Consultations and time to mingle. Feel free to track down Tobi, Sheila, or any of the presenters to ask questions.
11:00-12:15	Lunch
12:30-1:45	From Pages to People: Finding Your Audience Casey Bond, Misty Simon, Amanda Hooser, Henlo Press
2:15-3:30	Promo Panic: What to Do, What to Skip, and What's Free Abigail Drake, Casey Bond, Amanda Hooser, and others
3:45-5:00	Genre Panel - What NOT to Do All presenters
5:00-6:00	Goodbye!

Pitches take place in Room 2 on Sunday

You must attend the mandatory pitch session on Saturday at 8:15 to get your pitch schedule. Check in outside the room 15-30 minutes before your appointment. Thanks!

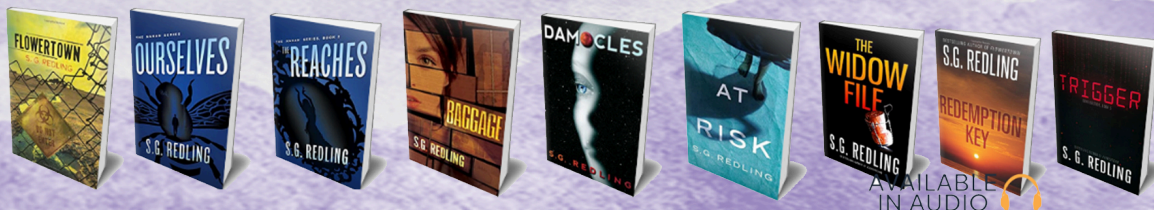
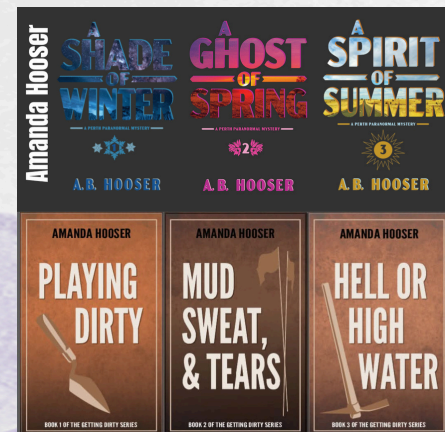
We're so glad your here! We had a dream years ago that the amazing genre writers we knew would have the opportunity to improve their writing craft, pitch to agents and editors, and learn how to manage a writing career and life's responsibilities. We write genre, mystery, thriller, suspense, sci-fi, paranormal, romance and we wanted a place for writers who love story, who have to write, to have a place to meet their tribe and grow.

XO, Sheila Redling and Tobi Doyle

AskIGW@gmail.com

Workshops:

- **Pitch, Please! with Tobi Doyle and Sheila Redling.** If you are pitching at GenreCon, this workshop is mandatory. We'll walk you through exactly what to expect, help you polish your logline and elevator pitch, and demystify the whole process—so you can shake off the heebie-jeebies, calm those ants in your pants, and show up with only the usual amount of nerves. AND, we're having another pitch workshop for those of you who want to practice later in the day. You're welcome to attend if you're not pitching but practice will focus on those who have scheduled pitch sessions.
- **Creating a Strong First Act with Abigail Drake**
 - The beginning of your story is the most valuable real estate in your entire book. Some agents and editors don't make it past the first chapter. Many don't get past the first page, and the same goes for your readers. How can you create a first chapter that not only hits all the marks, but also leaves them dying for more?
 - From writing a fabulous hook, to finding a way to break into act two, there are steps that must be taken to ensure you set a solid foundation for the rest of your novel. It's not rocket science, but it does involve a bit of thought and planning.
 - In this session, we'll discuss all the elements that must come together to create a great start to your book. Prepare to roll up your sleeves and get to work, because we're going to figure out how to polish up that first chapter (and your first act) to make it shine!
- **Building the Ultimate Book Box: Superfans, Swag, and Painted Edges with Casey Bond**
 - Ready to level up your book marketing game? Join Award-Winning Author Casey Bond as she walks you through creating a book-themed swag box your superfans and influencers will actually want to unbox (and post all over Instagram). From choosing fun, story-inspired goodies to painting the edges of your hardcover like a true artisan, this workshop will show you how to turn your book into a collector's dream—and get readers buzzing.



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Jen Graybeal

Creative Coaching



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If you are feeling overwhelmed, blocked,
or in need of professional insight,
let's figure out your next steps.

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free coaching session
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jentheeditor.com

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**BOOKS, BUSINESS,
& MINDSET**
a podcast for authors



with Jen
Graybeal

Work It A Six-Week Coaching Intensive

Running an author business
is so much more than writing.

The overwhelm is real.

This program will help you
tackle whatever stands
between you and
living your best author life.

What to Expect
A Personalized Plan
1:1 Coaching
Weekly Workshops
Group Coaching
Supportive Network

**GenreCon
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Work It
Starts Sept 2!
Use code:
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for \$50 off.

jentheeditor.com 408.420.9546 @jentheeditor jengraybeal@gmail.com

Masterclass: Reconnect with the Joy of Writing (2 hours) with Jen Graybeal. Due to a family death, Jen will not be able to present this live. She has created a video of the workshop which we will watch. She encourages everyone to sign up for her free consultation if they have any questions or just wish to talk.

- When did you first start dreaming of being a writer? How long did it take for you to realize that it is not just difficult, but can be draining?
- Your way forward is as unique as you are and must fit within the realities of your life. In this session, we will dive deep into research-based strategies to relieve stress, conquer doubt, and create a personalized approach to long-term success in publishing and in life. We will investigate the causes of writer's block and imposter syndrome to understand why so many authors experience them, and how to outsmart the inner critic that holds us back. Through exercises for creativity, focus, and mindfulness, you will leave energized and excited about your writing.
- This interactive session might include laughter, tears, and epiphanies—and it will definitely include 80s music.
- Please note, this is a double workshop with a small break included.

Self-Publishing for Beginners with Abigail Drake

Are you intrigued by the idea of self-publishing, but don't know where to start? Are you a traditionally published author who wants to rerelease a previously published book on your own? Never fear. Abigail Drake is here to take you by the hand and teach you step-by-step how to do it, and it's not really as scary or as difficult as you might think.

In this course, we will:

1. Make sure your book is ready to be self-published.
2. Learn exactly how to put your book up on Kindle Direct Press.
3. Go over what to consider when choosing genres and keywords.
4. Discuss the back cover blurb.
5. Figure out pricing, preorders, and distribution.
6. Analyze the merits of Kindle Unlimited and discuss going wide.
7. Decide when and how to hit that magic “publish” button.

This is a class intended for anyone considering taking the leap and trying out self-publishing for the first time. The first step is often the scariest. This class is designed to take away that worry, and help you realize your dreams of publication.



4 Welcome to the Charmed Inn...

Innkeeper Roxy Gleason just wants to host her guests and keep the inn running. She did not foresee murder in her future but maybe she didn't ask her books the right questions as a bibliomancer...

www.mistySimon.com

Abigail Drake



Romance Author



The Henlo Press
Independent Publishing

- **Finding Time to Write with Misty Simon**
 - Life's busy. The laundry's multiplying. And somehow your characters still expect you to finish their story. Sound familiar? In this down-to-earth, laughter-filled session, author Misty Simon shares real strategies for carving out writing time—even when your schedule feels impossible. Learn how to build sustainable habits, set guilt-free goals, and protect your creative time like it's the last chocolate in the house. Whether you have five minutes or fifty, you can write—and Misty will show you how.
- **Build a Romance with Tobi and Sheila**
 - A fun, hands-on session using Story Magic Cards to craft a romance that readers will fall head over heels for. You'll learn how to create swoon-worthy characters, irresistible chemistry, and a plot that keeps hearts racing—and pages turning. Come ready to plot love at first write!
- **Inside Scoop: What Agents and Editors Really Love and Loathe with Chandler Haun and Courtney Pierce of Henlo Press**
 - Pull back the curtain and hear straight from the pros—what makes them fall in love with a manuscript, and what makes them hit “pass” faster than you can say “prologue.” Join this workshop for the honest, unfiltered take on what works, what doesn't, and how to stand out—in a good way.
- **Pitch Practice: Get Ready to Wow 'Em**
 - Nervous about tomorrow's pitch? Let's work out the kinks together. Join Sheila and Tobi for a hands-on session where you'll fine-tune your logline, sharpen your elevator pitch, and walk through exactly how the pitching process works. We'll workshop your pitch until it's polished, powerful, and ready to impress.

Panels:

- **Pick Your Path: Trad, Indie, or Both? with Henlo Press, Misty Simon, and Amanda Hooser.** Should you chase a traditional publishing deal or go indie and do it your way? This panel dives into the pros, cons, myths, and realities of both routes. Hear from authors who've been there, done that (and got the rejection letters and royalty statements to prove it). Whether you're dreaming of Big Five prestige or total creative control, this conversation will help you make an informed—and empowered—decision for your writing career.
- **From Pages to People: Finding Your Audience with Casey Bond, Misty Simon, Amanda Hooser, and Henlo Press** Your book is awesome—now let's find the people who'll love it. This panel will discuss how to identify your ideal readers, connect with them authentically, and grow a loyal fanbase. From discovering where your audience hangs out to finding book signings and building meaningful interactions, you'll learn how to turn casual readers into die-hard supporters.
- **Promo Panic: What to Do, What to Skip, and What's Free with Abigail Drake, Casey Bond, Amanda Hooser, and JT Cooper** The only thing scarier than writing a synopsis? Book marketing. Where should you spend your time—and your money? Is it possible to build buzz without breaking the bank (or your spirit)? This candid panel shares real-world tips, tricks, and hard-earned lessons to help you market smarter, not harder.
- **Genre Fiction: How to Meet Expectations Without Becoming Cliché** Every genre has its rules—romance wants the swoon, thrillers want the chase, and mystery readers will riot if it's not solved. This panel will chat about what not to do and how to meet the expectations of readers and editors without selling your soul—or your plot twists. Come for the tips, stay for the tea. With everyone!



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Our Presenters:



Sheila Redling, writing as SG Redling, is the author of nine novels of pure mayhem, including the bestselling thrillers FLOWERTOWN and the Dani Britton series. She is the co-director of Intensive Genre Workshops and was the recipient of the 2022 WVLA literary merit award and the WV Writers Just Uncommonly Good award. She has been a panelist and presenter at The WV Writers Summer Conference, Bouchercon, Left Coast Crime, and more. A graduate of Georgetown University, a former morning radio host, and a language geek, Sheila currently lives in Huntington, WV with a wide array of wildlife.



Tobi Doyle, co-director of Intensive Genre Workshops with Sheila Redling is a hybrid romance and cozy mystery author. Tobi has published over a dozen romance books. She is the recipient of the 2022 Romance Writer of America PRO Mentor of the Year, and a Service Award for her work on RWA's Pen to Paper, a guide to romance writing. Basically, ask her about romance and she'll tell you EVERYTHING! Also, Tobi wants you to know that Tom Booker, from SG Redling's Dani Britton series, is the best villain she's ever read and she secretly fan-girls behind Sheila's back.



Author A. B. Hooser lives in Huntington, WV with her family and two dogs. Artist, gamer, writer, she lets the ADHD lead her into every new adventure. She tells people that she has mastered the art of procrastinating by creating an entire sticker business to avoid finishing the multiple books she has half-written.

Tobi and Sheila are awed at everything Amanda gets done and her different way of thinking about writing craft. She's got great insights on marketing for next to nothing, too!



Abigail Drake is the award-winning author of twenty-two novels, but she didn't start her career in writing. She majored in Japanese and economics in college, and spent years living abroad, collecting stories wherever she visited. She collected a husband from Istanbul on her travels, too, and he is her favorite souvenir.

Abigail is a coffee addict, a puppy wrangler, and the mother of three adult sons. She writes contemporary romance and women's fiction, and, in her spare time, she enjoys traveling, blogging about her dog, Capone, and teaching writing classes for children and adults.



Henlo Press - Chandler Haun and Courtney Pierce. Breaking into publishing is tough—especially without connections or cash. At Henlo Press, we champion the talent of Appalachian writers and other underrepresented voices by offering full publishing support—editing, formatting, printing, and marketing—at no cost to the author. We don't offer advances, but we provide royalty contracts and real promotional support. Since starting with just two books, we've grown to publish multiple titles each year, including our first literary journal in 2023.



We're building a creative, welcoming community that flips the script on traditional, gatekept publishing. And yes, our mascot is Heckin' Hecktor—a big blue Troodon in a bowtie who dreams of writing his own romance novel. Because publishing should be for everyone—with talent, heart, and a little bit of whimsy.



Casey Bond is a RONE Award-winning author Casey Bond lives on a rural farm in West Virginia with her husband and their two beautiful daughters. She writes phoenixes – gloriously flawed and morally gray characters that fiercely rise from the ashes of their circumstances, though worldbuilding is one of her favorite hobbies. She thinks thunderstorms are better than coffee and that watching a meteor shower is magical. She's a firm believer that every amazing book needs a world you want to wrap yourself in, a character you want to win, and a love you would fight for.



Jen Graybeal: Every author has to walk their own path, figure out how to run their business, and develop their own marketing strategy (UGH!) but you don't have to do it alone. She has 10 years of coaching, has given 100s of workshops, and worked on over 200 published projects. She has helped over a thousand romance authors create stories they are proud of and businesses that align with their individual vision of success. Jen is a Certified Creativity Coach with a degree in English, and ever-expanding TBR pile, and a furball assistant this is usually on her lap.

Tobi has found Jen's Work-It six week intensive life-changing. Honestly, this conference would have never happened without Jen's coaching.



Misty Simon (also writing as Gabby Allen) always wanted to be a storyteller. She began writing stories to share her world with readers, one laugh at a time. She hopes everyone at least snickers in the right places when reading her books. She lives with her husband in Central Pennsylvania where she is hard at work on her next novel or three.

