



AUTHOR AWAKENING ADVENTURE COURSE

AN 8 WEEK TRANSFORMATIONAL WRITING COURSE
WITH INTERNATIONALLY BESTSELLING AUTHOR AND WRITING
MENTOR JOANNE FEDLER

WELCOME to the Author Awakening adventure. A huge cyberhug to each of you.

Over the next 8 weeks, I'm going to share my unique framework for turning writers into authors.

What you'll learn:

Core principles of the craft of writing every aspiring author needs to master including:

- the essential elements of storytelling and how to employ them;
- how to develop fascinating complex characters (even if you're writing memoir or self-help);
- the difference between structure and plot;
- how to use setting, theme, dialogue, pacing and subtext to enrich your writing;
- how to find your writing voice;
- how to structure revelation and emotion in your story;
- how to create good writing hygiene (deadline-honouring habits and systems that support your writing goal).

But that's not all.

See, you can take any writing course that covers this same ground. There's no 'magic' in the craft.

So, hang on, where is the magic?

Aha.

I've been on the hunt for it. And now that I've mentored hundreds of writers over the past decade and written ten books (some of which have gone on to become international bestsellers), I've found it.

And I'm going to teach you how to invite it into your writing (and your life). I've discovered that there are strengths (mindsets, attitudes, habits) that distinguish writers who succeed (finish, nail their voice and message, secure publishers and readers) and those who don't. This course is designed around teaching you to master these strengths.

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Benefits of this course:

- the same benefits any other course is offering you in terms of content. The exact content you need to know to claim 'I've got this';
- a framework for self-awareness about yourself and what writing brings up for you at every stage;
- self-mastery tools to help you move beyond your resistances and the conditioning that has kept you stuck;
- more time, because you'll be fast-tracked through the hurdles every aspiring author faces - this course will shear years of research, reading, workshops – and self-development work off your life;
- better posture, because with self-awareness and self-mastery, comes confidence. There's no match for it when it comes to distinguishing yourself as a writer in the crowded marketplace of wannabe-authors.

How does the course work?

- The course is broken down into 8 modules. Each module concentrates on one of these core strengths, which I use as the lens to teach you the craft.
- Each week, for 8 weeks, you will receive an email with a link to the training.
- The training consists of 2 videos - one is a 'consciousness training' and one, a 'craft training.'

Consciousness training?

Your consciousness – thoughts, internal dialogue, internal make-up - disrupts and derails your writing. I'm going to show you where and how your own conditioning sabotages you, and how you can learn to develop the power you need to get beyond your own limitations. Each consciousness training comes with a downloadable summary and reflection questions.

- Do the consciousness training first.
 1. Watch the video
 2. Download the materials
 3. Go through the identifiers to see where a lack of that particular strength shows up in your life
 4. Be honest with yourself
 5. Be kind – don't be self-critical, just notice what's there
 6. Be a witness to where you get tangled in the bardo of weakness. Consciously make a choice to cross the bridge into a new empowered state of awareness.





Hang on, what's a bardo?

I'm so glad you asked.

It's a Tibetan word that means 'intermediate state.' It's often used to describe the state after death, before the next 'rebirth.' As we're 'awakening' in this course, I've used it to denote the struggle before we step into a higher form of consciousness.

7. Answer the reflection questions. Go hard into the truth territory.

- Pause.
- Do the craft training next.

I teach all the elements of the craft of writing, through the lens of consciousness. With your deepened understanding of how your own awareness works, learning the craft should make more sense. Each training will include my best tools, checklists and worksheets. Each one ends with a writing exercise.

1. Watch the video
2. Download the materials
3. Do the exercise.

- Pause again.
- Take off your shoes. Shut the door.
- Listen to the meditation.
- Don't skip this step – working with consciousness is a quiet accessing of deep places within. Even if you're sceptical or cynical – be open to it. Be curious. See what happens. This is where integration happens. It's a crucial digestion all deep processes need.
- Post any comments or questions you have in the Facebook group. Don't be scared to ask. Your questions are the keys to unlocking your strength. And you can be sure that if you have a question, it is one that many others also have. Ask it for the benefit of others, if you are too shy to ask it for yourself. Model vulnerability for others. Go on.
- Diarize the dates for the group zoom webinars. Keep a list of questions on hand. Pitch up for the sessions – this is where you get to ask me anything about the writing process, and by asking, you give others a chance to learn too.





THE MODULES

Module 1: How to Begin Bravely – Own Your Vision and Dig Your Foundation

We cover:

- What we are awakening and why it matters
- The difference between consciousness and craft and how they work together
- The transformational power of self mastery in the writing process
- Why aspiring authors don't succeed – mistakes to avoid
- Self location and a big bold vision
- Getting set up – physically, emotionally and psychologically
- How to get beneath your own resistance
- Obstacles in your path – the ones you control and the ones you don't.

Module 2: Conviction To Kickstart Your Intention and Make Decisions

We cover:

- How a lack of conviction shows up in your life and in the writing
- The bardo of no-conviction and the bridge out of it
- What are you waiting for?
- How the writing process really works
- How to harness unconscious processes and make them work for you in your writing
- Set your intention for this course
- Make 24 Decisions.

Module 3: Curiosity and Questions to inspire Complex Characters

We cover:

- How a lack of curiosity shows up in your life and in the writing
- The bardo of curiosity-lessness and the bridge out of it
- How curiosity helps us to discover the complexity of our characters
- Why compelling character is the key to effective storytelling
- The role of compassion in writing character (including self-compassion)
- How to create dynamic characters our reader will care about (and why this matters)
- The imperative of change – why characters need to transform
- Five techniques for discovering more about our characters
- The role of effective dialogue in creating character and moving story forward
- When to use showing and telling and the best techniques for showing.





Module 4: Conscientiousness: The Architecture of Storytelling for Building Beautiful Stories

We cover:

- How a lack of conscientiousness shows up in your life and in the writing
- The bardo of unconsciousness and the bridge out of it
- Story recipes: the five essential ingredients
- The way stories work – the silent architecture every writer needs to understand
- The difference between plot and structure
- Working with the Wolf: Little Red Riding Hood retold
- If the Basket Could Talk: how point of view changes meaning
- Working with timelines and story arcs
- Beginnings and endings.

Module 5: Conscientiousness: How to Strengthen Story with Scenes, Summary, Setting and Symbolism

We cover:

- How to deepen your conscientiousness
- Another bridge into mastery of fundamental aspects of successful storytelling
- The difference between ‘scenes’ and ‘summary’ and when to use them
- How setting and symbolism can be used to enrich our story including the use of psycho-geography and animated objects
- How to take an abstract idea and make it concrete, sensual and human
- How to take a concrete idea and give it texture, colour and depth by finding abstract themes, images, metaphors and paradoxes.

Module 6: The Courage To Break Silence and Find our Voice

We cover:

- How a lack of courage shows up in your life and in the writing
- The bardo of no-courage and the bridge out of it
- Exploring what you don’t want to write about as a trail to finding out what it is you need to write about.
- How and where to explore your own emotional territories so you can tap a vein into your writing.
- My original four-step process for finding your voice
- How to recognize cliché and go deeper
- How to take a narrative risk – safely.

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Module 7: Connections: 'I'-contact, Transitions (from the Personal to the Universal) and Tribes

We cover:

- How a lack of connection shows up in your life and in the writing
- The bardo of no-connection and the bridge out of it
- How to get your writing to shimmer and shine with your unique take on the world
- Techniques for making the personal universal
- Working from the concrete to the abstract
- How to make your reader care
- Engaging your themes to create connections and links
- How to work with your instinct and intuition in the writing process
- The takeaway for your reader
- Creating your tribe.

Module 8: Commitment: Momentum, New Habits and The Rewrite

We cover:

- How a lack of commitment shows up in your life and in the writing
- The bardo of no-commitment and the bridge out of it
- The way clutter holds us back in the writing
- Unseen additions: learning to delete with abundance, not anxiety
- Distillation and essence – training to write your blurb, your pitch, your message
- The third eye – working with editors and manuscript assessors
- New neural pathways - forming better habits
- The best writing practices
- Reinvesting in your 'why', returning to your vision and recommitting.

Surprise? Who knows. There may be one if you stick around.





How do you know if this course is for you?

It's for you if...

You have a story to tell / an idea for a book but have never written before

You love to write but don't know if you're any good – you've never shown your writing to anyone

You've got a draft of something you've written but need some editorial and structural input

You've always wanted to write but have never explored it

You've always written but only for yourself

You have an idea for a new book/story and would like some help from the start in getting direction and focus

You want to write but are not sure you have something to say – whether people will be interested

You've written poems/short stories/ a draft of a book but don't know where to take it from here

You've had some of your writing published before and are working on a new idea/book.

You can't write but you wish you could – you'd like to learn

You're good at some parts of writing but not at others (editing, rewriting, structuring, creating dialogue, setting, character)

You've got bits and pieces you've been working on for a while and need help structuring it into a coherent whole

You just want to explore your creativity – you don't know if you can write, but you'd like to give it a try.

You've done technical/copy writing before but want to branch into creative writing

You've written a first draft and don't know what works or doesn't and how to rewrite

