



# JWWS ONLINE SUMMIT 2020 WORKSHOPS SET ONE

## ALL WORKSHOPS START AT

ISRAEL (IL)  
8:30 PM

LONDON (UK)  
6:30 PM

NEW YORK (EDT)  
1:30 PM

LOS ANGELES (PDT)  
10:30 AM

## SUNDAY, JUNE 7

### ANN GOLDBERG

#### Write Your Memoir Today — Whatever Your Age

Everyone has a past with memories that shaped their lives. A memoir can be in the form of a story, an essay, or a book. You don't have to be famous for people to want to read your memoir. And you don't have to write your memoir for general publication.

- We'll discuss the difference between a memoir and an autobiography.
- We'll brainstorm ideas to show that everyone, whatever their age, has a memoir.
- We'll learn how to decide what to include and what to leave out.
- After the workshop, you'll be able to start on your memoir right away.

**Ann Goldberg** is a freelance writer and essay workshop leader and gets great pleasure helping others publish their essays and memoirs. She also gives a one-on-one e-mail course called "Writing Essays for Publication." When she's not writing, editing, or helping future writers, she enjoys drinking iced coffee and baking. Her memoir on her journey through cancer is due to be published in the coming year. You can find samples of her work and information about her course and editing packages at [anngoldbergwriting.com](http://anngoldbergwriting.com).

### MIRIAM LIEBERMAN

#### Writing: The Art of Living Life Passionately

Together we'll explore the creative process — sharing the inspiration, the creation, and ultimately — the joy!

Bring a tambourine to our session if you have one!

**Miriam Liebermann, MSW**, is the coauthor of *Saying Goodbye*, dealing with grief and bereavement, and the editor of two popular anthologies for women, *The Best Is Yet to Be* (Targum Press) and *To Fill the Sky with Stars* (Menucha Publishers). Miriam is a founding member of JWOW, Jewish Women of Wisdom, enhancing the lives of women in the transitional years. Gleaning inspiration from Miriam Haneviah, her namesake, Miriam facilitates tambourine workshops, encouraging women to approach the future with faith and hope.

## CHAYA HINDA ALLEN

### Letter to the Soul

*A Writing Journey of Discovery, Adventure, and Spirituality*

Use your writing to access a very deep place inside yourself.

**Chaya Hinda Allen**, world-renowned Torah teacher, leads pioneering innovative programs for women. Her daily program “Chaiyil” is an international community of Jewish women. Members receive an 18-minute installment of Chaiyil every day — either an uplifting audio message, a member success story, a guided bitachon experience, or practical exercise. Chaya Hinda also runs Think Positive!, at [www.ChayaHinda.net](http://www.ChayaHinda.net), an intensive program designed for self-improvement, *emunah*, *bitachon*, hope, and real change for even the most difficult life circumstances.

Chaya Hinda sees the most amazing stories unfold from participants in her programs. These programs empower women through a doable step-by-step process to bring more happiness, inner peace, better relationships, success, and closeness with Hashem — and to dramatically change each person’s life for the better. She gives workshops in the greater Jerusalem area, Beitar, and Ramat Beit Shemesh, as well as online and internationally.

## LEORA GRUEN

### Discover Your Unique Value!

*What makes you stand out from the crowd of writers, editors, or translators? Why should a potential client, magazine, or publication pick you over anyone else?*

In this practical workshop, learn tips on how to:

- Access and define your special value
- Communicate your uniqueness clearly to others
- Upgrade your business communication, presentation and confidence

**Leora Gruen**, Certified Life Coach and NLP Practitioner, is an experienced facilitator of Temech business networking groups in Beitar and Ramat Beit Shemesh, Israel. She guides women in discovering their unique personal and business values — and how to use them to move forward!

## AYALAH HAAS (HEATHER DEAN)

### Promoting Your Written Work with Successful Media Interviews

*How to effectively reach out to the media and engage with their readers and listeners*

Media interviews can be an extremely powerful promotional tool for many different writers, and this workshop is your opportunity to learn practical strategies on pitching media editors and connecting with readers on the platforms they engage with: podcasts, radio, TV, magazines, and newspapers.

Before embracing a life of Torah and mitzvos, **Ayalah Haas**, known professionally as Heather Dean, worked for many years in New York City as a premiere entertainment journalist. She has interviewed hundreds of celebrities for many popular magazines and television networks, including MTV, the Associated Press (AP), People Magazine Online, E! Entertainment Television, and many more. She has also been interviewed on camera for such networks as NBC News, MSNBC, Fox News, and Fox 5 New York. Today, her interviews are with stars of the Jewish world. In addition to producing and hosting successful podcasts on Israel News Talk Radio, she has been producing and hosting Aish.com’s first weekly podcast, “At Home in Jerusalem,” since 2017. She is also a guest speaker at a variety of Jewish organizations, lecturing about media-related topics, as well as sharing her own story about why she walked away from her extraordinary career as a broadcast journalist in the entertainment world. Her memoir, *Searching for Heather Dean*, was released in 2019.

## SARA SUMNER

### And the Plot Thickens

*Perfecting Prep Prior to Penning Your Masterpiece*

Learn the five essential steps every writer should take before beginning a story. This is not an outlining workshop! Whether you're a planner or a by-the-seat-of-your-pants writer, these are the must-do items that will save you time and effort throughout the writing and editing process. Please come ready with a story idea, pen, and paper.

**Sara Sumner** is a writer and teacher of fiction living with her husband and children in Kiryat Sefer, Israel. Her first novel, *Wherever You Are*, is available from Menucha Publishers. She can be found at her website, [www.sumnerwrites.com](http://www.sumnerwrites.com), or on LinkedIn.

## DEVORAH LUSTIG

### What's in Your Box? What Better Person to Interview than Yourself?

*Give Yourself Attention!*

There is no one else who can tell your stories like you can. We each have a wealth of memories, a rich internal life, and a vast number of life experiences, all waiting to be turned into a captivating story. Learn how to tap into your best resource — yourself. Through this interactive workshop, participants will learn an array of strategies to identify their message and create compelling stories from their own life experiences.

**Devorah Lustig** is a content writer and has had her work published in many places including *Mishpacha* magazine, *Binah*, Chabad.org, and the *Jewish Press*. She also has written press releases for Aish Hatorah in Jerusalem, Camp HASC, and NCSY. Devorah shares her passion and has given workshops to middle school and high school students. She currently lives in Beit Shemesh, Israel, with her husband and family.





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## MONDAY, JUNE 8

### GILA ARNOLD

#### Storyselling: How to Harness the Power of Stories When Writing for Nonprofits

Whether you're selling diamonds or diapers, storytelling is a powerful tool in a copywriter's arsenal. When you're writing for nonprofits, storytelling is not just powerful; it's crucial. In this workshop, we will discuss the principles of writing for nonprofits. We'll do a practical writing exercise to hone our story-writing skills for the nonprofit's target audience.

**Gila Arnold** is a popular fiction and feature writer for *Mishpacha* magazine, where her story-writing skills have gained international recognition. As the owner of Gila Arnold Copywriting, she uses those skills to write compelling, targeted copy and content for nonprofit organizations and small businesses. Clients have included some of the well-known names in the Jewish nonprofit world.

### ESTHER GOLDMAN

#### Bringing Your Writing to Life — from a Playwriting Perspective

*Playwriting pointers that can make or break your story*

We will explore aspects of successful playwriting that also apply across many writing genres, including developing your characters, creating conflict, action and suspense, writing strong dialogue that flows naturally, sharpening a scene, foreshadowing, and more.

**Esther Goldman's** passion is inspiring Jewish women through the dramatic media of writing and directing plays. She is the playwright and director of *The Mask She Wears* and the recent *BFF* (June 2018) and *TimeWarp* (July 2019), among others. Esther founded Behind the Mask Productions, a production company dedicated to creating theater about real-life topics within the *frum* community. Her scripts have been performed by schools and seminaries in the U.S. and in Israel, and are available for purchase. The DVD of *The Mask She Wears* is sold online at [MostlyMusic.com](http://MostlyMusic.com).

Esther holds a master's degree in biology from Queens College. When not onstage or writing plays, she is employed by a biotech company in the field of cell therapy diagnostics. She can be contacted at [behindthetheater@gmail.com](mailto:behindthetheater@gmail.com).

## DENA ACKERMAN

### The Art of LinkedIn: How to Grow Your Business, Attract Clients, and Have Fun!

LinkedIn has become every businessperson's favorite social media platform. It's the best place to learn from other professionals, network, and grow your client base. Join me for a discussion on getting started, creating content, and posting strategies.

**Dena Ackerman** is a fine artist, illustrator, writer, and art instructor. She specializes in illustration for children's books, magazines, and businesses. View her work at [www.DenaAckerman.com](http://www.DenaAckerman.com), or look her up on LinkedIn!

## CAROL UNGAR

### Life Stories for Kids: Writing the New Picture Book Biography

Picture book biographies are concise, stylishly written, and exquisitely illustrated and they are about everybody. Name the celeb and find his or her picture book bio.

But what about our kids?

In this workshop we'll examine cutting-edge picture book biographies and brainstorm on using this style to tell the life stories of our heroes.

**Carol Ungar** is the author of two soon-to-be-published nonfiction picture books, including a picture book biography of Rebbetzin Esther Jungreis, *a"h*.

## JUDY GRUEN

### My Book Manuscript Is Ready: Now What?

*What You Need to Know about Book Publishing Today*

No materials necessary!

**Judy Gruen** is the author of four nonfiction books, including *The Skeptic and the Rabbi: Falling in Love with Faith*. She has also ghostwritten and edited several memoirs and nonfiction books, and offers authors coaching and direction on their publishing process. Her website is [judygruen.com](http://judygruen.com), or contact her at [judyrgruen@gmail.com](mailto:judyrgruen@gmail.com).

## YOCHEVED ROTTENBERG

### Writing in a Voice That's Uniquely Yours

*Discover Which Part of You Wants to Be the Character Today*

Learning how to listen to the parts within you and what they each have to say gives you access to loads of characters that you know really well. After all, they live within you!

**Yocheved Rottenberg** is an international therapeutic writing teacher who has helped hundreds of women transform their life using the power of writing. Her upcoming book, her workshops, and her website are all entitled "Write Your Way Home" ([www.writeyourwayhome.com](http://www.writeyourwayhome.com)).

## NAOMI ELBINGER

### Eight Unusual Ways to Promote Your Book — And Yes, I Tried Them All

In today's highly competitive publishing landscape, it's not easy to attract interest and readers for our beloved books. This workshop will explore practical, creative, and effective marketing methods to increase sales, even on a limited budget.

Are you excited to try new ideas to promote your book? Then this fast-paced workshop is for you.

**Naomi** is the co-author of *Yedidya*, the groundbreaking Jewish novel released as a digital serial, [yedidyabook.com](http://yedidyabook.com). When she's not writing novels, she's the CEO of a web development firm, YesPotential. When she's not writing or coding, she's the urban farmer behind Bloomah's City Farm. When she's not writing, coding, or farming, she's relaxing with her family in their home in Ramat Beit Shemesh, Israel. This is her fourth time presenting at the JWWS. She loves this community! You can start reading Naomi's book here: [yedidyabook.com](http://yedidyabook.com)

