Ultimate Novel Writing Course Prospectus

Jericcho Writers
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Contents

1. Introduction
2. Course overview & modules
   - Planning, plotting and defining your novel
   - Uniting plot, theme and structure
   - Developing your character
   - Forging relationships
   - Festival of Writing
   - World-building
   - Writing a page turner
   - Self-editing your novel
   - Pitching your novel for traditional publishing
   - Self-marketing and self-publishing
   - Industry Days 2021
3. Meet your mentors
4. Further information

info@jerichowriters.com    www.jerichowriters.com    +44 (0)345 459 9560
The Ultimate Novel Writing Course

Prospectus 16th March 2020 – March 2021

This unique year-long course has been specifically designed to help you write, edit and pitch your book – from concept, to publication.

Our team of mentors and tutors believe that no other creative writing course offers the same amount of professional guidance, personal feedback and opportunities for publication:

From initial idea to publication
Your mentors will work with you to turn your rough idea into a working draft, with the skills you need to submit it to agents or professionally self-publish.

One-to-one feedback
Work personally with your mentors over Skype calls and get feedback on your work-in-progress as you write.

Monthly tutorial topics
Your mentors and special guest tutors will introduce the fundamentals of writing to you each month, from plotting and characterization, to self-editing.

Events and meet-ups
Meet your mentors and classmates at two events during the year, where you will be introduced to literary agents and attend live, professional masterclasses.
Editorial report

Get a full manuscript assessment towards the end of your course from a professional editor, with time to implement any changes.

An intimate class of like-minded writers

With a class size of up to twenty, you’ll get the chance to swap work for peer feedback and form life-long friendships with fellow writers.

Publication advice and opportunities

We’ll teach you the fundamentals of traditional and self-publishing, and connect you with the agents and experts that will help make that happen.

Flexible working

Take this alongside full-time work or other life commitments via our user-friendly teaching platform, and keep all resources forever.

“An excellent course. Each tutorial brought into focus different aspects of creating a successful novel. It made my writing stronger as I was guided through the novel-writing process.” - Pilot Course Participant

A course made for writers serious about writing

We tailored this course for writers who are serious about wanting to write a novel, or perhaps even have a partial draft that needs shaping into something commercially successful. You might have an idea that you are excited to explore, or have tried to write something that you feel needs a bit of input from professionals to work.

It’s perfect for novelists in any genre and those writing for young adults and adults. It will also have plenty of benefits for those who are writing novellas, short stories, story-led creative non-fiction.
It’s not suitable for writers who are writing for younger children, or those writing poetry. If you are further into your draft and feel you just need an edit to get you to the end, you may also find this course too high-spec for you.

**Complete the course with a draft of your novel**

By the time you leave the course, you will have produced the following:

**A finished draft of a novel**

Write your novel alongside this course, with one-to-one feedback from your mentor every step of the way.

**A complete set of self-edits**

Learn how to self-edit your own work and get support as you do so.

**A synopsis, query letter, and detailed plan for achieving publication**

Make full use of our resources on how to get published, access a comprehensive directory of literary agents, and enjoy face-to-face meetings with literary agents to discuss your work.

**A self-marketing (or self-publishing) plan**

If you want to traditionally publish your book, you’ll leave with a plan to construct an author marketing platform. If you wish to self-publish, you’ll leave with a fully-fledged plan for professionally self-publishing on Amazon.

**You’ll also receive:**

- Around four bespoke tutorials a month, with exercises and prompts to apply these to your work.
- One webinar Q&A a month to cover these topics, and a classroom-style discussion with your tutor and peers.
- Feedback on 3,000 words most month from your tutor, along with a thirty-minute Skype call.
• Permanent access to a lively, private chat room in the Jericho Townhouse, so you can maintain those friendships for life.
• Lifetime access to all resources on Jericho Writers, including our video courses, AgentMatch database and Ask Jericho service.
• A full weekend pass to the Festival of Writing, including all food, accommodation, agent one-to-ones, seminars, the Friday Mini Course and a private meeting with tutors and agents.
• A place on either our Getting Published Day or Self-Publishing Day – your choice.
• A complete editorial critique.

If you’re writing a novel or considering writing one, this course has all you need with its structured exercises, Q and A sessions, regular feedback and full support to get your novel written. - Pilot Course Participant

This course starts on 16th March 2020. For full details on pricing and to apply, please visit our website

Alternatively, get in touch with our friendly team at: info@jerichowriters.com or +44 (0)345 459 9560, and we’ll be happy to answer any questions you have.
Course overview

This course is delivered over a year starting on 16th March 2020, with breaks for Christmas, Easter and the Summer Holidays. You’ll also have a week or so between each module for writing and thinking time.

Each month, there will be one Main Tutorial in the form of a video masterclass to watch, and three additional tutorials in the form of text resources and videos. Alongside this, you’ll also have class discussions and Q&As with tutors, as well as your one-to-one time with your mentors.

You’ll be expected to deliver writing at the end of each month for feedback, which is perfect if you struggle with accountability or motivation with your writing.

"This course is designed to fit around a busy working life. The tutors are helping me to get deeper and deeper into my ideas for my novel as well as giving me the inspiration, support and a framework for writing it." - Pilot Course Participant
Module one: Planning, plotting and defining your novel

Main tutorial: 10 Things I wish I knew 10 Years ago / Tutor: CM Taylor

16/03/20 – 12/04/20

To kick off, you’ll be looking at point of view and discovering which will be the best one to use for your story. Alongside that you’ll start to think about:

- How theme and subtext work in a novel
- The three main canvasses of narrative art
- The emotional ups and downs your characters need to go through
- The bestseller code and the beats of the narrative
- How prose style delivers impact at key moments
- How to show and tell effectively
- How to use conflict, both internal and external, to drive your story forward

Additional tutorials (text & video):

- How to get a plan and novel outline in place
- How you can easily plot your novel against story structure
- Start getting to know your characters, themes and locations
- An overview of expectations when writing in different genres, in terms of plot, character and prose
Coursework deliverables: You will send your mentor

A. An elevator pitch for your novel, conveyed in under 50 words
B. A novel outline of around one-two pages
C. Details of where you are with the story so far
D. Up to 1,000 words of prose
E. A short statement of your hopes and intentions of your work. You will have the opportunity to discuss these with your mentor over phone/Skype

Student outcomes: This month’s content will steer you away from the costliest mistakes, understand where you are and where you want to go as a writer, and devise an achievable, ambitious plan for getting you there. You will have a complete draft plan of your novel and a personalised work plan to deliver it, together with a short elevator-pitch that sums up and sells your novel idea to agents, publishers and readers.
Module two: Uniting plot, theme and structure

Main tutorial: All About Plotting / Tutor: CM Taylor

20/04/20 – 17/05/20

Following on from the work you did in Module One, this tutorial shows how your theme can be used to drive your plot and character development. It will help you to turn your inspiration into a unified story.

You’ll be focusing on:

- Defining your book’s theme by interrogating inspiration
- Creating characters who embody dramatic, oppositional variants of your theme
- Using these theme-carrying characters to define the fundamental antagonism in your plot, and so the nature of its key moments

Additional tutorials (text & video):

- Identifying what your characters feel about your theme and how this leads them to behave
- The key scenes where characters embody themes
- Understanding how both internal and external circumstances tie into your theme to develop your characters and storyline
- How characters who stand in opposition to your theme can develop your plot
- Why character and plot building happen together

**Coursework deliverables:** You'll send your tutor any 3,000 words for feedback and be writing towards the word count goal outlined in your personal plan from Module One.

**Student outcomes:** This month's content will hand you a simple, repeatable method for uniting the theme, character and plot in your writing. It will show you how you embed your theme from the start so that you deliver a story that has real emotional resonance, no matter what genre you're writing.
Module Three: Developing your characters

Main tutorial: The Three Cs of Character / Tutor: Amanda Saint

08/06/20 – 05/07/20

An in-depth look at how you create characters readers can relate to by making them complex, contradictory and consistent. You’ll be getting right inside your characters’ heads to understand what makes them tick, so you can bring them alive on the page.

Additional tutorials (text & video):

- Identifying defining characteristics and moments
- Finding out what sort of personality characters have
- Uncovering their history
- Figuring out how they will react in many different situations

Coursework deliverables: You’ll send your tutor any 3,000 words for feedback and be writing towards the word count goal outlined in your personal plan.
**Student outcomes:** You’ll learn quick and easy ways to develop characters that seem like real people. These tools and techniques can be used to get up close and personal with all the characters you’ll write in the future.
Module Four: Forging relationships

Main Tutorial: Characters in Relationships / Tutor: Amanda Saint

13/07/20 – 09/08/20 (then breaks for the summer holidays)

This month, the focus is on the key relationships your main character has and how you use them to drive your plot forwards and tie into your themes.

It will build on all of the work you’ve done in the three previous modules to:

- Deepen your understanding of how each character relates to the others
- Show how their relationships are integral to the unfolding of your plot in line with your theme and story structure;
- Play with your prose to deliver the right emotions and right atmosphere at the right time
- Understand which character arc applies to each character and how that affects their interactions

Additional tutorials (text & video):

- Uncovering secrets from your characters’ pasts
- Writing distinctive voices for different characters
- Using your own experiences to bring emotional resonance to the things your characters go through
- Understanding how character relationships help to deliver character transformation
**Coursework deliverables:** You’ll send your tutor any 3,000 words for feedback and be writing towards the word count goal outlined in your personal plan.

**Student outcomes:** You’ll understand the importance of relationships in novels and how they are an integral part of the story that help to unravel your plot and define your characters. You’ll have a toolkit to deliver characterisation in action as you write, while bringing your characters alive in the world you have created.
The Festival of Writing 2020

September 4th – 6th, University of York

The Festival is crammed with workshops, panels, seminars and talks: on writing technique, the market for different genres, the traditional publishing process, how to self-publish and much more.

You'll be able to pitch your work direct to literary agents and receive direct one-to-one feedback from them. You'll also have a private meet-up with your course mates, tutors and selected literary agents.

The Festival has been the launchpad for many author careers over the years and we'll do everything we can to ensure you're in the best possible position to take full advantage of these opportunities.

"Mind blowing ... My goal in coming to the Festival was to see the bigger picture re publishing, my career and my next steps in life and you really, really delivered. Huge thanks." - Pearl H - Festival Delegate
Module Five: World-building

Main tutorial: Creating a World / Tutor: Amanda Saint

07/09/20 – 04/10/20

The world your characters live in has to play a key part in the novel, rather than just being used in description.

You’ll learn ways to:

- Make sure where your action takes place is more than just a setting and can be used to highlight your themes, develop your characters, and support your plot
- Use all of the senses to bring scenes to life and tie in with your character’s internal landscape too
- Put your prose to work so that your characters’ experience of the world can be used to show different emotions

Additional tutorials (text & video):

- Understanding what needs to be described and why
- When to use description for the biggest impact and when to steer clear of it
- How you can use it to foreshadow things to come
- Ways to recognise if you’re doing too much, or too little, world building
Webinar-Style Q&A  Private social chat for feedback and discussion

Classroom-Style discussion  30 min phone/Skype call

Coursework deliverables: You’ll send your tutor any 3,000 words for feedback and be writing towards the word count goal outlined in your personal plan.

Student outcomes: You’ll know how to use the world your characters live in to maximum effect to develop theme, character and plot while bringing their world alive for the reader.

“Jericho Writers is my go-to place when I need some advice” - Chris L - Jericho Writers member
Module six: Writing a page-turner

Main Tutorial: Secrets of Suspense / Guest tutors: Rose McGinty and Sarah Hilary

12/10/20 – 08/11/20

You’ll learn techniques applicable in all genres that will help you turn your draft into a compelling story that drives the narrative forward at great pace, and keeps your readers turning the page.

Alongside main tutorials from our guest tutor Rose McGinty, and an exclusive webinar from the prize-winning and bestselling crime novelist, Sarah Hilary - you’ll learn:

- Secrets and when to reveal them
- Treating your reader mean to keep them keen
- Raising the stakes
- Using puzzles, red herrings and characteristics to keep the reader guessing

Additional tutorials (text & video):

- Making it matter by delaying the moment your character gets what they want
- Luring your reader in with questions and confusion
- Placing your characters in physical, moral and emotional peril
- Leaving room for the readers’ imagination
Webinar-Style Q&A  Private social chat for feedback and discussion

Classroom-Style discussion

Coursework deliverables: You will use this time to get the first draft of your book complete by 16th November for your full manuscript assessment.

Student outcomes: You’ll know how to apply different techniques to turn your narrative into a page turner the reader can't put down.
Module Seven: Self-editing your novel

Main Tutorial Lecture: Self-Editing your Novel / Tutor: Allie Spencer

16/11/20 – 13/12/20 (With a break for Christmas and New Year)

This month will set you up with all the knowledge and skills you need to be able to edit your own work effectively.

In the company of prize-winning rom-com writer, Allie Spencer, you will learn how to revise your draft, so that:

- It has the right pace and tension to deliver narrative drive
- Your narrator’s voice is strong and consistent
- Your prose is shining
- Your plot unfolds naturally and answers all the questions it needs to

Additional tutorials (text & video):

- How to tackle revisions and edits;
- Getting the structure right and removing the scaffolding
- Recognising and removing writerly tics
- Making sure you're starting and ending in the right place

Webinar-Style Q&A  Private social chat for feedback and discussion

Classroom-Style discussion  1hr phone/Skype call
**Coursework deliverables:** You will receive your editorial report back and discuss the next steps with your tutor during a one-hour phone call.

**Student outcomes:** You'll know how to self-edit your work to get it to a high standard ready for submission to agents and publishers, or to be copy-edited for self-publishing.

“**A huge thank you for that superb and stunningly helpful assessment of my manuscript and my writing. I was utterly in awe as you hit nail after nail on the head.”** – Russel M - Manuscript Assessment
Module eight: Pitching your novel for traditional publishing

Main Tutorial: Synopsis, Pitching and Presenting / Tutor: CM Taylor

04/01/21 – 31/01/21

Prepare to meet industry professionals at the upcoming Industry Days and beyond...

Additional tutorials (text & video):

- The publishing landscape: corporate and independent publishers
- Who to submit to and when
- Devising a Plan B if Plan A doesn’t quite work out
- A Slushpile live webinar with literary agents

Coursework deliverables: You will devise,

A. A revised elevator pitch,
B. A draft query letter,
C. A draft synopsis,
D. A ‘Plan A’ and ‘Plan B’ for getting your work published.
**Student outcomes:** Hard planning to face the industry and understand the different types of publishing outcomes within it.
Module Nine: Self-marketing and self-publishing

Main Tutorial: Self-publishing a Book on Amazon / Guest tutor: Harry Bingham

08/02/21 – 07/03/21

Special guest tutor Harry Bingham will take you through everything you need to know to create and price your eBook, as well as create compelling metadata, book descriptions, cover design, a ‘Reader Magnet’, mailing list and launch. He’ll even explain how you can go about marketing it, too.

Additional tutorials (text & video):

- How to work with traditional publishers
- How to market your book, and yourself
- Building your author platform
- Building an email list
- How to launch your book
- How to make a career as an author, beyond the novel

Coursework deliverables: All students will prepare the following,

A. An outline e-book structure
B. A draft reader magnet idea
C. Suggested metadata (optional)
D. A draft book description
E. A draft cover design brief (optional)
F. A draft author-led marketing plan

These items are all, of course, essential for authors intending to self-publish, but we strongly recommend that all authors understand the principles of effective author-led marketing.

**Student Outcomes:** This module will prepare you for publication and teach you the principles of effective author-led marketing.
Module ten: Industry Days 2021

March (Dates TBC), Regent’s College, London

The course culminates in your choice of two specialised Industry days. Both are jam-packed with useful advice, opportunities and incentive to keep writing.

Option 1: The Getting Published Day, Regent’s College, London.

A morning of professional writing workshops, followed by an afternoon of talks with industry leaders. You’ll also get the chance to pitch your work to literary agents and put your hard work into practice.


This advanced day will give you the knowledge you need to start self-publishing successfully. Learn from some of the biggest names in the business and catapult your sales from the start.

“For the first time in a long time, I’m really enjoying writing, again. The event opened my eyes, so thank you to the entire team at Jericho.” – Christina S - Getting Published Day Delegate
Meet your mentors

**Amanda Saint**

Amanda is the author of two novels, As If I Were A River and Remember Tomorrow, as well as many short stories and flash fictions. Amanda runs creative writing courses, workshops and competitions through Retreat West, which she founded in 2012. In 2017 she expanded to include Retreat West Books independent press and has since commissioned, edited and published several anthologies, short story collections and novels. She has been working as an editor for many years and has worked on hundreds of manuscripts across all genres.

**C. M. Taylor**

As C M Taylor, Craig's six novels have been reviewed in most national papers, optioned for TV and published by both independent and Big Five publishers alike. He has written 200+ editorial reports, and for publishers, edited 40+ published novels. He lectures at the Oxford International Centre for Publishing. Having published and edited across multiple styles and genres, Craig is a versatile and experienced guide.

**There will also be guest appearances from Sarah Hilary, Allie Spencer and Harry Bingham.**
Further information

International students

We welcome students from anywhere in the world. Where you can’t get to a live event, we will try to arrange something else of similar value for you. Please note that students will be required to pay for their own travel to and from live events.

The application process

Participation in this course is by application only. For this, we aren’t interested in any previous qualifications you have. What we care about is that you are serious about making a career as a writer, and whether we think this course will be able to offer you the help you need to realise your goals.

We will acknowledge receipt of every application and give you an answer as soon as we can, normally in under a week. If for any reason we think the course isn’t right for you, we will be happy to discuss what alternatives might be more suitable.

Please apply via our website.

Pricing

You can pay in one of two ways:

1. **Lump sum** payment of £4,500.
2. **10 instalment payments** of £495 each, totalling £4,950. These payments remain mandatory, even if you become unable to complete the course.

Sums quoted are in GBP, but we also accept equivalent payments in EUR / USD / CAD / AUD / NZD. Students paying in other currencies should select the GBP option and allow their bank to make the appropriate currency exchange. We are happy to help sort out any international payment issues you may have.

Refunds, terms and conditions
If you are unable to start the course, we can accept withdrawals up to 60 days prior to the course. Any such withdrawal is subject to an admin fee of £500. All other payments will be refunded in full.

If you seek to withdraw less than 60 days prior to the course, we will seek to resell your place. If we are successful, we will accept your withdrawal subject to the £500 admin fee. If we do sell your place, but are forced to discount it to secure the sale, you will bear the burden of that discount.

We cannot accept withdrawals after the course commencement date, and any instalment payments due remain mandatory.

Please see our terms and conditions for more information.

Applications

Applications are now open
We have limited the spaces on this course to twenty writers, so don’t miss out!

APPLY VIA OUR WEBSITE

Need to chat this over?
We understand that this is a big commitment, and we’re here to help. Connect with our team and tutors at:

info@jerichowriters.com  +44 (0)345 459 9560

We’re here for you.

“I LOVE Jericho Writers. I recommend you to everyone I know who wants to write.” - Helen F - Jericho Writers member