

# In-Person and Zoom **BRANCH MEETING**

In person meeting includes buffet lunch. For online attendees—the Zoom link will be sent to you after you complete the registration process.

**November 13, 2021**

**11:00 a.m. – 2:00 p.m.**

In-person check-in begins at 11:00 a.m.

## ***Polishing your Work for Publication*** **featuring** **Ally Machate**

**[SCROLL DOWN TO REGISTER](#)**

Each year, more than a million new titles are published by traditional and self-publishers. Every writer knows—or soon learns—that it takes multiple revisions to create a piece ready to compete for book buyers' attention. This talk will introduce you to the most common problems that plague written works and offer simple ways to identify and resolve them in your own draft. You'll receive tips on improving your work to keep readers' attention, polishing your manuscript at the technical level, and getting objective feedback before you submit or go to press.

### **What you will learn:**

- Why it's so crucial that your manuscript be as clean, properly formatted, and well-written as possible before submitting.
- How to identify and resolve some of the most common problems plaguing modern manuscripts, including things like inauthentic dialogue, ineffective use of nouns and verbs, and awkward rhythm, as well as classic advice such as "show, don't tell" and avoiding passive voice.
- Why it's so essential that writers, especially beginners, seek out objective feedback and tips on how to get it.



**Ally Machate** is on a mission to help authors make great books and reach more readers. A bestselling author and expert publishing consultant, Ally has served small and "Big Five" publishers, including Simon & Schuster, where she acquired and edited books on staff. Her clients include authors with such companies as Simon & Schuster, Penguin Random House, Rodale Inc., Chronicle Books, Kaplan Publishing, Sourcebooks, and Hay House, as well as independently published bestsellers. Ally leads a diversified team of professionals who specialize in helping serious authors to write, publish, and sell more high-quality books. Learn more at [www.thewritersally.com](http://www.thewritersally.com).