

Writers' Huddle



Hello and Welcome!

I'm Ali Luke, and, since you're reading this booklet, I think it's safe to assume you're interested in Writers' Huddle. Maybe you're thinking about joining, or maybe you're just curious and want to know more.

Writers' Huddle is a community / teaching site for writers. You pay a monthly fee (\$19.99) to be a member, and you get a fresh seminar every month, forums to chat with other writers, and lots of extra goodies besides (like self-study courses you can take at any time).

I launched Writers' Huddle at the start of 2012, and the site has been going strong ever since. We now have a huge archive of content for writers, including 44 seminars and four mini-courses, plus the full-length ecourses "Blog On" and "On Track" – with the newest course "Launching Your Freelancing Career" starting in October 2015.

About Ali

I'm a fiction and non-fiction writer living in Leeds in the UK with my husband, my daughter Kitty, who's two, and my son Nick, who was born on Christmas Eve 2014.

I've been writing since my teens, and I have a degree in English Literature from Cambridge University, and an MA in Creative and Life Writing from Goldsmiths College in London.

I'm author of *Lycopolis*, a novel, and *Publishing E-Books For Dummies*, in Wiley's iconic "For



Dummies" series. I run a blog about writing and publishing, [Aliventures](#), and you'll also find posts from me on some of the largest writing-related blogs on the web, like Copyblogger and Write to Done.

How Writers' Huddle Works

There's a lot going on inside Writers' Huddle and when you join, you'll get a Welcome pack to help you get started.

As a member, you'll receive:

- **Monthly seminars**, which are normally audio (with video seminars to help demonstrate particular techniques). All seminars have full transcripts, edited for easy reading, plus worksheets that summarise key points – so you don't need to take notes unless you want to.
- **Access to private members' forums**, where you can chat with other writers, share your triumphs and frustrations, get feedback on your writing, join in our Book Group reads and writing challenges, and much more.
- **Weekly emails**, letting you know about new seminars (and other new resources), and reminding you about some of the past content you may have missed. These are designed to help you get the most out of your membership.
- **Mini-courses** that you can go through at your own pace, whenever you want. These include "Getting Started with Fiction", "Microsoft Word for Writers", "Starting Your First Blog", and "Twitter for Writers".
- **On Track, a full ecourse** that you can work through at any time, designed for writers who've stalled on large projects (which could be a novel, a blog, or even a whole writing career).
- **Blog On, a full ecourse** that you can work through at any time. This follows on from the "Starting Your First Blog" mini-course and is for anyone with a blog up and running who wants to take it further.

(We also re-run the ecourses occasionally as a group, as many Huddlers have found it encouraging and helpful to work through them alongside others.)

I am enjoying Writers' Huddle a lot. It has quickly become a vital part of my ongoing learning as a writer. The people in this community are warm and friendly and supportive. It's a safe place to share your work and get feedback. And they are not afraid to tell you what they think, honestly and constructively. I value that.



Ali Luke is endlessly inventive and has an uncanny way of targeting and providing the very information we all need in order to improve our writing skills. I highly recommend this community.

– Bill Polm ([Keys to Writing](#))

What You'll Find in Writers' Huddle

As soon as you join, you'll get access to the forums, all the past seminars, as well as the four mini courses, plus the full ecourses On Track and Blog On.

As I write this in September 2015, we have 44 seminars (over 20 hours of audio, and almost 200,000 words of transcripts). These include, from most recent to oldest:

- September 2015: Writing Descriptions that Engage Your Reader and Advance Your Story (*video, 47 mins*)
- August 2015: Six Reasons to Get Into Freelance Writing (*audio, 27 mins*)
- July 2015: Writing, Serialising and Publishing Fiction, with Nick Bryan (*audio, 37 mins*)
- June 2015: Writers' Groups: How to Start One, Join One, or Get the Most From One (*audio, 33 mins*)
- May 2015: Making Time to Write (*two versions, audio, 13 and 14 mins*)
- April 2015: Freelance Copywriting and Editing, with Linda Anger (*audio, 42 mins*)
- March 2015: Setting Up Your Website: Three Simple Options Explained (*video, 44 mins*)

- February 2015: Structuring and Outlining Your Novel, with K.M. Weiland (*audio, 34 mins*)
- January 2015: Setting and Meeting Your Writing Goals in 2015, Barry Demp (*audio, 39 mins*)
- December 2014: Twelve Writing Milestones to Celebrate on Your Path to Success (*audio, 43 mins*)
- November 2014: Building a Platform and Building a Business, with Joanna Penn (*audio, 45 mins*)
- October 2014: Ten Novel-Writing Lessons Learned the Hard Way (*audio, 40 mins*)
- September 2014: Creative Giants and Being a Successful Writer, with Charlie Gilkey (*audio, 49 mins*)
- August 2014: Crafting Great Blog Posts (*video, 34 mins*)
- July 2014: Writing Quality Fiction (*audio, 37 mins*)
- June 2014: Freelancing and Entrepreneurship, with Thursday Bram (*audio, 43 mins*)
- May 2014: Guest Posting: Waste of Time or Great Promotional Tool? (*audio, 43 mins*)
- April 2014: Writing and Self-Publishing Fiction, with Ellie di Julio (*audio, 51 mins*)
- March 2014: Will You "Make It" as a Writer? (*audio, 38 mins*)
- February 2014: *No seminar due to Winter Challenge – but you can view the Challenge videos.*
- January 2014: Finding, Boosting, and Keeping Your Motivation (*audio, 15 mins*)
- December 2013: Social Networking and LinkedIn, with Steve Maurer (*text*)
- November 2013: Heroes and Villains, with Lorna Fergusson (*audio, 38 mins*)
- October 2013: Handling Viewpoint in Fiction (*audio, 36 mins*)
- September 2013: Getting Motivated and Tackling Resistance (*audio, 35 mins*)

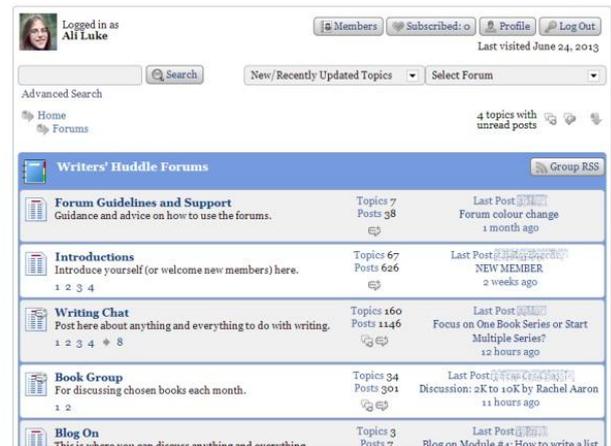
- July – August 2013: *No seminars due to Summer Challenge – but you can view the Challenge videos.*
- June 2013: Revising and Editing Fiction (*video, 25 mins*)
- May 2013: Writing for the Web: What Every Writer Needs to Know (*audio, 28 mins*)
- April 2013: A Hands-On Guide to Editing (*video, 25 mins*)
- March 2013: How to Write Dialogue Well (*audio, 25 mins*)
- February 2013: The Writing Process from Start to End (*audio, 37 mins*)
- January 2013: Creating and Reaching Your Goals (*audio, 31 mins*)
- December 2012: Email Marketing Strategies, with Henri Junttila (*audio, 30 mins*)
- November 2012: Writing Articles for Magazines, with Steff Green (*audio, 32 mins*)
- October 2012: Creating and Writing Great Characters (*audio, 42 mins*)
- September 2012: Getting Into a Great Writing Routine (*audio, 35 mins*)
- August 2012: Building Your Author Platform Online (*audio, 42 mins*)
- July 2012: Publishing an Ebook (*audio, 35 mins*)
- June 2012: Writing Your First Novel (*audio, 37 mins*)
- May 2012: Short Stories and Fiction Writing, with E.J. Newman (*audio, 59 mins*)
- April 2012: Making Money Writing (*audio, 25 mins*)
- March 2012: Turn Your WordPress Sidebar from Boring to Soaring, with Seth Leonard (*video, 49 mins*)
- March 2012: Freelancing 101 (*audio, 47 mins*)
- February 2012: Controlling Your Love/Hate Relationship with Writing (*audio, 25 mins*)

All seminars have a full transcript, edited for easy reading, and video seminars normally have a separate audio track plus slide pack in case you can't or prefer not to watch video.

The Forums

You can chat with me, and all the other Writers' Huddle members, in the forums.

If you want, you can use the Critiques forum post pieces of work-in-progress for other members to comment on. The Writing Chat forum always has interesting topics to join in with, and there's a forum dedicated to the monthly seminars where you can discuss anything arising from those.



We run a regular Book Group, and Huddle Challenges, through the forums too.

Blog On ecourse

The Blog On ecourse is available to work through at any time, though we also go through it as a group once or twice a year. It covers:

- Module 1: Coming Up with Ideas
- Module 2: How to Write a How to Post
- Module 3: Your Contact Page
- Module 4: How to Write a List Post
- Module 5: Your About Page
- Module 6: How to Write a Link Post
- Module 7: Your Services Page
- Module 8: Advanced Blog Post Structures

I have found Ali's work to be consistently useful and this course [Blog On] is no exception. **The course takes you step by step, through what you need to do to write good, solid blog posts.**



I have admired Ali's writing for a long time and have often visited her site to get inspiration about how to write or structure a post so it is great to go "behind the scenes" and learn more for myself about writing excellent web content.

– Jen M. Smith, JenMSmith.com

On Track ecourse

Note: this course is also available as a free "taster" for Writers' Huddle, from www.writershuddle.com/join-on-track

The On Track ecourse is available to work through at any time, though we also go through it as a group once or twice a year. It covers:

- Module 1: Make a Great Start
- Module 2: Setting Milestones That Work
- Module 3: Your Perfect Writing Routine
- Module 4: Planning Your Project
- Module 5: Getting from First Draft to Final Piece
- Module 6: Sharing Your Love of Writing
- Module 7: All the Resources You Need



Seven Pillars of Great Writing (ebook)

Note: this ebook is also included with the free version of On Track.

Seven Pillars of Great Writing is a 41-page ebook that covers:

- **Structure:** Why it matters, and how to get it right
- **Flow:** How to get transitions and pacing right
- **Clarity:** Making your ideas, argument and sentences clear

- **Tone:** Writing in a consistent and appropriate way
- **Grammar:** Myths busted -- and the basics explained clearly
- **Economy:** Making your piece concise and engaging
- **Heart:** How to make your writing powerful

Each chapter gives you real-life examples so you can see how other writers put these seven pillars into practice.

The Mini-Courses

These are self-paced courses that you can go through as quickly or slowly as you want. They're designed for beginners, and each one is broken down into short lessons with exercises to help you put what you learn into practice.

Getting Started with Fiction (*text*)

If you're new to fiction writing – or if you just want to brush up on the basics – then this mini-course is for you. It's suitable for short story writers and for novelists. The six lessons cover ideas, plot, character, setting and getting started on your story.

Microsoft Word for Writers (*text and video*)

Many writers use Microsoft Word – but most of them don't know how to use it effectively. This mini-course has six lessons covering headers and footers, page numbers, paragraph and heading styling, inserting a table of contents, and using page breaks.

Setting Up Your First Blog (*text and video*)

If you're interested in blogging but aren't sure how to get started, then this mini-course will help. You'll learn how to set up your first blog, with seven lessons covering every step from creating your WordPress.com account to writing your first post.

Twitter for Writers (*text and video*)

A lot of people struggle to "get" Twitter initially ... but it's one of the best social networks for us writers. This mini-course helps you get started, with five

lessons covering creating your account, writing tweets, understanding Twitter terminology, and getting the most from Twitter with useful tools.

I have learnt a lot in the few months that I've been a member of the Huddle, both through the seminars and Q&As as well as on the forum, gleaning advice from other members. Being in a community of writers has also given me the confidence to write my first guest post (which was accepted) after three years of blogging!

– Melissa Goodwin

What's Coming Up in 2015 – 2016

“Launch Your Freelancing Career” Ecourse

This begins on Monday 4th October, and will run until the end of November. It's designed for any writer who wants to get into freelancing – whether as a way to support their other writing, or as a full-time career.

We'll be looking at figuring out what to write about, getting a web presence set up, pitching to websites / magazines, dealing with clients and admin, and plenty more. You can get help and support along the way from me, and from other Huddlers taking the course, in the forums.

Regular Monthly Seminars

We've got a bunch of seminars planned for the next few months, including:

- November: NaNoWriMo: How to Write a Novel in a Month
- December: Planning, Structuring, and Pacing Scenes (with guest speaker Roz Morris)
- January: Beating Procrastination and Conquering Writers' Block (*guest speaker TBC*)
- February: Building an Audience for Your Blog and Business
- March: Plotting, Writing and Publishing Short Stories (*guest speaker TBC*)

Bonus Video Seminar on Self-Publishing an Ebook

Self-publishing is becoming more and more popular – and some traditionally published authors (like J.A. Konrath and Holly Lisle) have become passionate advocates of it. This in-depth seminar will cover some of the key reasons for self-publishing, and explain the nuts and bolts of how to go about it, with tips on producing a professional-level ebook, formatting your manuscript, getting it into online stores, and gathering reviews.

How Do I Join?

Important: When you join Writers' Huddle, you'll always keep your starting rate (currently \$19.99/month) – even if I raise this in future. I also offer a money-back guarantee: more on that later in this booklet.

Writers' Huddle is only open for short periods at a time. This is so new members can join together (rather than feeling like the only newbie in a crowd of old-timers!) and so that I can deal with any admin issues, like lost passwords or PayPal glitches, as quickly and efficiently as possible.

Assuming Writer's Huddle is open when you want to join, simply:

- Go to the [Writers' Huddle information page](http://www.writershuddle.com) (www.writershuddle.com)
- Click the big red "Join Now" button
- Login to PayPal to set up your subscription (\$19.99/month)

You'll receive an email with your password (your username is just your email address).

If Writers' Huddle isn't open when you want to join, just add yourself to the waiting list (enter your email address [on the Writers' Huddle information page](http://www.writershuddle.com)) and I'll email you as soon as the Huddle doors reopen.

You may also want to [join the free Writers' Huddle ecourse On Track](#), which is a "taster" for the full Writers' Huddle experience. If you're taking or have taken that course, you'll get an email whenever Writers' Huddle reopens for new members.

Frequently Asked Questions

If you've got a question that isn't covered here, just drop me an email (ali@aliventures.com).

\$19.99/month Seems Low for All This – What's the Catch?

There's no catch! I've kept the price low because I want Writers' Huddle to be affordable for as many writers as possible, from hobbyists to new freelancers to fiction-writers.

Whenever I add new materials to Writers' Huddle, even the full ecourses, these are included in your membership fee.

How Do I Pay?

All payments are through PayPal. The \$19.99 is automatically taken every 31 days (meaning that you get an extra few days free every year). If you're not in the US, PayPal will automatically convert your own currency into dollars, so you don't need to worry about that.

If you don't already have a PayPal account, you'll be given the option to create one when you click the "Join Now" button.

You can cancel your membership at any time, of course.

What if I Don't Have Time for Everything?

There are no mandatory elements of Writers' Huddle: you can do as much (or as little) as you want. The weekly emails are designed to give you a quick summary of what's currently happening in the Huddle, to help save you time.

All the content will be available to you for as long as you remain a member: you don't need to worry if you can't listen to a seminar straight away, for instance, or if you need extra time on an ecourse.

How Do I Access all the Content?

There are several types of content to suit different topics and different learning styles. All of these are contained within the Writers' Huddle website – you'll get links to new content by email.

- Written lessons that you can read online, in On Track, Blog On and all the mini-courses
- Short videos to help you understand technical concepts, in the Microsoft Word for Writers, Starting Your First Blog and Twitter for Writers mini-courses
- Audio (and sometimes video) recordings for the monthly seminars, with written transcripts for people who don't like listening to audio, plus worksheets to help you put what you learn into practice
- Online forums where you can interact with me and other members by writing messages
- Weekly emails to help point you towards new content and interesting forum discussions

As soon as you join, you'll get a welcome pack that helps you get oriented.

What if I Want to Leave?

You can leave Writers' Huddle at any time by cancelling your membership through PayPal. (I know PayPal can be a pain to navigate, so if you get stuck, just email me and I can cancel your account on my end.)

If you cancel within the first 30 days, I'll give you a full refund on your initial month's fee. I want you to be able to try out Writers' Huddle without worrying that you'll end up wasting money.

Does Writers' Huddle sound like a good fit for you? Just head here to join now, or to put your name on the waiting list:

www.writershuddle.com

If you have any questions at all, just drop me an email – ali@aliventures.com. And I'll give the last word to Sean...

Joining the Huddle has been a great step for me. It's given me an opportunity to chat with fellow writers on a daily basis. I've received constructive feedback from other Huddlers on pieces offered for critique that immediately improved my own writing. I've swapped links on writing tips and greatly enjoyed discussing books on the craft that we've read together.

I look forward to being part of this community as I continue on my path to being a published writer, because I know I'll be the better for it when I get there.

– Sean Cunningham