

# BRING THE LOFT TO YOU

*The* **LOFT**

Professional & Creative Writing Classes taught by experts  
for workplaces, libraries, school, nonprofits, service  
organizations, and more!

## 2022 Offerings



We love to bring our creative writing programs out of our building and into your community. We work with schools, libraries, human services organizations, and workplaces to develop unique opportunities just for you! Our classes harness the power of the written word to strengthen every student's voice, and we're happy to work with you to create content that fits your needs.



1011 So. Washington Ave.  
Suite. 200  
Minneapolis, MN 55415

# Engage Your Audience

## Book BTLTY sessions today!

These offerings are a list of sample classes we offer as part of Bring the Loft to You. If you don't see what you're looking for, please reach out to us! We want to work with you to create programming that best fits your audience.

At this time, host organizations can host programs on their own virtual platforms or via Loft-provided Zoom meetings.

## Contact

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## Pricing

### Schools, Libraries, & Nonprofits

\$250 per contract hour

Writers-in-residency workshops with Loft teaching artists. Available year-round.

### Corporate & Professional

\$500 per contract hour

Workplace seminars and professional development sessions. Available year-round.

### Visiting Author Session

\$1500 per author visit

Available to K-12 classrooms in May and November.

# 2022 Sample Offerings

Popular Adult  
Classes

1

Creative  
Development  
Classes

2

Professional  
Development  
Classes

3

Popular Youth  
Classes

4

Popular Teen  
Classes

5

Classes for  
All Ages

6

*The* **LOFT**

# 1 - Popular Adult Classes

- The ABCs of Children's Books
- 13 and Up: Writing the Young Adult Novel
- Be Your Own Publisher
- Characters, Plot, Setting: Strengthening Your Story
- Creative Writing Sampler
- Fiction Basics
- Flash Fiction
- Get Started On Your Writing Project
- Introduction to Screenwriting
- Literary Agents: What to Look For and What to Look Out For
- Starting Your Writing Life at 55+
- Write Your Life

# 1 - Popular Adult Classes

## **The ABCs of Children's Books**

This is the perfect workshop for anyone who has an idea percolating for a children's book, or even people who have written one but aren't sure what to do next. Learn the basic formats of children's books and how children's books get made, for everything from ABC books to Teen Fiction, and find out where your book fits in.

## **13 and Up: Writing the Young Adult Novel**

Books for and about teenagers is among the most popular categories in fiction, and is read by a far wider audience than teens alone. In this class you'll learn what makes the teenage experience so compelling for both writers and readers, and how to begin your own, whether it is a paranormal romance, realistic fiction, or any other genre.

## **Be Your Own Publisher**

Do you have a story you want to share with the world but don't know how to do it? Self-publishing is one respected way for authors to publish. In this class you will learn how to move your project forward and launch your book into the world.

## **Characters, Plot, Setting: Strengthening Your Story**

You know the basics of writing fiction, you've moved past the

general idea phase of writing a story or novel, so now what? Fine tune your writing by focusing on important craft elements that will make your creative writing project even better. Craft questions encouraged!

## **Creative Writing Sampler**

Not sure if you're a poet, a novelist, or a memoirist? Come and sample poetry, fiction, and creative nonfiction by exploring craft techniques common to all three and experimenting with each through creative writing exercises.

## **Fiction Basics**

You've got your story or novel idea down, maybe even a first draft. What's next? You need to create detailed, interesting characters and a plot that keeps the action moving forward. Come learn the ins and outs of creating memorable settings, developing an exciting plot, and writing believable characters with depth and complexity.

## **Flash Fiction**

Short short stories, often limited to a single page, have become very popular and are a great way to hone your skills for setting a scene, describing a character, and hooking readers.

# 1 - Popular Adult Classes

## **Get Started On Your Writing Project**

You have an idea for a novel, memoir, short story, or poem, but you're having trouble getting started. Come ready to brainstorm, with an experienced teaching artist who is also a writer, ideas on crafting that ever-important first sentence, paragraph, and draft of creative work.

## **Introduction to Screenwriting**

Come to this introductory screenwriting class to learn about dialogue, scene, and rising action. Learn about script styles, craft elements, and jumpstart your script.

## **Literary Agents: What to Look For and What to Look Out For**

Most publishers won't look at your prose manuscript unless an agent represents you. So how do you get an agent? Learn what good agents do and don't do, and how to find the right one for your work along with the basics of writing a query letter.

## **Starting Your Writing Life at 55+**

Have you retired and now have time to devote to your novel-in-progress? Or are you interested in writing a memoir so favorite family stories aren't forgotten? With creative writing prompts and exercises, you'll learn simple tips for starting—and staying with—your writing project, no matter what it is!

## **Write Your Life**

Whether you want to write your memories for family members and friends or hope to publish a memoir, come try your hand at writing exercises to spark your memory and tell your story.

# 2 - Creative Development

- Elements of Poetry
- Elements of Fiction: Novel Writing
- Elements of Fiction: Short Story Writing
- Elements of Creative Nonfiction
- Jumpstarting Creativity
- Taming the Manuscript: Editing Your Fiction
- Blogging Your Passion
- The Art of the Personal Essay
- Writing Children's and Young Adult Literature
- Finding Poetry in the Personal

# 2 - Creative Development

## Elements of Poetry

This class focuses on fundamentals of poetry including language, form, and imagery. Students will write from poetry prompts and read select poems closely in order to deepen their knowledge of poetic form, and leave with an increased awareness of the art of poetry.

## Elements of Fiction: Novel Writing

Students will explore the art of the novel and learn literary techniques such as great beginnings, timing climaxes, weaving in character desires, structure, obstacles, and the role of secondary characters, which will increase students' awareness of the wealth and range of stylistic choices available to novel writers. Writing prompts will deepen students' engagement with the craft elements essential to writing the novel.

## Elements of Fiction: Short Story Writing

Students will explore the craft of fiction and learn literary techniques such as dialogue, voice, scene, and structure, which will increase their awareness of the wealth and range of stylistic choices available to fiction writers.

## Elements of Creative Nonfiction

Students will learn techniques for writing memoir, essay, literary

criticism, and opinion pieces. This class focuses on strengthening the writers' authentic voice.

## Jumpstarting Creativity

Every story germinates from the seed of an idea. Generating ideas and growing them into a compelling piece of fiction can be tricky, particularly in the beginning stages. In this class, students will learn creative exercises, brainstorming techniques, and writing habits that inspire confidence to explore their ideas and free their imagination.

## Taming the Manuscript: Editing Your Fiction

Through exercises and explorations of successful writers' revision strategies, students will learn how to revisit their manuscript with confidence, not fear. Students will also receive valuable feedback on a portion of their revised draft from their peers and the teaching artist.

## Blogging Your Passion

Blogging is a great way to share one's passion (whether cooking, gardening, or robotics) with the world and connect with others. Through dissecting what makes a blog successful -- from online-specific writing techniques to employing the power of marketing and social media -- students will learn valuable strategies for

# 2 - Creative Development

developing an effective platform for writing about what they love.

## **The Art of the Personal Essay**

Appearing everywhere from op-eds to anthologies and magazines, the personal essay is enjoying a renaissance due to its ability to convey intimate experiences that illuminate the human condition. This class will use a combination of in-class writing exercises and discussions of examples from major publications. Students will learn to harness the power of their own life stories to create essays that will inspire an audience.

## **Writing Children's and Young Adult Literature**

In this class, students will learn how to write compelling stories and novels aimed at children and young adults. Whether writing picture books, animal stories, sci-fi, fantasy, or realism aimed at young readers, this class will cover craft techniques for strengthening and shaping children's and YA narratives. Topics covered will include plot, character, dialogue, point of view, and what young readers want in fiction.

## **Finding Poetry in the Personal**

Some of the best material for poems comes from what is the most personal. Through writing exercises and lessons on the core elements of the craft, students will learn how poetry can serve as a

freeing form of self-expression and an effective way to process the intimate aspects of their narrative. In this class, the teaching artist will discuss the art and craft of poetry while addressing difficult topics, such as loss and illness, with compassion.

# 3 - Professional Development

- Social Media Voice: Finding Authenticity
- Social Media Strategy: Content and Conversation
- Writing for the Web
- Improving Emails and Enews
- Copywriting: Tips and Techniques
- Advanced Copywriting
- Content Strategy
- Proposals That Engage
- Writing Better Presentations
- Great Communication Skills
- The Copy Editor's Guide to Grammar
- Corporate Storytelling
- Narrative Healing
- Blogging for Beginners

# 3 - Professional Development

## **Social Media Voice: Finding Authenticity**

Gracious or flip? Funny or refined? Curious or cool? We can likely all think of social media examples where these choices have gone awry or been wildly effective, so even if we know the why (the strategy) and the what (the content) for our business' social channels, how do we know the how (our tone)? The most effective social media channels find a following through personality, and that only comes across through voice. In this seminar—through case studies, exercises, and examples—we'll explore what kinds of voices an organization might take on, and how to go about determining the best fit for yours.

## **Social Media Strategy: Content and Conversation**

Do you know why your organization uses (or should use) social media? If you don't know or you thought something like 'to make it go viral' or 'that's just what everyone does,' you probably don't have much in the way of social media strategy. In this seminar, we'll explore what tools to consider, when and how often to post, which content to share, who can help create and extend conversations, and how to analyze your results, diffuse your critics, and amplify your strongest advocates.

## **Writing for the Web**

When you go to a company or organization website, you aren't

seeking the same things you might from a great book, but that doesn't mean there isn't an art to writing for the web. Website writing needs to be organized and presented for the medium it serves. The scanning eye and clicking finger dominate this landscape, and effective organizational website writing knows how to take advantage of those behaviors. In this seminar, you'll learn some key web writing practices like employing hierarchies of information, ensuring short, scannable text, and highlighting content with visual cues.

## **Improving Emails and Enews**

Email remains one of the cornerstones of marketing plans and workplace communication. Yet, our inboxes are flooded, our emails go unanswered, and we delete more than we read. Is this just the way it is, or is there anything we can do to make email—both internal and external—more effective? Of course. From the subject line to the signature file, we'll examine newsletters, email correspondence, and maybe even a spam message or two to look at what inspires action and what just falls flat.

## **Copywriting: Tips and Techniques**

Copywriting has a language all its own, and this seminar will explore the tricks and traps in the practice. We'll look at headlines, writing to sell, capturing attention, and much more. Using what

# 3 - Professional Development

we've discussed and learned, we'll work through a number of specific writing challenges, including your own.

## Advanced Copywriting

You've written plenty of copy. You know the basics, but there's always more to learn. In this seminar, we'll go beyond the basics of copywriting into the more conceptual aspects, including emotional appeal, consistency, humor, and impact. You'll walk away with a tool kit of new approaches for your next assignment.

## Content Strategy

Many traditional outreach methods are becoming less and less effective—people are skimming, fast forwarding, blocking, and deleting like never before. But they skip in order to get to something else. Having a consistent, audience-centered content strategy, one that doesn't interrupt what people want, but instead gives them what they want, is one of the best ways to break through the noise. In this seminar, we'll discuss the why, how, and what of creating content that people actually seek.

## Proposals That Engage

Potential stakeholders need to connect with ideas. The strongest proposals don't just relate the compelling facts, they weave them together into a powerful story to make an idea, need, or purpose

into something visceral. But how do you actually do that? In this seminar, we'll look at the principles of storytelling and proposal structure and make sure that your next one makes your best ideas come to life.

## Writing Better Presentations

Great presentations require many of the principles behind great writing. It's not just about getting the idea across, it's about finding the most compelling way to do it. This seminar is for anyone who struggles with their presentations—getting complicated ideas across, finding the balance between information and interactivity, and engaging an audience. It's also for anyone who's been read mind-numbing slide after slide and vowed that they'd never do that to someone else.

## Great Communication Skills

In this seminar, you will develop skills in grammar and business communication relevant to digital communication and report writing in the workplace. The program begins with a review of basic grammar and usage. Topics discussed include punctuation, verb tenses, and mechanics. How to use advanced techniques such as tone, narrative strategy, and descriptive language will be reviewed. The instructor will provide structured lessons and

# 3 - Professional Development

feedback on the art and science of grammar and the craft of effective writing.

## **The Copy Editor's Guide to Grammar**

Copy editors are experts at communicating clearly and effectively. A professional copy editor can come to your place of business and lead workshops on tone, syntax, and grammar fundamentals. This seminar also reviews adhering to workplace specific style guides, narrative flow, and principles of great communication.

## **Corporate Storytelling**

Strategic creative communication is key to developing your organization's narrative. Using fiction techniques and elements of storytelling, this class will help you find your message, analyze your audience, craft the optimal vehicles for bringing your narrative and audience together, and tell stories that will keep your audience engaged.

## **Narrative Healing**

This class offers participants the unique opportunity to explore writing as a healing art. A Loft instructor will lead workshops on writing for healing, writing to remember, and writing to connect at your health or human services organization.

## **Blogging for Beginners**

You can launch your own online journal in a matter of minutes, and start writing about your favorite topic, whether it's sports, cooking, politics, or something personal. In this class you'll learn about launching your blog and how to build an audience. Bring a laptop to start your blog on the spot.

# 4 - Popular Youth Classes

- Be Your Own Favorite Writer
- Creating Magical Worlds
- Kid's Guide to Writing Short Stories
- Let Your Imagination Soar!
- Make the Game Come Alive
- Scary Stories
- Write Your Own Silly Story

# 4 - Popular Youth Classes

## **Be Your Own Favorite Writer**

Love to read, but not sure where to begin writing your own story? This session is for avid youth readers who want to learn what their favorite stories and characters can teach them about writing their own strong stories. This class will teach youth techniques for reading as writers and is intended for readers and writers alike.

## **Creating Magical Worlds**

Do you want to be a writer? Learn how to create magical, fictional worlds that capture the imagination of your readers and keep them glued to the pages of your stories!

## **Kid's Guide to Writing Short Stories**

Are you the kind of person who can tell stories that keep your friends on the edge of their sleeping bags? Then join us and explore different ways to come up with story ideas, and then shape them into engaging, fun stories—complete with characters, plot, and setting—that you can share with all your friends!

## **Let Your Imagination Soar!**

If you like to write stories about magical, mythical beings, this session is for you! We'll invent our own creature tales and create fun, interesting stories around our newly invented mythology!

## **Make the Game Come Alive**

For fans of video games, this class will encourage you to write new stories about your favorite characters. Create a new sidequest for Link, imagine new adventures in Minecraft or Fortnite, or make up your own game from scratch. The only requirement is that you come ready to play.

## **Scary Stories**

Whether you want to be the next R.L. Stine or freak out your friends around the campfire, this class will help you create a creepy mood, invent memorable monsters, and scare the socks off of your audience.

## **Write Your Own Silly Story**

Silly stories are fun to read and write. Come practice developing your writing skills by crafting some silly stories of your own, based on your school, friend, and family experiences.

# 5 - Popular Teen Classes

- Writing Great College Application Essays
- Scholarship Essay Workshop
- Write Out Loud
- The Alternate Universe: Creating Fictional Worlds
- Fiction Basics
- Good Stories About Bad Guys
- Introduction to Screenwriting
- Writing the Dark: Life's Difficult Subjects

# 5 - Popular Teen Classes

## Writing Great College Application Essays

Learn to utilize basic creative writing craft elements such as strong characterization, compelling narrative structure, an interesting premise to write the best possible college application essay. Leave with ideas that will get you started on writing an essay that'll really wow your readers!

## Scholarship Essay Workshop

Prepare to write your college scholarship application essays by exploring your personal narrative and how to tell your story in a compelling way. Discover storytelling and persuasive strategies to showcase your experiences and describe your motivations, career aspirations and how you've overcome challenges.

## Write Out Loud

Explore the art of spoken word poetry – a local poet will show you how to write and perform the things you've got to say out loud!

## The Alternate Universe: Creating Fictional Worlds

How do you create fictional but vivid and detailed “other worlds” on the page? Learn how celebrated authors have mastered the art of creating these alternate worlds where anything is possible, and how you can too!

## Fiction Basics

You've got your story or novel idea down, maybe even a first draft. What's next? You need to create detailed, interesting characters and a plot that keeps the action moving. Come learn the ins and outs of creating memorable settings, developing an exciting plot, and writing believable characters with depth and complexity.

## Good Stories About Bad Guys

Whether it's Hannibal Lecter, Voldemort, or the Joker, the bad guy (or bad girl, or bad robot, or bad sentient blob) is often the most intriguing character--and the most fun to write about! In this session you will create a full-fledged adversary fit for a novel.

## Introduction to Screenwriting

Come to this introductory screenwriting class to learn about dialogue, scene, and rising action. Learn about script styles, craft elements, and jumpstart your script.

## Writing the Dark: Life's Difficult Subjects

How do you write about difficult topics, such as mental illness, family turmoil, school troubles, or addiction, in an authentic and compelling way? Learn to weave life's difficult subjects into your creative prose or poetry in ways that honor and illuminate those challenging experiences.

# 6 - Classes for All Ages

- Family Writing Time: Telling Family Stories
- Family Writing Time: Tell Your Own Tall Tales

# 6 - Classes for All Ages

## **Family Writing Time: Telling Family Stories**

Vacations that went awry, adventures with pets, or sibling rivalry? All can be fodder for your own hilarious stories. Designed for kids and their grown-ups, this class prompts students of all ages to write and share their favorite favorite family tales.

## **Family Writing Time: Tell Your Own Tall Tales**

It's time for Paul Bunyan to retire and put Babe the Blue Ox out to pasture! In this class kids and parents can come up with their own larger-than-life heroes and hard-to-believe adventures, either working together or trying to outdo each other in the tall tale tradition.