


# BRING THE LOFT TO YOU


*The* **LOFT**

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

## 2023-2024 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.

Our classes can be presented in-person or online. At this time, host organizations can host programs on their own virtual platforms or via Loft-provided Zoom meetings.

Most classes are designed to be 90 minutes, but we are able to offer some for 60 minutes or as 3 hour intensives.

## Contact

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Program Manager

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612-215-2593

## 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 late spring and autumn.

# Sample Offerings

Popular Adult  
Classes

1

Creative  
Development  
Classes

2

Professional  
Development  
Classes

3

Adult Class  
Packaged Series

4

**NEW!**

Popular Teen  
Classes

5

Popular Youth  
Classes

6

*The* **LOFT**

# 1 - Popular Adult Classes

- The ABCs of Children's Books
- Be Your Own Publisher
- Buried Bias in Craft **NEW!**
- 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
- Writing the Young Adult Novel

# 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.

## **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.

## **Buried Bias in Craft NEW!**

How can we better adapt our writing habits to accommodate diversity in myriad forms? Explore the complexity of narrative when writing outside of one's lived experience and personal identity via a candid discussion about what does an unapologetic, anti-racist approach to craft look like. This class is a safe space for educators, bloggers, journalists and authors to discover ideas and strategies on how to build, lead, and participate in writing classes that "free writers from the culturally-regulated boundaries" of how written narratives can be constructed and revised without

diminishing marginalized experiences.

## **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.

# 1 - Popular Adult Classes

## 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.

## 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.

## 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.

# 2 - Creative Development

- TikTok for Writers: Make Your Mark **NEW!**
- Deconstructing Colonialism in Your Writing **NEW!**
- Researching & Writing Historical Fiction **NEW!**
- Creative Writing with a Neurodivergent Lens **NEW!**
- 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
- The Art of the Personal Essay
- Writing Children's and Young Adult Literature
- Finding Poetry in the Personal
- Introduction to Fantasy Writing

# 2 - Creative Development

## **TikTok for Writers: Make Your Mark NEW!**

Amplify your unique literary voice and discover the art of creating viral literary content on TikTok! This class explores the secrets behind trending videos and teaches you how to use the platform's features to spotlight your writing. Learn how to craft engaging short-form narratives, adapt your writing for the TikTok audience, and use visual storytelling techniques to complement your words. This class is perfect for writers looking to expand their audience and make their mark on TikTok.

## **Deconstructing Colonialism in Your Writing NEW!**

Look beyond Westernized ideals, rules, and literary canon in fiction and nonfiction to create writing that reflects and celebrates our unique voices, histories, and lineages. By framing writing as an act of resistance, explore different approaches to storytelling that reorient Western expectations of craft through narrative, characterization, symbolism, and voice.

## **Researching & Writing Historical Fiction NEW!**

Writing a novel or a story based in history can be daunting. Where do you begin to understand the past, and how can you accurately portray it in your fiction? Learn tools for researching past eras, historical archives and artifacts, and embed them seamlessly in your story to make your writing feel true to the time, distinct,

and exciting!

## **Creative Writing with a Neurodivergent Lens NEW!**

Go beyond traditional workshop models to explore neurodivergent perspectives in writing and artmaking through tailored craft exploration and guided writing activities in your chosen genre. Feedback will be shared only as requested, and in a way that honors the unique perspective of the writer. Join us in a non-normative, judgment-free space to discover—or rediscover—a love for creative writing!

## **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.



# 2 - Creative Development

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.

## **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.

# 2 - Creative Development

## **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.

## **Introduction to Fantasy Writing**

The boundaries of your fantasy stories are as limitless as your imagination! We will do writing activities that help us understand the mythological, supernatural, and magical of our fantasy stories. From world-building to unique character development, this class will give you the tools to start your fantasy story, or develop your fantastical stories even further!

# 3 - Professional Development

- Short-Form Content 101: The Art of Going Viral **NEW!**
- Resume Writing
- 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
- 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

## **Short-Form Content 101: The Art of Going Viral NEW!**

Discover the art of creating viral content on platforms like TikTok and Instagram. This class explores the secrets behind trending videos and posts, and teaches you how to use the platform's features to spotlight your ventures. Learn how to craft engaging short-form audio and visual content for your audience. Learn how to identify trending hashtags, understand their impact, and use them effectively to spotlight your work. This class is perfect for those looking to harness the power of social media trends to boost their online presence and expand their audience.

## **Resume Writing**

Learn how to write cover letters that catch the attention of search groups and resumes that emphasize your skills and experience, even if your job history doesn't seem like a perfect fit for the job you want. Discover strategies that will help you apply for multiple jobs while customizing your application for each opening.

## **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

# 3 - Professional Development

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 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.

## Proposals That Engage

Individuals, small business owners, non-profit leaders...If an opportunity becomes available today to advance your work, are you ready? Proposals That Engage is a workshop focusing on the essentials of proposal writing, impactful storytelling and refining your ideas to meet the interests of your audience. The workshop focuses on bringing clarity to your work so that you are ready for opportunities that cross your path.

[Can be offered as a two-part class with opportunity to receive feedback]

## 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.

# 3 - Professional Development

## Great Communication Skills

Hone your persuasive and descriptive writing skills using proven tips and tricks from the world of print advertising. Learn how to self edit and move from sentences that just sit on the page to those that inspire your reader.

## 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.

## Blogging for Beginners

Platforms like Wordpress.com and Blogger.com make it easy to start writing about your favorite topic, whether it's sports, cooking, politics, or something personal. In this class you'll learn about writing compelling content and building an audience so your blog is a big hit.

# 4 - Adult Class Packaged Series

**NEW!**

- Interested in booking classes in a series that span multiple sessions?  
We can provide recommendations for classes that build with each session. These classes can retain audience members from class to class, encouraging deep engagement in writing and community. Students can attend every session, or drop into the series at any time.

# 4 - Adult Class Packaged Series **NEW!**

## Elements Of...

1. Elements of Poetry
2. Elements of Fiction: Short Story Writing
3. Elements of Fiction: Novel Writing
4. Elements of Creative Nonfiction

## For Fiction Writers

1. Jumpstarting Creativity
2. Fiction Basics
3. Characters, Plot, Setting: Strengthening Your Story
4. Taming the Manuscript: Editing Your Fiction

## For Nonfiction Writers

1. Personal Essay vs. Memoir
2. Nonfiction Basics
3. Strengthening the Writer's Authentic Voice
4. Creative Nonfiction: Forms & Structures

## For Poetry Writers

1. Get Started on Your Writing Project
2. Poetry Basics
3. Finding Poetry in the Personal
4. Poetic Forms

## Writing as a Profession

1. Taming the Manuscript
2. Buried Bias in Craft
3. Be Your Own Publisher
4. Literary Agents: What to Look For and What to Look Out For

## Narrative Healing

1. Narrative Healing: An Introduction
2. Narrative Healing: Looking Inward
3. Narrative Healing: Healing Within Our Communities
4. Narrative Healing: Reflecting

Longer descriptions for individual classes in each series are available upon request. Email Program Manager Lucia LoTempio for more information at [llotempio@loft.org](mailto:llotempio@loft.org).



# 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
- Creative Arts and Community Engagement
- Write about Art: Food, Music, Movie Reviews & More!
- Introduction to Fantasy Writing

# 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.

# 5 - Popular Teen Classes

## **Creative Writing and Community Engagement**

Who am I and where do I fit in? Understanding our 'sense of self' and where we 'fit in' is a lifelong journey. In this class, students will have a safe space and the creative freedom to learn more about their identities, examples of valued communities they belong to, and important social issues. We will explore how we can engage our communities as unique individuals through our writing.

## **Write about Art: Food, Music, Movie Reviews & More!**

How do you review a piece of art beyond simply hitting a "Like" button? In this class, students will learn how to write food reviews, music reviews, movies reviews, and more through an array of multi-sensory learning experiences and writing prompts!

## **Introduction to Fantasy Writing**

The boundaries of your fantasy stories are as limitless as your imagination! We will do writing activities that help us understand the mythological, supernatural, and magical of our fantasy stories. From world-building to unique character development, this class will give you the tools to start your fantasy story, or develop your fantastical stories even further!

# 6 - 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

# 6 - 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.