

Rubart Writing Academy Schedule

Thursday - Branding and Identity

4:15pm - 4:30pm	Jim — Introduction
4:30pm - 6:00pm	Jim — Branding and Identity
6:15pm - 7:15pm	Group dinner at house

Friday - Craft & Branding / Marketing

8:30am - 9:15am	Jim — Creating Unique Stories w/ emotional depth
9:15am - 10:00am	Jim — Creating Compelling Characters
10:15am - 11:00am	Jim — Keys to Writing Life Changing Fiction
11:00am - 12:00pm	Jim — Branding & Marketing Principles for Career Success
12:00pm - 1:00pm	Lunch
1:00pm - 1:30pm	Jim — Branding & Marketing Principles for Career Success
1:30pm - 2:00pm	Group Q&A
2:00pm - 3:30pm	1 on 1 & Work Time / Headshots
3:30pm - 4:30pm	Taylor & Jim - Creating Powerful Websites
4:30pm	Dinner on your own

Saturday - Marketing & Business of Publishing

9:00am - 9:45am:	Taylor — Building an Email List
10:00am - 10:45am:	Taylor — Social Media
11:00am - 12:00pm:	1 on 1 & Work Time
12:00pm - 1:00pm:	Lunch
1:30pm - 2:30pm:	1 on 1 & Work Time
2:30pm - 4:00pm:	Jim — Business of Publishing
4:30pm - 5:30pm:	Extended Q&A
5:00pm - 6:30pm:	Dinner together at a local restaurant

Sunday - Motivation / Inspiration

8:00am - 9:00am:	Jim — Motivation/Inspiration/Live Free, Write Free
9:00am - 10:00am:	Reading The Label
10:00 - 11:00am:	Student Testimonials
11:00am	Academy Officially Over