

CREATIVE WRITING

For Physicians

*Make Your
Writing Dream
a Reality!*

Screenwriting for Physicians
January 17-18, 2019

Fiction Writing for Physicians
January 19-20, 2019

Creative Writing For Physicians

Location/Hotel Accommodations: SEAK's 2019 Creative Writing for Physicians Courses will be held at the Opal Sands Resort, Clearwater Beach, FL. The Opal Sands Resort offers guests ultra-modern Gulf front accommodations on the Gulf of Mexico, right on Clearwater Beach's lively promenade. SEAK has secured a special group rate of \$219/night. Rooms are limited and this rate expires on January 2, 2019. To make your reservations, please call 1-877-726-3111 and refer to the SEAK Writing for Physicians Group rate. **Tuition:** Tuition for each seminar is \$1295 until October 31, 2018; \$1395 November 1, 2018 - January 2, 2019; \$1495 after January 2, 2019. **Meals:** Breakfast and lunch with faculty will be provided each day. **Travel Information:** The Opal Sands Resort is located within walking distance of dozens of restaurants and is a 20 miles/30 minutes cab, rideshare or shuttle ride from Tampa International Airport, so we suggest saving money and time by not renting a car. **Continuing Medical Education Credits:** Due to the nature of the subject matter, CMEs are not available for these programs. **Conference Cancellations:** Conference cancellations received in writing on or before January 2, 2019 will receive a full tuition refund. Conference cancellations received after January 2, 2019 will receive a full tuition credit.

MAIL to: SEAK, Inc., P.O. Box 729, Falmouth, MA 02541 FAX to: 508.540.8304

CALL: 508.457.1111 or REGISTER ONLINE: www.seak.com

PLEASE REGISTER ME FOR:

Tuition for each seminar is \$1295 until October 31, 2018;

\$1395 November 1, 2018 - January 2, 2019; \$1495 after January 2, 2019

Screenwriting for Physicians, Thursday-Friday, January 17-18, 2019

Fiction Writing for Physicians, January 19-20, 2019

Physician training seminars available on DVD: (MA residents add 6.25% sales tax)

Medical Malpractice Survival Training for Physicians (\$895)

How to Become a Successful Physician Inventor (\$895)

Negotiating Skills for Physicians (\$495)

How to Excel as an Expert Witness in Medical Malpractice Cases (\$895)

How to Start, Build and Run a Successful IME Practice (\$895)

How to Start, Build and Run a Successful Physician Consulting Practice (\$895)

Please print or type all items to assure accuracy.

All confirmations will be sent via email to the individual indicated.

Priority Code: CWCB19

<input type="checkbox"/> Check here if you require special accommodations to fully participate.		
First Name (as it will appear on name badge):		
Last Name:		
Title:		
Specialty:		
Company/Organization:		
Mailing Address:		
City:	State:	Zip:
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E-Mail: (Please print neatly - confirmations and other information will be sent via e-mail)		
<input type="checkbox"/> I've enclosed a check payable to: SEAK, Inc., P.O. Box 729 Falmouth, MA 02541		
OR I'm Paying by Credit Card (please circle card type) MC / Visa / Amex / Discover		
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Signature:		

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Make your creative writing dream a reality!

Screenwriting for Physicians Thursday–Friday, January 17–18, 2019

For all physicians who enjoy movies and have an interest in screenplay writing. This will be the most fun you have ever had in a course with your colleagues. You will learn in an extremely interactive way (including demos with movie clips) how to write a screenplay that sells. Taught by a highly qualified faculty, Professor Rich Krevolin, a Yale Graduate who has 15 years' experience teaching at USC Cinema/TV school. Rich has taught, mentored and coached hundreds of aspiring physician screenwriters.

Fiction Writing for Physicians Saturday–Sunday, January 19–20, 2019

Learn from two of your colleagues how to start, craft, plan, complete, and sell the novel you always wanted to write. Taught by *NY Times* Best-Selling Physician Author Dr. CJ Lyons, MD and award winning Physician Author Kimmery Martin, MD. Appropriate for aspiring physician authors of all levels of experience. You do not have to have completed your work to benefit. Perfect for any physician who thinks they might have a novel in them or who just enjoys creative writing. You will not want to miss this unique and inspiring program.



Hotel and Clearwater Beach

Gorgeous Venue! *The seminars will be held at the beautiful new 4-star Opal Sands Resort in Clearwater Beach, Florida. Clearwater Beach has been rated the #1 beach in the U.S. All rooms at the Opal Sands are gulf front and feature private balconies. We have secured a group rate of only \$219 per night.*



Opal Sands Pool



Opal Sands Balcony

About SEAK. SEAK is an ACCME accredited continuing education company founded in 1980. We pride ourselves on the quality of our programs. We have provided life-changing training to many thousands of physicians on topics such as non-clinical careers (www.nonclinincareers.com), supplemental income (www.supplementalincomeforphysicians.com) and writing. For many years SEAK produced the highly acclaimed “Medical Fiction Writing for Physicians” weekend led by the late Michael Palmer, MD and Tess Gerritsen MD. If you have any questions about SEAK, please feel free to directly contact our President and Founder Steven Babitsky at 508-548-9443 or StevenBabitsky@seak.com.

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Screenwriting for Physicians

Opal Sands Resort, Clearwater Beach, FL

Thursday–Friday, January 17–18, 2019

EXECUTIVE SUMMARY

Have you ever seen a film or watched a TV show and thought, “I could write something better than this?” Do you have a great idea for a screenplay, but don’t know where to begin? Do you have the first twenty pages of a screenplay you haven’t finished? Or do you have a novel that would make a great movie?

If you’re a physician who has ever experienced any of these scenarios or just want to learn how to write a screenplay, this unique workshop is a must for you. You will learn from Master teacher and Screenwriting Professor Richard Krevolin. Professor Krevolin has vast experience teaching and coaching physicians.

This lively and interactive program is likely to be the most enjoyable educational experience you will have as a physician. You will have the opportunity to get all your questions answered. There will be numerous video examples and ample time to network. **NOTE: This program is appropriate for aspiring physician screenwriters of all levels of experience. You are NOT expected to have written a screenplay before attending this class.**

Registration Information:

Tuition is \$1295 until October 31, 2018; \$1395 November 1, 2018 – January 2, 2019; \$1495 after January 2, 2019 and includes continental breakfast and lunch with faculty each day and a detailed conference manual. **To register call 508-457-1111 or visit www.seak.com. Register early and save.**

LEARNING OBJECTIVES

Following this course, attendees will be able to understand:

- Everything you need to know to write your first script.
- The techniques and disciplines of classical Hollywood screenwriting and storytelling.
- How to adapt a novel or short story into a screenplay.
- Screenplay format and three act structure.
- The essence of good dialogue.
- The screenplay scene-o-gram.
- The log-line and the step outline.
- Creating sympathetic, three-dimensional characters.
- The business of screenwriting—producers, agents and managers.

FACULTY



Richard Krevolin is an author, playwright, screenwriter, and professor. A graduate of Yale University, Rich went on to earn a masters degree in screenwriting at UCLA’s School of Cinema-Television, and a master’s degree in playwriting from USC. For 15 years, he was a Professor of Screenwriting at USC Cinema/TV School. He is the author of the books, *Screenwriting From The Soul* (St. Martins Press), *Screenwriting in the Land of Oz*, and *How To Adapt Anything Into A Screenplay* (Wiley & Sons). Rich directed the PBS documentary, *Making Light in Terezin* and wrote and directed the feature film, *ATTACHMENTS*, starring Academy Award nominated actress Katharine Ross. Rich has extensive experience teaching, coaching and mentoring physician writers.

“Very dynamic. I did not want to leave the room!”

“Very well presented, enthusiastic lecturer, a great deal of information presented in an easy to follow format ”

“I greatly enjoyed this program-I had no prior knowledge of screenwriting, but now feel I know all the important basics. Your enthusiastic presentation has made me excited about the possibilities in this field of writing ”

Screenwriting for Physicians

Opal Sands Resort, Clearwater Beach, FL

Day One: Thursday, January 17, 2019

DAY ONE: THURSDAY

7:30–8:00 REGISTRATION AND CONTINENTAL BREAKFAST (PROVIDED WITH FACULTY)

8:00–9:00 **How and Why Good Storytelling and Scripts Work**

A deep dive into neurocognition and how storytelling and more specifically, screenwriting, is so deeply affective both emotionally and intellectually. Come along with Prof. Krevolin as he shows the physician attendees how movies really work and how they are constructed. **Questions & Answers**

9:00–10:00 **Screenwriting 101: The Key Points They Teach You at USC Film School in 60 Minutes or less!**

The basics of storytelling, conflict, establishing a sympathetic character who wants something badly, three-act structure (beginning, middle, end), inciting incident, active pursuit, legitimate manipulation of audience response, overcoming obstacles, and more. **Questions & Answers**

10:00–10:15 BREAK AND NETWORKING OPPORTUNITY

10:15–12:00 **Screenwriting 102 & Final Draft: Creating a Unified Format**

There is a standard format used by all of the Hollywood studios for screenplays. This format is called the master scene format and it is the clearest, cleanest way to tell a visual story. It prioritizes only two things—what the characters do and what they say! Feelings, thoughts, and backstory are verboten. Show us the story and we must glean everything from what the characters say and do, with the emphasis on the visual over the verbal. **Questions & Answers**

12:00–12:45 LUNCH (PROVIDED WITH FACULTY)

12:45–2:00 **How to Adapt Anything into A Screenplay!**

The five steps that are necessary to adapt anything into a script. This includes the basic questions all storytellers must ask themselves and the nature of each genre. What screenplays, stageplays and novels share and how they are different. **Questions & Answers**

2:00–3:00 **Understanding Three Act Structure**

The key to writing is structure. So, we will watch excerpts from classic Hollywood films and analyze how they break down into three acts and how the scenes are ordered and structured. **Questions & Answers**

3:00–3:15 BREAK AND NETWORKING OPPORTUNITY

3:15–5:00 **Script Secrets—Seeing Structure at Work in Videos**

We will now watch a series of short films to see how the great filmmakers of the past have applied these screenwriting rules and employed structure to make stories that affect the emotions. **Questions & Answers**

“Very well organized and broadly applicable to all areas of story-telling!”

“You’re great. You can tell you have fun doing this. Natural teacher.”

“Excellent teaching method, done with an open heart.”

“Very engaging, sensitive, helpful.”

TO REGISTER CALL 508-457-1111 OR VISIT WWW.SEAK.COM

Screenwriting for Physicians

Opal Sands Resort, Clearwater Beach, FL

Day Two: Friday, January 18, 2019

DAY TWO: FRIDAY

6:30–7:00 BREAKFAST (PROVIDED WITH FACULTY)

7:00–9:00 **The Screenwriter's Toolbox—The Tricks and Techniques You Need to Write Great Scripts**

Professor Krevolin will open up the screenwriter's toolbox and show you dozens of secret tips and methods that will make moviegoing more enjoyable and allow you to write great scenes and scripts.

Questions & Answers

9:00–9:15 BREAK AND NETWORKING OPPORTUNITY

9:15–11:00 **Professor K's 5 Step Screenwriting Process**

You will learn a proven methodology developed at USC Film school which will allow you to take an idea and develop it through the scene-o-gram all the way to an outline and a first draft. **Questions & Answers**

11:00–11:15 BREAK AND NETWORKING OPPORTUNITY

11:15–12:00 **The Business of Screenwriting—A Guerrilla Survival Guide**

What you need to know about Hollywood, agents, managers, producers, negotiations, legal contracts and the process of selling scripts and getting top dollar. **Questions & Answers**

12:00–12:45 LUNCH (PROVIDED WITH FACULTY)

12:45–2:30 **Advanced Story Analysis**

Together, we will watch excerpts from a classic Hollywood film and break down as to how it is structured and what tricks the screenwriter employed to endow it with great emotional power. This is a deep dive into filmic structure and will provide you with the tools you need to know to write professional level scripts.

Questions & Answers

“Fun, you obviously enjoy all this, your passion is infectious.”

“Thanks a million, top notch presentation.”

“Excellent, inspiring, informative. I'm totally encouraged to write and will consider returning to the conference.”

“One of the most interesting days of my recent life.”

Fiction Writing for Physicians

Opal Sands Resort, Clearwater Beach, FL

Saturday–Sunday January 19–20, 2019

EXECUTIVE SUMMARY

Physicians often meet great characters and have unique stories to tell. For those of you who want to take these characters and stories and bring them to life, Fiction Writing for Physicians will help you make your dreams a reality. CJ Lyons and Kimmerly Martin are both physicians and best-selling authors who want to help you on your writing journey. This is a lively interactive course with creative writing exercises that will help you hone your writing skills and move you towards completing your novels. **This program is appropriate for aspiring physician authors of all levels of experience. You do not have to have completed your work to attend.**

Registration Information:

Tuition is \$1295 until October 31, 2018; \$1395 November 1, 2018 – January 2, 2019; \$1495 after January 2, 2019 and includes continental breakfast and lunch with faculty each day and a detailed conference manual. **To register call 508-457-1111 or visit www.seak.com. Register early and save.**

LEARNING OBJECTIVES

Following this course you will be able to:

- Get started on your work.
- Understand premises vs. plot.
- Look for great story ideas.
- Write a killer first sentence, hooking your reader.
- Develop strong characters that your readers will identify with.
- Build powerful, suspenseful scenes.
- Develop a voice that readers want to hear more of.
- Paint a picture with words while moving your story forward.
- Write realistic and powerful dialogue.
- Understand and develop your “high concept”.
- Use story structure to pull your work together.
- Have your characters evolve within your story structure.
- Create and sustain tension and suspense.
- Write a killer synopsis.
- Edit your work and complete it.
- Avoid common writing mistakes and challenges.

FACULTY



CJ Lyons is a *New York Times* and *USA Today* bestselling author of over forty novels, including her latest YA Medical Thriller, *THE COLOR OF LIES*, released by Harper-Collins. A former pediatric ER physician, CJ has lived the life she writes about in her cutting edge “Thrillers with Heart.” She’s been called a “master within the genre” (*Pittsburgh Magazine*) and her work has been praised as “breathtakingly fast-paced” and “riveting” (*Publishers Weekly*) with “characters with beating hearts and three dimensions” (*Newsday*).

Learn more at www.CJLyons.net.



Kimmerly Martin is an emergency medicine physician, book reviewer, and author interviewer from Charlotte, North Carolina. *THE QUEEN OF HEARTS*, her debut novel about the friendship between a cardiologist and a trauma surgeon, mixes humor and domestic drama with the all-consuming life-or-death world of the practice of medicine. It has garnered praise from *Publishers Weekly* (Excellent...realistic and vivid), *Booklist* (A medical drama executed with just the right balance of intensity, plot twists, tragedy, and humor), and the *The New York Times* (Martin leverages her own background as a doctor to great effect throughout). She has two more medically-themed novels forthcoming from *Penguin Random House*. Learn more at kimmerlymartin.com.

“*The road to hell is paved with adverbs*”

– Stephen King

“*There is only one plot things are not what they seem*”

– Jim Thompson

“*There is no greater agony than bearing an untold story*”

– Maya Angelou

“*Don't tell me the moon is shining; show me the glint of light on broken glass*”

– Anton Chekhov

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Fiction Writing for Physicians

Opal Sands Resort, Clearwater Beach, FL

Day One: Saturday, January 19, 2019

DAY ONE: SATURDAY

7:30–8:00 REGISTRATION AND CONTINENTAL BREAKFAST (PROVIDED WITH FACULTY)

8:00–8:30 Introductions

Faculty will introduce themselves and discuss their journey from practicing physicians to best-selling authors.

8:30–9:00 How to Get Started

How to get started will be discussed, including: premises vs. plot, ideas, where you get them, where your stories begin, and creating your 3-act character plot. **Questions & Answers**

9:00–10:00 Your First Sentence: How to Hook Them

How to hook your readers and keep them turning the pages with a first sentence that informs, grabs their interest, and energizes their emotion. Attendee Exercise. **Questions & Answers**

10:00–10:15 BREAK AND NETWORKING OPPORTUNITY

10:15–12:00 Developing Strong Characters

How to create multi-dimensional organic characters that are genuine to readers and can carry your story, including: naming and describing motivation, back story, relationships, conflicts, first impressions, and bringing them to life. **Questions & Answers**

12:00–12:45 LUNCH (PROVIDED WITH FACULTY)

12:45–1:30 Building Your Scenes

The five steps that are necessary to adapt any story into a novel will be explored. This includes the basic questions all storytellers must ask themselves and the nature of each genre. What all great novels share and how they are different and unique. **Questions & Answers**

1:30–2:00 Your Voice

Getting your readers to fall in love with your protagonist is crucial to increase the readability of your story and keep readers turning the pages. Faculty will provide examples of authors' voices. **Questions & Answers**

2:00–3:00 Showing, Not Telling

Learn how to paint a picture your readers can see by the use of strong specific verbs, sensory details, description, and action. Attendee writing exercise. **Questions & Answers**

3:00–3:15 BREAK AND NETWORKING OPPORTUNITY

3:15–5:00 Dialogue

Dialogue to define and reveal characters that drive your story forward will be reviewed and demonstrated. Use conflict, purpose, agenda, subtext, vocabulary, emotion, and drama in your dialogue. Examples of great dialogue will be explored. Attendee writing exercise. **Questions & Answers**

“To produce a mighty book you must choose a mighty theme.”

– Herman Melville

“A blank piece of paper is God’s way of telling you how hard it is to be God.”

– Sidney Sheldon

Fiction Writing for Physicians

Opal Sands Resort, Clearwater Beach, FL

Day Two: Sunday, January 20, 2019

DAY TWO: SUNDAY

6:30–7:00 BREAKFAST (PROVIDED WITH FACULTY)

7:00–8:15 **Your High Concept**

How high are the stakes in your novel? The higher the stakes, the higher the concept, the better chance of success. Faculty will work with the attendees to develop their high concepts. **Questions & Answers**

8:15–9:15 **Story Structure**

Faculty will explain classic story structure and how to use it to plan their plot and make critical decisions on the opening, middle, and end of their book to deliver an emotionally charged and intelligent ending. Attendee writing exercise. **Questions & Answers**

9:15–9:30 BREAK AND NETWORKING OPPORTUNITY

9:30–10:30 **Creating and Sustaining Tension and Suspense**

Identify the emotional highs and lows of your novel and how to build tension by posing story questions, setting up the protagonist for failure, planting seeds of doubt, and building tension in your scenes.

Questions & Answers

10:30–11:00 **Characters' Evolution in Story Structure**

The stages of character evolution in storytelling, why their protagonist must evolve, and how their characters fit into story structure. Attendees will learn how to use characters to create problems, solve problems, and impart information seamlessly. **Questions & Answers**

11:00–11:15 BREAK AND NETWORKING OPPORTUNITY

11:15–12:00 **The Art and Business of Writing**

Learn how the art and business of writing are intertwined. Writers at all stages can benefit from building a platform, engaging with other readers, and gaining recognition through branding and extracurricular writing. Faculty will also dissect the structure of loglines, query letters, elevator pitches, and a short synopsis.

Questions & Answers

12:00–12:45 LUNCH (PROVIDED WITH FACULTY)

12:45–1:15 **After the Draft: Steps to Revising, Polishing, and Finishing Your Book**

Tips on avoiding writers' block, how to approach edits and revisions, how to put the final finishing touches on your story before you publish. **Questions & Answers**

1:15–2:30 **Pitfalls and Perils for Physician Authors**

A lively, interactive, no-holds barred session incorporating the common mistakes, publishing horror stories, and how to avoid them. **Questions & Answers**

“First find what your hero wants and then just follow him.”

– Ray Bradbury

“I went for years without finishing anything because of course when you finish something you can be judged.”

– Erica Jong

“It's none of their business that you have to learn how to write. Let them think you were born that way.”

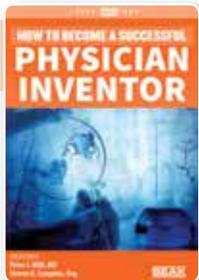
– Ernest Hemingway

TO REGISTER CALL 508-457-1111 OR VISIT WWW.SEAK.COM

SEAK SEMINARS ON DVD

How to Start, Build & Run A Successful Physician Consulting Practice; 7-DVD SET

Consulting is highly lucrative. Most of the work can usually be done from a home office and overhead, start-up costs and risks are relatively small. This hands-on intensive workshop will show you how to start, build, and run a high paying consulting practice. You will be guided to find your best consulting niches and be provided with strategies for getting started, building, marketing and expanding your new consulting practice. Emphasis will be placed on the practical needs of the physician and your consulting practice. You are provided the tools, forms, and checklists to get your consulting practice off the ground. Includes 258 page printed manual. \$895

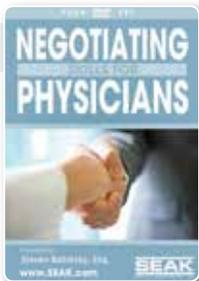
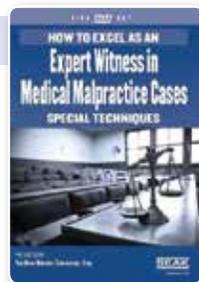


How to Become a Successful Physician Inventor: Bringing Your Ideas to Market; 5-DVD SET

Physician inventors have improved the lives of patients, saved lives, and been handsomely rewarded for their efforts. Viewers will be taught how to supplement their clinical income by bringing one or more of their physician invention ideas to market. These hands-on intensive DVDs will show physicians how to critically evaluate their invention ideas and take the steps necessary to bring one or more of them to market. Emphasis is placed on the practical needs of the new physician inventor and getting them up to speed on what they need to know to proceed with their inventions. At the conclusion of the DVD course each viewer will have a detailed protocol and plan to bring their idea to market. Includes 150 page printed manual. \$895

How to Excel as an Expert Witness in Medical Malpractice Cases; 5-DVD SET

This is the most highly specialized training available for medical experts who work on medical malpractice cases. Malpractice cases are very high stakes, feature many unique rules and nuances and are full of hidden pitfalls. We will show you dozens of special techniques that will allow you to distinguish yourself when serving on medical malpractice cases. You will also learn how to recognize and avoid the numerous and potentially serious traps that may await medical malpractice expert witnesses. 5 DVD Set, 10.5 hours of instruction + 150 page written manual. \$895

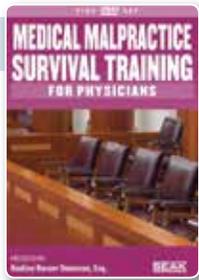


Negotiating Skills for Physicians; 4-DVD Set

When switching careers or starting a new business you unfortunately are not compensated on what you know or deserve. You are compensated on how well you negotiate. *Negotiating Skills for Physicians* will provide you with the negotiating skills you need. You will learn how to develop and deploy leverage, how to arrive at a win-win solution, how and when to make concessions, how to negotiate employment contracts, how to ask and answer questions and much, much more. The course is lively and interactive. Includes 85 page printed manual. \$495

How to Start, Build and Run a Successful IME Practice; 7-DVD SET

This is SEAK's highly acclaimed training seminar on IMEs. Performing Independent Medical Examinations (IMEs) is a great way to both earn additional income and diversify your practice. The earning potential is enormous. Exam fees average \$800-\$1,500 and are often much higher than this. Physicians routinely do multiple exams in one day. IMEs can be done on your schedule, with minimal additional overhead, no call, and without disrupting your current practice. Start and run an efficient and profitable IME practice with built in sustainability and produce very high quality IMEs. \$895



Medical Malpractice Survival Training for Physicians; 5-DVD SET

Malpractice Survival Training for Physicians is essential training for any physician who is currently being sued or is at risk for being sued over the course of his or her career. We teach you how to give yourself the best chance of successfully defending an accusation of medical malpractice. We further show you how to be a more effective witness in your own defense. In addition, we teach you what you can and should do to assist in your own defense including making sure the insurance company hires the right lawyer, assisting in case preparation and expert selection, and making a favorable impression upon the jury. We also flag common and avoidable mistakes that can destroy an otherwise defensible case. Includes 158 page printed manual. \$895.

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CREATIVE WRITING FOR PHYSICIANS

Clearwater Beach, FL



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Screenwriting for Physicians

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Fiction Writing for Physicians

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