

Romance Writers of America National Conference – San Francisco, July 2008

**Do As I Say, Not As I Do: Rules for Breaking and Making It
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Introduction

Every writer has heard them. Some embrace them. Others shun them. Today, we address them – the “Rules.” We’ll go over the do’s and don’ts of writing romance and let you know which rules you can break and which can help you forge a successful career.

In this presentation we will:

- ✓ Discuss each of the ‘so-called rules.’
- ✓ Give examples of how these rules can help your writing.
- ✓ Show quotes and success stories from those who broke the rules and were successful.
- ✓ Discuss how to selectively apply the rules to suit your writing style and market.
- ✓ Explain how rules can sometimes do more harm than good.

Who Makes Up “The Rules?”

- ✓ Industry Professionals – Editors, Publishing Houses, Agents
- ✓ Long-Timers – those who’ve been around longer and know the ropes
- ✓ Mystery Rules – ones people pass around by the mystifying authority of “they.” They don’t like it when you do X.

<u>Top 10 Rules to Follow</u>	<u>Top 10 Rules to Break</u>
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.