

## *Author Mentorship Package Includes:*

### **One-on-One Coaching**

Meet by ZOOM bi-weekly\* to discuss & build plans for your specific career model; get actionable steps for growth; and receive tools and resources as needed.

\*Writing Groups split one-on-ones.

### **Group Coaching**

Every week will have a group ZOOM session with follow-up action items and playbacks walking through one of the four focus areas.

### **Mastermind Group**

This year's mentees will become an online mastermind group. Network with your fellow high-achieving authors. We shine brighter together.

### **Courses, Tools, & Resources**

Books, courses, content, tools, trainings, and resources beyond those here, already described, will be provided throughout the year. Special discounts and free courses and events are also included.

**\$197/month for individuals or join with your full writing group of 2, 3, or 4 people at a discount: \$175 each/2 - \$149/3 - \$119/4!**

## *Become A Full-Time Working Writer*

### **Develop Your Craft**

You should be able to make your living as a writer. But don't get so bogged down in being an artist entrepreneur that you forget you started this journey because you love writing. Throughout the year, developing your craft stays at the center of your focus with exercises, lessons, workshopping, resources, and more!

### **Determine Your Business Model**

From how much income you need to make, to the skills and joys you have that are writing-adjacent, to the monetizable endeavors available to you, your business model will be as unique as you. Nail it down and enhance it with tools, systems, logistics, and your ideal daily, weekly, monthly, and annual schedules.

### **Find Your Audience**

Who is your market and how do you reach them? Determine all of your target audiences and discover where they are and the ways that they prefer to hear from you. Then build out the systems and communications to move them on the path from interested followers to full-fledged fans.

### **Share Your Creations**

We may create for the love of the art, but without that art being consumed, that love is not fully realized. "Sales" feels like an ugly word to many writers and authors, but it's the very thing that allows us to continue creating. Sales today is multi-faceted and can be achieved in many ways. Let's find yours!

And, if you're not published, this is the year that changes . . . for pay! Use the program's publisher, or yours (with guidance if needed), as YOUR business requires. This is your year!

Learn More:

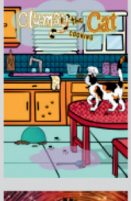
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*Be Gloriously Human*



# JERI "RED" SHEPHERD

Author – Publisher – Speaker – Game Creator

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Known to friends and colleagues as “RED,” the President and Head of Creative of **RED WRITES BOOKS**, is the author of more than 100 published or produced books and plays. She is published through both traditional and independent publishers, across more than a dozen genres, in a three-decade career, and is an award-nominated (*Caldecott Award, Newbery Medal, & More*), 15-Time #1 International Bestselling Author across numerous lists, as well as a celebrity co-author and biographer.



*"(Red is) a very dedicated, talented, and organized writer you would be proud to be associated with. I highly recommend her in every way as she is multi-talented, and her work is very creative."*

~ Dick Vitale, Co-Author, HOF ESPN Sportscaster

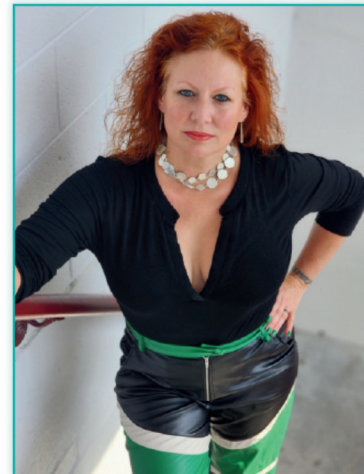


Red writes, publishes, author-coaches, and provides book services as **JERI SHEPHERD, REJI LABERJE, and MAGGIE MCMAHON**. Across all of her titles, more than 700,000 of her books are in the world and her marketing has created more than 200 #1 Bestselling Authors and counting! Red owns *Lucy's Lantern Literature*, her second publishing company after selling her first in 2017.

She is a member of the *International Association of Science Fiction and Fantasy Authors (IASFA)*, *20 Books to 50K*, and past member of *WGA-East, National Association of Independent Writers and Editors (NAIWE)*, and *Women's Fiction Writer's Association (WFWA)*.

With a degree in International Communications, Red has taught a totaled thousands on numerous aspects of both the business and craft of writing, as well as publishing and marketing, at the school, university, and professional levels, and as a featured or presenting author with respected conventions and events including, to name a few: *GaryCon, Nerd Street USA, Phoenix Con, Game Hole Con, Dragon Days, Midwinter Gaming Convention*, and as a featured co-presenter (as of November 2023) at *20 Books Vegas*, the largest gathering of independent authors in the world. She was also recently invited to join *Author's Alcove* (and the accompanying anthology) at the prestigious *Origins Game Fair* and she showcases her work at *GenCon*. Additionally, she runs anthologies as a publisher and on behalf of some of the above-mentioned organizations.

This happily busy wife, mother, gigi, USAF/NSA Arabic Linguist veteran, gamer, lover of the outdoors, the arts, and a good football game, and proud Wisconsinite tours the nation and world. She brings books, programming, workshops, and panel moderation and participation for different audiences while focusing primarily on her genre fiction, games, writer's resources, and children's books.



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*Lucy's Lantern Literature*  
*When you see the light,  
You know it will be good.*



*Be Gloriously Human*