

Learn The Craft * Learn The Business * Publish The Book!

Limited to 20 Writers Aged 16 or Older

- \$1000 (*Secure Your Spot with just \$100; Remainder Due by the Start of Your Focus Month*)
- **\$750 by Dec 31st / \$500 by Christmas!**

What Your Mentorship Includes:

1. 60 Hours of Intensive Writing Instruction Through Year
2. An “Author’s Stack” of Journals and Applicable Lessons & Tools to Use All Year (and Beyond)
3. Published Short Story Fiction Collection of All 20 Authors
4. Optional Publication of 2nd Book Completed During Year



January Through October

- 3 Hour Monthly Zoom Sessions with the Full Mentorship Class
- 1 Hour of Each Session Dedicated to Special Guest Teachers Working Professionally in the Industry
- 1 Monthly Short Writing Practice
- Provided Notes from Mentor plus Additional Written Lesson
- 1 Focus Month Per Writer Includes 4 Additional One-on-One Sessions:
 - Short Story Planning Session
 - Mentor-Selected Lesson
 - Writer-Selected Lesson
 - Short Story Draft Session

November & December

- Pre-Release Marketing Plan
- Book Publication of Group Collection and Optionally Your Own Book
- Cover with “Featuring YOU” as the Byline (Each Author Gets OWN Cover)
- 10 Copies of Your Book(s)
- Release Party at a Centrally Located Convention
- Feature Your Book at the Convention
- Post-Release Marketing Plan
- Pre-Sales/Specials for 2024 Mentorship

Meet Your Mentor



The author behind the Fault Lines Series, JERI SHEPHERD, has been in the writing industry for more than 25 years in playwriting, children's books, sportswriting, biography, leadership, ministry, and fiction. Before her adult fiction, she wrote under the name Reji Laberje as a solo author and as a co-author alongside celebrities, athletes, and leaders of industry. As Reji Laberje, Jeri has 12 #1 bestsellers in 60+ books and plays, as well as 17 #1 bestsellers amongst those books for which she was a contributing editor. Jeri has combined print book sales of half a million copies across all of her works. She's led more than 85 book projects in multiple roles including: author, co-writer, editor, designer, publisher, consultant, coach, and marketer; in that last role, she's led 80 different authors to #1 bestselling titles on lists with Amazon, Barnes & Noble, USA Today, and others. She's taught all aspects of writing and publishing at the university level and been a mentor and professor to writers of all ages in both group and one-on-one settings.

The author is a veteran of the U.S. Air Force, where she served as an Arabic Linguist and earned her degree in international communications. She has lived all around the U.S. and visited all around the world, but she currently calls Waukesha, Wisconsin (just outside of Milwaukee) home. There, she and her husband since 1996 enjoy children, grandchildren, pets, and countless water bodies on and in which you will find her whenever she is able to be there. She spends time in the outdoors, service, the arts, in her fitness routine, partaking in music making and listening, travel, camping, sports, games, movies, and enduring family and friend time and relationships.

ONLY 20 Applicants Accepted. Request application instructions by emailing with the subject line “Working Writer Mentorship” to JeriShepherdBooks@gmail.com

Month	Focus	Description
JANUARY	CONCEPT & STRUCTURE	Determine your story idea; Create your general book outline; Make your project calendar
	Lessons	
	Set For Success	Creating a Workspace that Encourages YOUR Work (Not Just "Generic Writer's" Work)
	Writing From Art	What is Art and How Do You Tap Into It for YOUR Ideas
	Full-Sensory/Non-Linear Writing	An Approach to Write Guided by What Draws You (and Then Fires Up What Doesn't!)
	Calendarize Your Craft	Working Backwards to Schedule Your Writing Project
	Guest Teacher Topic	
Timeblocking	Realistic Structure to Prioritize Your Writing in a Balanced Life	
Month	Focus	Description
FEBRUARY	CRAFT	A creative lesson to develop the "fire-piece" of your project, plus detailed outlining tools to further build the foundation of your work
	Lessons	
	Drawing Fire	A multi-perspective approach to writing climax, action, and pivot points
	Storyboarding the Writer's Way	The ten elements necessary to your story and how to disperse them for reader engagement
	Four Bulking Methods	Discover several manners of adding detail, narration, and captivating moments to your storytelling
	Story Building Styles	Are you building toward something, sharing a small moment, telling things in a chronological manner? Consider what each different style brings to your story and consider whether you need to reorganize your content
	Guest Teacher Topic	
Cut Your Darlings	Define and set-aside those brainstormers that came during the planning phase that no longer work or are necessary for your project	
Month	Focus	Description
MARCH	ARTISTIC DEVELOPMENT	A series of creative lessons to help you write your story forward
	Lessons	
	3 P-Problems with People	A deep dive into character development
	The Dialogue Documents	Teachings on dialogue usage, formatting, and purpose, as well as methods for using dialects, capturing dialogue, and selecting tags
	Six Senses and Four S'es	A sensory approach to setting development
	Guest Teacher Topic	
	Get Centered	Meditating on your craft and project to open the way for new ideas to flow
Month	Focus	Description
	LOGICAL DEVELOPMENT	A series of professional lessons to help maintain your story's structure to both hook readers and prevent them from being confused
	Lessons	
	4-C Introductions	Four powerful ways to grab your reader from the very start of the story

APRIL	Full Circle Conclusions	Giving your reader closure (even when you are carrying them forward into a sequel)
	Logic & Relationship Timelines	Building in the puzzle pieces your reader doesn't recognize until the picture is completed (and then they appreciate it all the more!)
	Guest Teacher Topic	
	Research Beyond the Internet	Strengthen your story with some knowledge drops
Month	Focus	Description
MAY	DETAILED DEVELOPMENT	A series of unique touches to make your story stronger
	Lessons	
	Living Thesaurus	The right word - every time; eliminating overused vocabulary; discovering the human reaction to different categories of words
	Full Circle Conclusions	Giving your reader closure (even when you are carrying them forward into a sequel)
	Logic & Relationship Timelines	Building in the puzzle pieces your reader doesn't recognize until the picture is completed (and then they appreciate it all the more!)
	Guest Teacher Topic	
	Vocabulary Still Matters	You're a writer because you choose words wisely; subtlety in meaning, tone, and implication
Month	Focus	Description
JUNE	EDITING AND DESIGN	Learn a comprehensive approach to editing your work in addition to a deep dive into the importance of outside editors; discover the difference between artists, illustrators, and designers; explore some layout basics; and discuss the value of a TEAM approach and abundance mentality
	Lessons	
	Transitions	Learn the seven ways to connect the completed elements of your book
	Non-Content Incorporation	Using non-narrative additions to enhance the connections readers can make with your story
	Take-Apart Editing	Walk through a comprehensive approach to copy, line-by-line, and developmental editing
	The Language of Layout	See how simple tweaks to the formatting of your work can help to
	Guest Teacher Topic	
	Designers - Artists - Illustrators	Joining the panel are a collection of creatives sharing about their "piece" of the book world.
Q&A with Great Editors	Jeri brings her own editors to the call for a Q&A panel; learn the things they still fix on her work and learn why even exceptional writers need great (constructive) critics	
Month	Focus	Description
JULY	LETTING GO	Create the fore-and-aft content of your book and put your content into the world
	Lessons	
	Bios	The traditional and not-so-traditional approaches to author bios and why both are right
	Before and After	The other content you may want in your book to make it professional, show appreciation, and present a future picture to you and your readers
	Let Go of the Apple	A reading on the importance of moving on from a work
	Guest Teacher Topic	
Fear, Success, and Art	What is creativity? What is art? How do you release your work into the world with peace of mind and heart?	
Month	Focus	Description

AUGUST	PITCHING, PUBLISHING, & PUSHING	Discover the different avenues on which you can take your book and learn how to independently publish
	Lessons	
	Sell Sheets, Press Releases, and Cover Letters	Learn the difference between your three industry-standard marketing pieces and how to create them
	Publishing - It's a Block Party	Discover the advantages, disadvantages, and differences between traditional, hybrid, and independent publishing to make the best decisions for the future of your work
	Why Amazon?	Love them or hate them, Amazon is central to an author's world today. But it's not just about buying online; they have tools that can make book signings, school events, and marketing more accessible
	Guest Teacher Topic	
	Why Bookselling is Different	What makes selling books so different from other products, even other types of art?
Month	Focus	Description
SEPTEMBER	EVENTS 101	From schools to conventions to speaking circuits to bookstore signings . . . And MORE; Making the most of direct sales
	Lessons	
	Finding Events	Discovering your target market and how to reach them through events
	5 Manners of Connecting	Head, Heart, Hands, Feet, Gut . . . How to connect to your audience wherever you find them
	Traditional Campaigns	Marketing before the internet . . . It still works
	Guest Teacher Topic	
	Live Event Success	From booth basics to networking; how to make your direct sales approach successful
Month	Focus	Description
OCTOBER	BUY-A-THON	Learn to run a successful online campaign
	Lessons	
	Creating Your Kit	This entire month will be focused on developing the comprehensive online marketing kit that mentees will not only be able to use with their book this year, but with all books they ever write going forward. They will also learn how to conduct the actual launch using the kit and the team that they build around it. Set-ups of socials and websites may also be completed.
	Guest Teacher Topic	
		YOU ARE THE GUEST
Month	Focus	Description
NOVEMBER	BOOK RELEASE	In addition to holding the online release event, a gathering of mentees will be held at a live event to be determined. The mentor group will put out a story collection featuring short stories from all of the authors and content from Mentor Jeri Shepherd.

Month	Focus	Description
DECEMBER	KEEP GROWING	Special gifts and offers to mentees to continue developing their crafts and businesses

