

Writers' Conferences & Publishing Events

Business Strategy for Writers

Equipping Writers to Think Like Authorpreneurs

Most writers don't struggle with creativity. They struggle with clarity.

They've written the book... but now they're asking:

- What do I do next?
- How do I market without feeling salesy or overwhelmed?
- How do I honor my calling without getting buried in business strategy?

DeeDee bridges creative calling and business clarity—simplifying complexity and giving writers clear next steps they can implement immediately.

Where creative calling meets business clarity – with integrity at the center.

Because Writing the Book Was the Easy Part

Navigating the Business Side of Writing

Finishing the manuscript is only the beginning. This session helps writers understand publishing pathways, positioning, and long-term strategy so they can move forward intentionally instead of reactively.

Writers leave with:

- A clear understanding of publishing options
- A roadmap for their next business phase
- Confidence in making strategic decisions



Available for:

- Women's retreats and conferences
- Marriage retreats and couples events
- Military spouse gatherings and chapel events
- Writers conferences and publishing workshops
- Teen conferences and youth events

Format Options Available as:

- 45-60 minute keynote
- Breakout sessions
- Multi-session conference tracks
- Retreat formats
- Workshops & intensives

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Marketing for Authors Who'd Rather Be Writing

Visibility Without the Overwhelm

Marketing doesn't have to feel loud or exhausting. DeeDee shares sustainable strategies that align with personality, season of life, and message—so writers can build visibility without burnout.

Attendees gain:

- A simplified marketing approach
- Confidence in authentic reader connection
- Relief from comparison-driven pressure



Build Your Platform Without Shouting Into the Void

Growing Your Audience with Purpose

Platform growth isn't about noise—it's about clarity and consistency. This session equips writers to align their message, audience, and long-term goals for steady influence and meaningful impact.

Writers discover:

- What actually grows an audience
- How to align platform with purpose
- How to move forward without spinning in circles