

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

DeeDee Lake

Speaker • Author • Business Coach for Aspiring Authors

www.deedeelake.com

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.

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

Women, Marriage & Relationships

Encouraging connection, strengthening communication, and building lasting legacy through faith-filled intention.

Through laughter, honesty, and Scripture-rooted encouragement, DeeDee connects with women and couples navigating marriage, motherhood, expectations, communication, and everyday overwhelm. Drawing from over four decades of marriage and military family life, she blends Biblical truth with practical wisdom and refreshing humor.

The Secret Sauce to a Marriage That Lasts (and Laughs)

C.H.E.R.I.S.H.—Ingredients for an Extraordinary Marriage

Communication • Heart • Expectations • Respect
• Intimacy • Security • Humor

In this engaging and practical session, DeeDee unpacks the C.H.E.R.I.S.H. framework—blending faith and real-life wisdom drawn from 42 years of marriage.

Couples and individuals alike leave

- encouraged
- connected
- equipped to strengthen relationships with intention and joy.

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

Women, Marriage & Relationships

Encouraging connection, strengthening communication, and building lasting legacy through faith-filled intention.

Extraordinary Relationships Don't Happen by Accident

Choosing Extraordinary Over Ordinary

Strong relationships are built through intentional daily choices. This message challenges attendees to move from autopilot to purposeful connection—whether in marriage, family, or close friendships.

Participants leave with:

- Practical steps for strengthening communication
- Renewed perspective on everyday connection
- Encouragement to lead with intention

Keeping Your Sanity While Loving Your People Strength for the Women Who Hold It All Together

For women balancing faith, family, expectations, and responsibility, this uplifting message provides realistic strategies for building strong relationships without losing yourself in the process.

Women leave

- refreshed
- reassured
- reminded they are doing better than they think.



Youth & Student Events

Helping students anchor identity in Christ and build resilient, practical faith for real life.

Through engaging stories, Biblical clarity, and relatable humor, DeeDee connects with students navigating faith, identity, pressure, and real-life choices. She speaks directly to the challenges teens face today—helping them build resilient faith that moves beyond emotional moments into lasting conviction.



Faith That Works in Real Life

Moving from Moments to Meaning

Many students experience powerful spiritual moments—but struggle to live out their faith consistently. This message helps teens understand what it means to build a faith that is steady, practical, and rooted in truth.

Students leave with:

- A clearer understanding of authentic faith
- Confidence to live out beliefs daily
- Encouragement to stand firm beyond emotional highs

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

Youth & Student Events

Helping students anchor identity in Christ and build resilient, practical faith for real life.

Identity Under Pressure

Anchored in Who God Says You Are

In a culture driven by comparison and performance, students often wrestle with identity. This session equips teens to anchor their identity in Christ rather than trends, approval, or social media validation.

Students gain:

- Confidence rooted in Biblical truth
- Tools for handling peer pressure
- Freedom from comparison-driven insecurity



Stand Firm When the World Wobbles

Courage, Conviction, and Wise Choices

When culture shifts and pressure rises, students need courage grounded in conviction. This message equips teens to make wise decisions, navigate uncertainty, and live boldly for Christ.

Students walk away with:

- Practical wisdom for real-life decisions
- Greater resilience under pressure
- Confidence to lead with faith and integrity