Writers' Conferences & Author Events

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.

1️⃣ 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:

- Writers' conferences
- Author associations and writing
- groups
  Author workshops and retreats
- Virtual classes and webinars

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 Authors
www.deedeelake.com

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2️⃣ Marketing for Authors Who'd Rather Be Writing

Visibility Without theOverwhelm

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



3️⃣ Get Seen: Find Your Best-Fit Path to Author Visibility

Discover a visibility strategy that fits you

There's no one-size-fits-all way to connect with readers. DeeDee guides authors in exploring their strengths, preferences, and season of life to find a visibility path they can pursue with confidence.

Authors will:

- **Identify their visibility strengths and preferences**
- **Explore ways to connect with their ideal audience**
- **Choose practical next steps for growing their visibility**

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