



## Author Activation Weekend Schedule

### Exclusive VIP Day - Thursday, April 23, 2026

**1:00pm-2:30 pm:** Check-In

**3:00 pm - 4:00 pm:** Promo Video Recordings and Photoshoots for VIP Guests

**4:00 pm - 5:00 pm:** How to Make Your Book a Bestseller with **Brandon B. Burns - Author, Coach & Speaker**

**5:00 pm - 5:15 pm:** Break

**5:15 pm - 6:15 pm:** How to Create Memorable Live Experiences for Your Readers with **Aiyana Mathews - Founder, Gardner-Mathews Global Management**

**6:30 pm - 7:30 pm:** Dinner

**7:30 pm - 8:30 pm:** Virtual Session: How to Revisit & Not Relive Your Trauma with **Dana M. Bell - Licensed Mental Health Counselor**

**10:00 pm:** Wind down



## Author Activation Weekend Schedule

### Day 1 - Friday, April 24, 2026

**7:00 am - 8:00 am:** Daily Bible Devotion

**8:00 am - 9:00 am:** Breakfast & Opening Ceremony

**9:00 am - 10:00 am:** Learning the Real You: The Power of Self-Awareness  
with **Candace Mackey - Founder, Strong Futures Services**

**10:00 am - 10:15 am:** Q&A with Candace

**10:15 am - 10:30 am:** 15-minute break

**10:30 am - 11:30 am:** Leveraging Self-Awareness to Transform Your Story  
with **Stephanie Jessica Holley - Founder, Everybody Can't Go**

**12:00 pm - 1:00 pm:** Lunch

**1:00 pm - 1:15 pm:** Let the Writing Begin! with **Mellissa T. The Procrastination Bully:**  
Setting expectations and providing guidance for guests to start working on their books

**1:15 pm - 6:00 pm:** Book Building Writing Session 1 - 1st book writing/recording block

**6:00 pm - 7:00 pm:** Dinner

**7:00 pm - 8:00 pm:** Sip, Share & S'mores Session - An intimate fire pit gathering (or around the fireplace in the event of inclement weather) where guests share their healing, insights, and questions

**8:00 pm - 9:00 pm:** Promo Video Recordings and Photoshoots for VIP Guests



## Author Activation Weekend Schedule

### Day 2 - Saturday, April 25, 2026

**7:00 am - 8:00 am:** Nature Walk (weather permitting) & Daily Bible Devotion

**8:00 am - 9:00 am:** Breakfast

**9:00 am - 9:15 am:** Status Check-In / Q&A with Mellissa T. and coaches

**9:15 am - 12:00 pm:** Book Building Writing Session 2 - 2nd Book Writing/Recording Block

**12:00 pm - 1:00 pm:** Lunch

**1:00 pm - 5:00 pm:** Book Building Writing Session 3 - 3rd Book Writing/Recording Block

**5:00 pm - 6:00 pm:** Promo Video Recordings and Photoshoots for VIP Attendees

**6:00 pm - 7:00 pm:** Dinner

**7:00 pm - 8:00 pm:** Sip, Share & S'mores Session - An intimate fire pit gathering (or around the fireplace in the event of inclement weather) where guests share their healing, insights, and questions

**8:00 pm - 10:00 pm:** Optional Writing/Reflection Block



## Author Activation Weekend Schedule

### Day 3 - Sunday, April 26, 2026

**7:00 am - 8:00 am:** Nature Walk (weather permitting) & Daily Bible Devotion

**8:00 am - 9:00 am:** Breakfast

**9:00 am - 9:15 am:** Status Check-In / Q&A with Mellissa T. and coaches

**9:15 am - 12:00 pm:** Book Building Session 4 - 4<sup>th</sup> and Final Book Writing/Recording Block

**12:00 pm - 1:00 pm:** Lunch & Video Testimonial Recordings

**1:00 pm - 2:00 pm:** Book Marketing Made Simpler with **Mellissa T. The Procrastination Bully**

**2:00 pm - 2:15 pm:** Break

**2:15 pm - 3:15 pm:** The Step-by-Step Process to Publish Your Book After Your Draft's Done with **Mellissa T. The Procrastination Bully**

**3:15 pm - 3:30 pm:** Break

**3:30 pm - 4:00 pm:** Weekend Wrap-Up with **Mellissa T. The Procrastination Bully**

**4:00 pm - 5:00 pm:** Final Video Testimonial Recordings

**5:00 pm:** AAW Shuttle Runs for Knoxville Airport Begin