



The Freelance **REMUDA**

NAVIGATING THE
EQUINE MEDIA FRONTIER

Mentorship Program



Take the next step.

It is not easy to make a name for yourself in the equine media industry. There are only so many topics to cover, only so many magazines to pitch, yet some people carve out a niche that fits their skills and writing style. With assistance, you also can make your mark.

The Freelance Remuda now offers a **Mentorship Program**. Each program includes goal setting, pitch and portfolio review, brand and marketing advice, and so much more. You'll work with one or both of us through video or phone conversations as we guide you through materials to help you along your business journey.

Who are we? Read on.

ABIGAIL BOATWRIGHT

From the time I was a little girl, I pored over stacks and stacks of horse magazines to learn everything I could about horses. I showed Quarter Horses as a youth and competed on the Texas A&M Equestrian Team in college. And for the last decade, I've turned my love of horses and magazines into the career of my dreams.

As a freelance writer and photographer, I draw from those years of competition, a myriad of agricultural classes at Texas A&M, training gained at media internships including the Houston Livestock Show and Rodeo and the American Quarter Horse Association, nearly five years of writing and photography for the American Paint Horse Association and five years as a freelancer to produce quality articles and photos that I deliver on time.

I'm a skilled photographer for the equine industry, but I also photograph humans and pets for portraits, headshots, engagement sessions and senior portraits.



KATE BRADLEY BYARS

I'm a prime example of taking your passion and creating a means at which to earn a living through it, though I have two, photography and horses. During my time at Texas A&M University, I realized I could pursue a field that allowed me to be involved in the equine industry as a writer and photographer.

Through my work at the Houston Livestock Show & Rodeo and *Western Horseman*, my dream of merging my passions was realized and led me to step into the world of freelance. Over the years, *Western Horseman*, *Quarter Horse News*, *Paint Horse Journal*, *Chrome*, *Horse & Rider*, *Horse Illustrated*, *Young Rider* and others published articles with my byline and photographs. In addition to those written works, my photographs have also been published in the *American Quarter Horse Journal*, *America's Horse* and *Barrel Horse News*, with images used in advertising for Troxel Helmets, K Bar J Leather, Anderson Bean Boot Company, Rios of Mercedes Boot Company and Olathe Boot Company.



We will spur on your business to the next level.

freelanceremuda.com

Mentorship Program

Each of our mentorship programs offer goal setting, branding and niche identification, as well as reviewing your current portfolios and pitches. We aren't a one shot and done service, no matter the program you choose, we will be there for you to help you work toward your business goals. We also address individual needs including tips on pitching, planning stories, rate negotiation, story idea generation, productivity, contacting editors, etc.

Which program is right for you?

The Futurity Mentorship \$450

A shorter, 3-session package that provides the following:

- Short & long term goal setting
- Consulting
- Business branding
- Portfolio review
- Pitch review

The Masters Mentorship \$600

An in-depth, detailed 6-session package that includes the above plus the following:

- Time management and productivity tips
- Advice on building new work relationships
- Tried-and-true tips on negotiating better rates
- Troubleshooting topics as your business grows

A Lesson Session: \$200

These short 1-hour sessions can be for one-off topics that help your business, including:

- Portfolio review
- Pitch review of 2 story types
- Goal setting

Additional services are available for a fee. These include professional biography writing or website copy. Add it to your session or obtain the professional help a la carte.



***How can we help you
reach your freelance goals?***

Remember, we offer a *limited* number of mentorships.

Contact the Freelance Remuda, today!
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