



# The Freelance **REMUDA**

NAVIGATING THE  
EQUINE MEDIA FRONTIER

# Mentorship Program

**I**t's 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 it's within your reach to carve out a niche that fits your skills and writing style. And we're here to help you make your mark in equine media.

Established by seasoned freelance professionals Abigail Boatwright and Kate Bradley Byars, The Freelance Remuda Mentorship Program offers guidance, coaching and education to aspiring freelancers and those wanting to take your business to the next level.

Each of our three programs include 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.

## Which program is right for you?

### 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

### The Futurity Mentorship \$450

An intensive, 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

*Additional services, such as biography writing or website copy, are available to add to your session, or obtain a la carte.*



# Frequently Asked Questions

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## How does this work?

Contact us and get your process started. You will fill out our application, select one of our three program options, pay the down payment and choose the start date for your first session. You will work with Kate and Abigail through email, worksheets and video or phone conference calls.

## How much time does your program take?

Once you pay the down payment, you will have three months to start your program. We recommend meeting with us at least once a month to help build consistency as you pursue your goals. Sessions for the Futurity Mentorship range from 45 minutes to an hour, and the Masters Mentorship sessions average about 45 minutes. Be prepared for homework before each session that is designed to help spur on your freelance career.

## I'm not sure which program I need. How do I decide?

Reach out to us—we'd love to walk you through choosing which tier of mentorship is right for you. Your selection is not set in stone—you can always add sessions later as needed.

“As a relative newcomer to the world of equine journalism, I searched for an entry into the ring. I contacted the Freelance Remuda for feedback on my new website and several draft pitches I wrote to solicit the interest of equine magazine editors. My time spent on Skype with Abigail Boatwright and Kate Bradley Byars was time very well spent. The feedback on my website and pitches were thorough and creative. It was clear that both Kate and Abigail gave a lot of thought to my work and questions. Our conversation moved smoothly, and the time flew by. I recommend anyone whether new to the world of equine magazines or not to engage the Freelance Remuda team!”

—Anna Sochocky

# The Freelance Remuda Mentors

## Abigail Boatwright



Abigail Boatwright has more than 12 years' experience writing and photographing for equine publications. Since 2011, Abigail has written for more than a dozen magazines including *AQHA Media*, *Paint Horse Journal*, *CHROME*, *Barrel Horse News*, *Horse & Rider*, *Horse Illustrated*, *Quarter Horse News* and *Western Horseman*. She writes award-winning profiles, training pieces, health articles and profiles, as well as lifestyle pieces. Her equine photography has graced 17 magazine covers. She also proofreads for several publications.

## Kate Bradley Byars

Drawing on her experience working for *Western Horseman* and interest in documenting the Western lifestyle, Kate Bradley Byars stepped into the world of freelance to pursue writing and photography as a full-time career. In the nearly two years since becoming a full-time freelancer, Kate's articles and photographs have been published in the industry's top magazines. Recently, Kate was named editor of the *Reined Cow Horse News* and managing editor of *Ranch Horse News*.



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

**Contact the Freelance Remuda, today!**

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



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