

Lucy McCarraher

SPEAKER | AUTHOR | MENTOR



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Speaker Showreel: <https://youtu.be/-f49I6fAQII>

“I’ve sold over 150,000 books and had three #1 international bestsellers, but Lucy is the FIRST person I turn to when I want someone to teach my audience the business of writing and publishing books. Equally adept as a speaker or workshop facilitator, Lucy is authoritative, engaging, personable and always delivers with seemingly effortless but highly-effective clarity.” *Shaa Wasmund MBE*



Lucy is a writing mentor, publisher, feminist and author of A Book of One's Own - a manifesto for women to share their experience and make a difference. She speaks with a deeply feminine style that is both empowering and supportive.

Lucy's experience and expertise in working with entrepreneurs and their books as a mentor and publisher is unmatched by any other author out there.



Keynote Topics Include:

- Why Women should Write and Publish Their Book (and how to do it)
- The 10 Archetypes Women need to know to achieve their goals
- Dare to write your book (even when you don't feel ready)
- Write and Publish the Book that will Transform your Business & Professional Life
- True Stories from Fiction and Creative Writing

"Do not hesitate to book Lucy as a speaker for anything that relates to publishing and thought leadership."

Why Women should Write and Publish Their Book (and how to do it)

- Shocking statistics on how women are undervalued in business and publishing
- How being the author of a business book allows women to gain impact, income and influence – some inspiring examples
- What stops women writing their book and how to push past the barriers
- How to plan, write and publish a business-boosting book, step-by-step

The 10 Archetypes Women need to know to achieve their goals

- 3 Archetypes that sap women's self-confidence – the Risk Assessor, the Impostor and the Twin. How to work with them and learn to be brave
- 3 Archetypes that ambush women – the Angel, Big Sister and Cinderella. Recognise their sneaky tactics and how to undermine them.
- 3 Archetypes that channel female superpowers – Miss Money Penny, the Librarian and the Mentor. Access their strength and become...
- A Hero – the woman who knows how to use challenges to achieve her goals

Dare to write your book (even when you don't feel ready)

- The reasons women don't write their business book:
- Lack of confidence
- Fear of failure
- Feeling selfish taking time away from business and family
- Not being taken seriously
- Lack of mentors, role models and networks
- Now is the right time to write – how to turn those reasons on their head
- How to plan, write and publish your book in simple step-by-steps

Write and Publish the Book that will Transform your Business & Professional Life

- 5 reasons to write and publish your business book:
- Clarity and confidence Become an authority and thought leader
- Generate leads with the best business card ever
- Become a key person in your industry Grow your business, double your income
- The easy way to plan, write and publish your book

True Stories from Fiction and Creative Writing

- How starting my own magazine got me a TV show and I interviews with Mel Gibson and Dame Edna Everage
- Writing for TV, from children's series in the Caribbean with Naomie Harris and Craig Charles, to creating The Lovers Guide video series
- Learning about novel structure the hard way – from being told off by a literary agent to being shortlisted by Richard & Judy and published by Methuen



"Lucy McCarraher, Founder of The Business Book Awards, is one of life's organisers – and when you hear her speak you'll know how she gets so much done and why she gets so much support from not only her team, but the people she comes into contact with. . Lucy is passionate about her subject, and by the end of her speech, audiences feel inspired to get writing!"

Nadine Dereza, Presenter, Speaker, Author of Insider Secrets of Public Speaking

"Lucy McCarraher has spoken at dozens of Dent events and workshops since 2014. She inspires entrepreneurs to embrace the written word and publish their ideas as a business-building strategy. As a result of Lucy's inspirational yet practical approach I know of literally hundreds of people who have authored a book after seeing her speak or attending her workshop. Do not hesitate to book Lucy as a speaker for anything that relates to publishing and thought leadership."

Daniel Priestley, CEO Dent Global



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Lucy McCarraher founded Rethink Press in 2011; it is now the fastest growing hybrid publisher of business books in the UK.

She is the Global Publish Mentor for Dent Global and its Key Person of Influence programme, and has helped hundreds of entrepreneurs to plan, write, and publish their books.

Founder of the Business Book Awards which had their inaugural awards event in March 2018. she started her first publishing company while she was still at university, and has been publishing, editing and writing ever since.

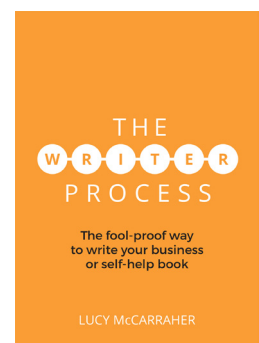
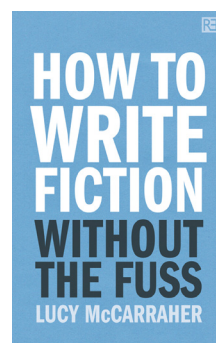
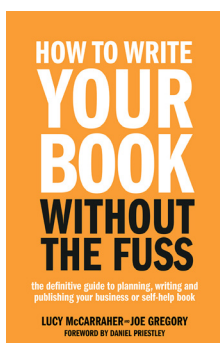
Lucy has been a magazine and book editor and publisher, print and screen journalist and presenter, TV scriptwriter, editor and producer.

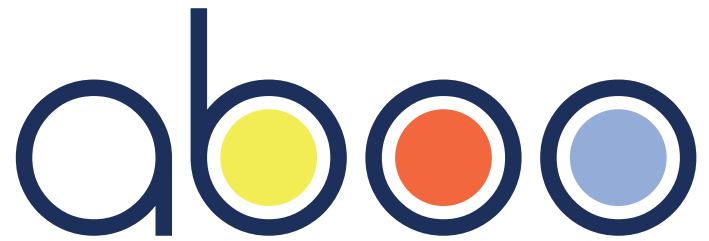
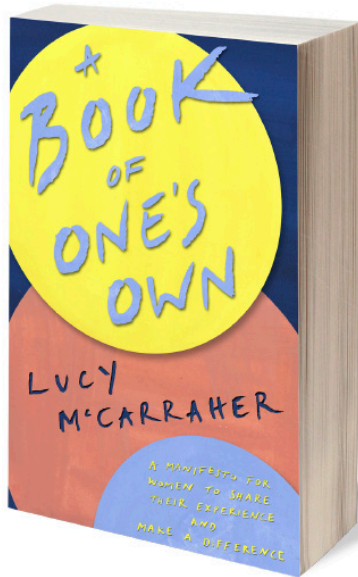
As Director of Development at Lifetime Productions, she created and wrote the children's TV series Runaway Bay, starring Naomie Harris, and Go Wild! with Chris Packham.

Lucy's first book was published when she became an international work-life balance expert, with clients ranging from multinationals such as Virgin, Microsoft, Linklaters, Lloyds and BP, to government departments and SMEs.

She has since had 11 more books published, including the best-selling How To Write Your Book Without The Fuss, co-written with Joe Gregory, and the acclaimed How To Write Fiction Without The Fuss. Her first novel was shortlisted in a major competition and published by Macmillan New Writing.

Lucy has a post-graduate diploma (DTLLS) in teaching Creative Writing and Adult Literacy, and was nominated for the prestigious NatWest Women in Business Awards in 2017.





A Book of One's Own - a manifesto for women to share their experience and make a difference was published in March 2019.

Written by women, about women, for women. This unique book teaches women exactly how to plan, write and publish their book with minimum stress and disruption.

It has contributions from 50 female authors of business books who provide invaluable insights into the barriers women face in writing their books, and how to overcome them.

This manifesto calls for more women to value their knowledge and experience, share it in their book, build their authority and inspire greater respect for women and girls more widely.

Every individual woman who writes and publishes their book increases the sum of respect for women as a whole, creating a better environment for all women.

Brand new primary, and current secondary research that shows us that women ARE discriminated against, but we also need to do more to help ourselves.

ABOO supports women to acknowledge their value, share their knowledge and experience, and claim their authority. ABOO was created to hold women in a safe space while they write their book, so they know they are not alone and have the tools and support to get them through the process.

"I wrote A Book of One's Own to support women in the process of planning and writing their book about their business and expertise; break through visibility issues that might be holding them back; gain the confidence they need to share their knowledge and experience; and deploy their unique mindsets to make the process as stress-free, quick and supported as it can be."



In 2017, I founded the Business Book Awards, to celebrate the best of business writing and publishing. I drew together a Judging Panel of ten female and ten male authors, publishers and business experts.

Of our 150 entries, one third were from women authors; slightly less than a third of female-authored books made it to the category short lists, and none to the list of winners. Every single one of the eleven Award winners, including three co-authored books, was a white man.

At Rethink Press, authors approach us to publish their business and self-development books; we don't commission or seek out authors, so there is

no mediation of types of book or author we publish. When I analysed our list, it consisted of one third female to two-thirds male.

As a woman who had been working for years to mentor entrepreneurs and amplify women's voices in the world, I was shocked and disappointed by these disparities. Why were so many fewer women than men writing books about their knowledge, experience and expertise in their market, business or sector?

Subsequent interviews with women authors of business books suggested some of the reasons for this disparity were:

1. Women find it hard to put themselves out there.
2. Women have less confidence in their knowledge and expertise.
3. Women struggle to find the time - and money - to write.
4. Women feel taking time to write their book is selfish, taking them away from people who need them in their business and family.

I couldn't let these barriers to women achieving their potential stay unchallenged, and decided to do something about it.

A BOOK OF ONE'S OWN