



The
Freelance
Remuda

MENTORSHIP PROGRAM



www.freelanceremuda.com



Take the next step.

Making a name for yourself in the equine media industry can be a challenge. There are only so many magazines to pitch, and only so many topics to cover, yet some people carve out a niche that fits their skills and writing style. With assistance, you can make your mark and pursue your goals.

The Freelance Remuda offers **Master Mentorship** courses. Each program includes goal setting, pitch and portfolio review, brand and marketing advice, and so much more. Who are we to mentor you? 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 15 years, 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 more than a decade as a freelancer to produce quality articles, photos, copywriting and editing.

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

Growing up, I told people I wanted to write for the Quarter Horse Journal, and today, I can credit that magazine on my resume. But, I've added so much more since launching myself down the path of writing, photography and equine media back in 2010.

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.

After working as the communications manager for the National Reined Cow Horse Association, and serving as *Reined Cow Horse News* editor, I restarted my freelance business in March 2022. Focusing on photography and creative writing has helped me elevate my freelance business, Kate B Creative, to a new level.

We can guide your business to the next level.

www.freelanceremuda.com



Master 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—depending on your program—we will be there for you until your business reaches its full potential. Individual needs we can address include tips on pitching, planning stories, rate negotiation, story idea generation, productivity, contacting editors, etc.

What program suits your needs?

The Futurity Mentorship \$450

3 session package

- Short/long term goal setting + consulting
- Pitch review and troubleshooting/consulting
- Branding and portfolio review

The Masters Mentorship \$600

6 session package

- Goal setting
- Portfolio and pitch review
- Getting work and negotiating rates
- Branding
- Time management and productivity
- Troubleshooting

A Lesson Session: \$200

- Portfolio review
- Goal setting
- Pitch review of 2 story types
- 1-hour Consultation on topic of your choice

“My mentorship through The Freelance Remuda played an essential role in my ability to transition into my dream career freelance writing within the equine industry.

Kate and Abigail helped me bridge the gap between where I was and where I wanted to be, and I appreciated the flexibility within the framework of their program because it allowed me to optimize our time together. They also put their networking capabilities to work for me. Their connections within the industry were a valuable resource because the horse industry is small, and who you know matters!

Within six months of completing my mentorship, I had my first feature article published in an internationally-circulated horse publication. I will always be grateful to Kate and Abigail for giving me the courage and knowledge to chase my dreams.”

—**Jessica Lash**

***Add the creation of a professional biography or website copy to any package for an additional fee.*



How can we help your business?

Remember, we offer a limited number of mentorships.

Contact the Freelance Remuda today!

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fb: facebook.com/thefreelanceremuda

ig: [@freelanceremuda](https://instagram.com/freelanceremuda)

