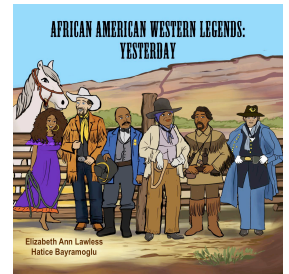




# LIZ LAWLESS

Author • Publisher • Livestream Host  
***African American Western Legends: Yesterday & Today***



Elizabeth Ann Lawless is a 5x Amazon Best-Selling author, publisher, serial entrepreneur, speaker and livestream host. In 1988, after 47 rejections from traditional publishers, she put her dream of book publishing away and jumped into entrepreneurship. A question from a client in 1992 resurrected her publishing dream and today she is the author of 16 books which she self-published. In 2013, she shifted her business focus. Today Liz serves as a Book Catalyst and the Lead Creative for Adriel Publishing and Wild West Diversity. She creates #1 Amazon Best-Sellers for purpose-driven entrepreneurs who want to publish for leverage or legacy. She also shares the rarely and untold stories of multicultural contributions to the American Wild West.

## LIZ'S MOST POPULAR TOPICS

**African American Western Legends: Yesterday & Today** – Kid's & Coloring books.  
**Economic Impact of Black Cowboys: Yesterday & Today** – Listeners will learn about a history and Historical Legends that few people know along with the Living Legends keeping the Western Lifestyle alive today for future generations. **Value add for the audience:** Connecting to our and their collective Western heritage and interesting water cooler conversation or information to share with family and friends.

**Cleo Hearn: Mr. Black Rodeo** – Cleo Hearn is the first African American to go to college on a rodeo scholarship, the first African American to win a National Calf Roping Champion and the 55-year founder of Cowboys of Color Rodeo – the largest indoor multicultural rodeo in the world. **Value add for the audience:** Learn about a Living Legend who had many firsts and roped for 65 years. (Kids & Coloring)

**Author Adventure: 5 Secrets to Success** – The Art and Business of Publishing – Specific writing, publishing, launching, marketing and distribution strategies to accelerate your audience's dream of becoming a best-selling author. **Value add for the audience:** Questions to ask before you start writing, five proven writing strategies, pros and cons of three publishing options along with successful online and offline marketing tactics.

**BONUSES:** Giveaway copies of kids and coloring books and related merchandise along with Free pdf resource *"7 Steps to Organize Your Writing Project"*.



## PRAISE

*"Liz Lawless and her partner Coy Poitier delivered an amazing program about Black Cowboys and Buffalo Soldiers to our 4th and 5th grade classes. They did six sessions in a row with tireless enthusiasm and energy."*  
– Pamela Jarrett, Talented & Gifted, Venus ISD

*"Liz Lawless can take your book and turn it into a bestseller, not only in the USA but abroad. Her knowledge of book marketing and publishing is top notch, not to mention that she is an absolute joy to work with and makes it all seem so easy."*  
– Mary Jane Mapes, President The Aligned Leader Institute

## CONTACT

wildwestdiversity@gmail.com  
(214) 931-6567  
TheAuthorAdventure.com



@lawlessliz  
@AuthorAdventure  
@WildWestDiversity