



Gabriela Pereira

AUTHOR | SPEAKER | FOUNDER OF DIY MFA

Gabriela's high-energy speaking style and quirky humor are a counterpoint to her content-rich, nuts-and-bolts presentations. An entrepreneurial version of Mary Poppins, she uses fun, playful keynotes and presentations to engage and captivate her audience, all the while discussing complex concepts or technical elements of writing and creativity.

Gabriela inspires audiences to...

DISCOVER new sources of inspiration, so they never again have to wait for the elusive muse.

RETHINK the mindsets that hold them back and take ownership of their creative process.

BUILD effective connections with like-minded creatives, so their work doesn't feel so isolated.

UNLEASH their creative brilliance and share their talents with the world.

Whether she's giving a keynote at a college campus, presenting at a national marketing conference, or even teaching poetry to first graders, Gabriela's goal is always the same: to empower people to express their creativity, motivate them to strive for excellence in their craft, and challenge them to go beyond their artistic comfort zones.

Appearances Include:

Claremont McKenna Athenaeum

The New School

TEDx

INBOUND

AWP Conference

Writer's Digest Conference

Romance Writers of America

CraftFest & ThrillerFest

Backspace Writers Conference

"Howl at the Moon" Writers' Conference

SCBWI NJ Chapter Conference

Hippocampus Magazine's HippoCamp

The Write Stuff Conference

CAPA-U

WANACon

Keynotes

How to Survive and Succeed as a Writer

(without breaking your heart or losing Your mind)

Here's something no one tells you: survival (and also success) as an artist or writer has little to do with talent or technique, it's all about mindset and attitude. The most effective way to up your game is to understand yourself more fully, both in relation to your work and within the context of your real life.

In this keynote, Gabriela debunks some major myths about creativity, lets you in on her secret formula for conquering goals, and walks you through a fundamental technique that will change your creative process forever. You'll leave this session energized and inspired, but also with the tools and techniques you can apply to your creative work right away.

Creativity is a Craft

Train Your Brain and Generate Ideas on Demand

Most people think creativity is innate: you're either born with it or you're not. The truth is, creativity is like a muscle and you need to practice regularly, flexing and training your mind. Whether your goal is to pursue a career in the arts, to bring more "outside the box" problem-solving into your workplace, or you just want to pursue a right-brain passion, you don't need to be a creative genius; all you need is a system.

In this fast-paced keynote, you will discover the five main creativity pitfalls (and what to do instead), learn Gabriela's signature IDEA method, and explore powerful and practical techniques to help you train your brain become an idea-generating machine. By the end of this presentation you will have a clear plan to come up with innovative concepts on demand and—more important—put them into action.

Breakout Sessions

7 Steps to a Stronger Story

Whether you write epic fantasy or picture books, action-packed thrillers or literary fiction, your characters are the heart and soul of your story. This presentation is all about crafting compelling characters that jump off the page and captivate readers.

Using a simple, seven-step system, Gabriela teaches you how to bring your characters to life so you can hook your readers and keep them turning pages. With enticing visuals and dazzling diagrams, she shows you how to streamline the often-complicated concept of character development. By the end of this workshop you will know exactly which characters in your novel need some extra TLC, and you'll have the tools you need to give those characters a boost.



Breakout Sessions (*cont'd*)

Perfect Your Plot, Structure Your Story

Whether you plan your writing down to the tiniest detail or you write by the seat of your pants, a solid structure can make your story stronger while also making the creative process easier. Some writers think an outline is too stifling. Others spend so much time planning, they never get around to writing the book. The key is to find a balance, and the way to do that is by understanding the three-act structure.

During this intensive, fast-paced session, Gabriela will walk you through the fundamentals of the three-act structure, highlighting the essential components that every story needs. It won't all be theory, though, and you'll have a chance to see examples of this structure in action. You'll leave this session energized, inspired, and with the tools you need so you can perfect your plot and take your story from draft to done.

Rock Your Revisions

Most people think revision is something you do in an afternoon, manuscript and red pen in hand. They think once that first draft is done, the book is practically finished. Writers know better. You know that when it comes time to revise your fiction, trying to juggle all the story elements at once will leave you frustrated and your manuscript in shambles.

In this session, Gabriela will walk you through her signature Pyramid Method for revision, a layer-by-layer approach for a smoother revision and a stronger final draft. You'll leave this session with a concrete plan and actionable timeline so you can power through and rock your revisions.

Character-Centric World-Building

When we think of world building, we often imagine broad, sweeping kingdoms with mystical creatures and all manner of magic. Or perhaps we think of a dark, dystopian world with intricate caste systems. Some of us even spend so much time mapping out those worlds that we never get around to writing the actual story. The solution is writing scenes so you can put your story's world into context.

In this session, Gabriela applies an ecological systems model and shows you how to build your world around

your character. She also demonstrates how individual scenes contribute to your story's overall world and illustrates how different layers of your story comes to life via different scene components. You'll leave this session energized, inspired, and ready to apply the concepts to your own work-in-progress.

Unleash Your Storytelling Superpower

Contrary to popular belief, most writers struggle not with a lack of ideas and interests, but with having too many and not knowing where to focus their energy. This session will help you identify your Storytelling Superpower—that “secret sauce” only you can bring to your writing—and it begins with choosing the right character as the center of your story.

There are specific protagonist archetypes and these help determine how a character reacts to different situations and what circumstances create the most conflict for them. In this workshop, you'll learn what these archetypes are and discover how to use these archetypes to create a more engaging story. You'll leave this session with plenty of ideas so you can craft a character that truly resonates with your readers.

Find Your Creative FLOW

People talk about getting in the zone and finding their flow, but how do we reach that elusive flow state in the first place? In this presentation, Gabriela will demystify the creative process and walk you through four elements for finding your creative FLOW.

Drawing from principles in psychology and other fields, this session will introduce you to the FLOW framework and give you four techniques you can implement right away. In this hands-on, interactive session you will explore the four different areas of the FLOW framework:

- Find Your Focus
- Live Your Learning
- Overcome Your Obstacles
- Work Your Words

For each of these areas, you will learn one practical technique so you can put the concepts into action. You will leave this session excited to get back to writing, and you'll be equipped with actionable and practical tools to help you find your creative FLOW.

Intensive Workshop

Conquer the Craft of Fiction

This full-day workshop gives a comprehensive, top-to-bottom overview of the craft of fiction. The fast-paced lessons are full-to-the-brim with engaging examples, so you can see the techniques in action. And with plenty of practical exercises, you will be able to implement the concepts right away.

In this workshop you will learn...

- How to use archetypes to craft a compelling main character, so you can build tension and conflict into your story from the very beginning.
- The main types of supporting characters and what roles they play, so you can create interesting character dynamics throughout your story.
- How to build your story's world around your main character, so that world is not just some random setting, but becomes almost like a character itself.

- How to craft dynamic scenes by tapping into four essential components: the character arc, the ebb and flow of plot, a world that grounds the scene, and a theme that breathes life into it.
- The ins and outs of story structure, so you can craft a narrative that grips your reader from the very first page and sustain that momentum throughout.
- How to use subplots and supporting characters to keep your story moving forward, so you can keep readers turning pages.

The session concludes with a in-depth look at Gabriela's Revision Pyramid Method, so once you have written your book, you know exactly what next steps to take to revise it. You will leave this workshop with a comprehensive knowledge of the craft of fiction, along with written scenes that you can add directly into your manuscript.

Riveting Reviews



Gabriela presented in a friendly, professional way, but with her own sparkling personality. This is one teacher who really knows what she's doing, and projects just that. Several people told me it was the best conference we ever had.

Bob Isbill DIRECTOR, "HOWL AT THE MOON" WRITERS' CONFERENCE



Gabriela is an exceptional presenter. Her ability to connect with an audience of writers, and offer content that gives them focus, direction and encouragement is remarkable.

Gary Zenker FOUNDER & FACILITATOR, WILMINGTON AND MAIN LINE WRITERS GROUPS



Gabriela's presentation was a big hit! Many attendees told us that the information she presented was exactly what they needed to hear at exactly the right time. She is a pleasure to work with, and her desire to help writers reach their publishing goals really shows.

Karen Dionne ADMINISTRATOR, BACKSPACE LLC



Gabriela Pereira is an author, speaker, and entrepreneur who wants to challenge the status quo of higher education. As the founder of DIYMFA.com, her mission is to empower writers, artists and other creatives to take an entrepreneurial approach to their professional growth.

Gabriela earned an MFA in creative writing from The New School, an MA in child development from Cornell University, and is the author of *DIY MFA: Write with Focus, Read with Purpose, Build Your Community*.

Gabriela speaks and leads workshops on college campuses and national conferences.



“ Gabriela’s presentation and worksheets have changed how I look at story structure and my writing process. I took a recent synopsis I was having trouble with and jotted everything down on the worksheet. Immediately my problem became apparent and I was able to clean it up quickly and send it to my agent.

Celia Kyle NEW YORK TIMES & USA TODAY BESTSELLING AUTHOR

“ I loved Gabriela’s wonderful class on outlining. She’s an awesome teacher who not only knows the content perfectly, but also knows how to teach it. Of the fifteen sessions I attended at RWA this year, hers was one of my top three.

Silvi Martin CONTEMPORARY ROMANCE AUTHOR

“ Attending Gabriela’s information packed session provided me with such great advice that I have referred to the notes almost daily since I started writing my second book.

Niko Godfrey Bommer FREELANCER IN FILM AND TV