

Jeremy P. Madsen, Christian Fantasy Author

Homeschool Presentations on Writing, Editing, Publishing, & Faith

Who I Am

- Follower of Jesus Christ
- Husband and father of 3 kids
- Homeschooled through grades K–9
- Grew up in Utah; now live in Columbus, Ohio.
- Write clean, family-friendly, Christian-themed **fantasy novels** for parents and their teenage readers
- Run my own self-publishing company, **Iron Rock Press**, to publish and market my books
- Extensive career in **editing and publishing**:
 - Administrative contractor for **Berrett-Koehler Publishers**, an award-winning independent nonfiction publisher (2025-present)
 - Event manager for **BookPlan**, a nonfiction book marketing workshop (2022-present)
 - Operations and marketing manager for **LDSPMA**, a nonprofit network of authors, publishers, editors, and other content creators. (2020-2024)
 - Event manager for the annual **LDSPMA writing and publishing conference**, with over 85 classes and 450 attendees. (2021-2024)
 - Operations manager for **BK Authors**, a network of nonfiction authors (2022-present)
 - **Editing team lead** for BYU Continuing Education. (2017-2021)
 - **Editor-in-chief** of *Studia Antiqua*, a student academic journal. (2020-2021)



Classes & Workshops

1. Selling Your Work Without Selling Your Soul: How to be a Creative Professional as a Disciple of Christ

- Whether it be books, music, film, theater, or social media, the professional circles of the creative arts have a reputation for being steeped in ego, pride, immoral content, and hostility to religious values. This presentation, meant for religious youth interested in a career in the creative arts, will explore fundamental principles for navigating the media world while putting faith first, drawing upon stories and experiences from real creators.

2. Everything You Were Ever Told About Writing Fiction Is Wrong (Maybe)

- A lot of writing “rules” are either false (“don’t use dialog tags”) or simplistic (“show, don’t tell”). This class treats writing as principle-driven, instead of rule-driven: Instead of “Do X,” it’s, “Do X if you want Y effect.” With this lens, we’ll explore (and sometimes, debunk) trending advice about POV, narrative distance, pacing, sentence cohesion, adverbs, and more. We’ll look at examples from works of fiction to illustrate each case.

3. The Book Publishing World, and the Many Routes to Becoming an Author

- This presentation gives an overview of the publishing world for beginning fiction and nonfiction authors. We'll cover the differences, pros, and cons between big presses, small presses, hybrid publishing, self-publishing, and social publishing. We'll discuss the insanely high number of books getting published each year and the shockingly low number of average sales per title, and what that means for prospective authors. And we'll explore what a path to a fulfilling writing career might look like in the next decade.
- *This presentation includes a fun hands-on illustration with books and dollar bills to show how money gets distributed between retailers, publishers, and authors.*

4. So You Want To Be an Editor: A Look at Editing as a Career Path

- I'll give an overview of the different types of editing (proofreading, copyediting, substantive editing, developmental editing), a typical educational path for becoming an editor, and what an editing career looks like—both working in-house for a company and working as a freelancer.

5. Analyzing 10 Use Cases for AI (Exploring Its Successes and Failings)

- We'll look at 10 real-world scenarios where I've seen AI employed (by myself or by others) in white-collar-related tasks, and assess how helpful it actually was in each instance. Case studies will include creating book blurbs (pretty good), generating custom artwork (amazing), researching event locations (epic fail), brainstorming blog headline ideas (great), abridging document drafts (great), generating definitions (superb), and giving strategic advice (outright dangerous).

6. Substack for Young Writers: What Is It? How Does It Work? Why Should You Care?

- Substack started in 2017 and has grown steadily since then, reaching 20 million monthly active users in January 2024. But what is Substack, exactly? Is it a newsletter software? A blogging site? A podcast hosting software? A social media platform? (Spoiler: It's all four). We'll go over why students interested in writing, blogging, or journalism, should be aware of it and how they might use it now or in the future.

7. Improve Every Design You Touch With These 4 Weird Tricks

- *This works best as a hands-on workshop where participants each have a laptop.*
- Everyone is an amateur graphic designer at some point in their lives, whether it's designing a community flyer, a resume, an event program, a church bulletin, or a social media graphic. First, we'll explore the free, popular design tool Canva. We'll then learn the 4 fundamental principles of design—proximity, contrast, repetition, and alignment—and use them to improve several sample documents.

8. “Ask Me Anything” with a Self-Published Fantasy Author

- I will briefly describe my writing and publishing journey and the publishing world, then turn the time over for questions.

Speaking Samples

- [Book Presentation](#) and [Author Q&A](#) at my book launch party (March 2025)
- Talent show performance, "[Editor Vs. AI: Who Will Win?](#)" (October 2025)
- Guest interviews on podcasts:
 - The [Verses & Visions Podcast](#) (September 2025)
 - [BYU-I Radio](#) (June 2025)
 - The [Called to Create Podcast](#) (April 2025)
 - The [CreateTED Podcast](#) (February 2025)
 - The [Clean Library Podcast](#) (September 2024)
 - The [Thought Leadership Leverage podcast](#) (March 2023)

Past Presentations

- 2025 LDSPMA Conference (Oct 2025):
 - "[A Tale of Two Marketing Campaigns: Comparing and Contrasting a Dismal Failure in 2022 with a Dynamic Success in 2024](#)" - No recording available
 - "[How to Create a Lead Magnet and Email Welcome Sequence](#)" - No recording available
- LDSPMA Online Webinars (Spring-Summer 2025):
 - "[Analyzing 20 Actual Use Cases for AI](#)" - Watch the [recording here](#).
 - "[Substack: What Is It? How Does It Work? And Should You Be On It?](#)" - Watch the [recording here](#)

Articles

- Substack, "[How NaNoWriMo Made Me into a Writer](#)," November 21, 2025
- Substack, "[How Book Sales Have Gone in the 5 Months Since Launch](#)," August 12, 2025
- BKauthors.org, "[8 Reasons Why Email Is Your Most Valuable Marketing Asset](#)," August 5, 2025
- Substack, "[Why Clean Content? 7 Substack Authors' Perspectives](#)," July 25, 2025
- Substack, "[How I Narrated and Produced My Own Audiobook](#)," May 10, 2025
- Substack, "['Miraculous Ladybug' and the Power of Spiritual Resonance](#)," December 6, 2024
- Precepts of Power, "[7 Keys for Finding Abundance: Lessons from Jesus Feeding the 5,000](#)," April 2, 2023
- Precepts of Power, "[Goals as a Means, Not an End](#)," December 27, 2020
- *Schwa*, "[Linguistics Applied to Fantastical Worldbuilding](#)," Fall 2018, p 97.

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