

Melissa Bourbon – Author | Educator | Speaker

Helping writers build lasting platforms, master their craft, and grow their writing careers with purpose.



About Melissa

Melissa Bourbon is a national bestselling author, writing coach, instructor, and Pinterest strategist dedicated to helping writers strengthen their craft and grow their platforms. She teaches both online and in-person workshops and delivers engaging, actionable presentations for writers at all levels.

With a background in secondary English/ Language Arts education, Melissa has taught with Southern Methodist University's CAPE program and presented for the OLLI programs at Duke University and North Carolina State University. She's led workshops for a variety of writing organizations—both virtually and in person.

Workshop + Presentation Topics

Pinterest Power for Authors: Grow Your Platform Without the Social Media Overwhelm

Discover how to use Pinterest—a search engine, not a social media platform—to create lasting visibility for your author brand. Ideal for authors who want to attract readers and grow their list without being glued to social platforms.

Podcasting for Authors: Amplify Your Voice, Expand Your Reach

Learn how podcasting can help you connect with your audience, build your brand, and grow your platform. This session walks you through format, tools, and strategy so you can get started with confidence.

Essential Elements of Ebook Cover Design: Make Your Book Stand Out

Your ebook cover is your first impression. Learn the essentials of effective, genre-appropriate design—whether you're doing it yourself or collaborating with a designer.

Story Structure Series: The Hero's Journey Across Genres

The Hero's Journey for Mysteries

Apply the classic Hero's Journey and Three-Act Structure to mystery writing to create a story that's both tightly plotted and emotionally resonant.

The Hero's Journey for Romance

Explore how both romantic leads can undergo their own journeys that intertwine with the central love story for a deeply satisfying arc.

The Hero's Journey: Crafting Stories That Transform and Captivate

Understand the classic 12-step Hero's Journey and how to use it to deepen character development and strengthen your overall story arc.

Writing + Craft Workshops

Creating Characters with Deep Backstory: Make Them Real, Make Them Resonate

Learn how to build layered, emotionally rich characters through meaningful backstory that informs their actions and makes them unforgettable.

Writing Compelling Dialogue: Make Your Characters Speak with Purpose and Power

Master the art of natural, character-driven dialogue that reveals personality, builds tension, and moves the story forward.

What's Your Story? Begin Your Memoir

Everyone has a story worth telling. This empowering session helps participants uncover meaningful moments and turn them into compelling personal narratives.

The Business Side of Writing: Marketing Yourself with Confidence and Strategy

From social media and Pinterest to sell sheets and websites, this session walks authors through practical marketing strategies and timelines for building their platform.

Showing vs. Telling: What It Means and How to Do It

Break down one of the most misunderstood pieces of writing advice with tools and techniques to make your prose more vivid, active, and emotionally impactful.

Additional Topics Available

- Character-Driven Fiction
- Building Your Author Brand with Intention
- Writing with Confidence: Mindset for Writers

Contact + Booking

Website: www.WriterSparkAcademy.com

Email: melissabourbonbooks@hey.com

Substack: melissabourbon.substack.com

Podcast: [The WriterSpark Podcast](#)

Location: North Carolina (available for travel + virtual events)

Melissa brings energy, heart, and years of experience to every teaching opportunity. Attendees walk away inspired and equipped to take the next step in their writing journey.