



Tarryn Reeves

**Press
Backgrounder**



Overview

As CEO and founder of Four Eagles Publishing, Tarryn Reeves helps entrepreneurs create best-selling books that magnetize leads to them, propelling their businesses to the next level. A USA Today best-selling author with 13 books under her belt on Amazon's best-selling list and a handful more in the works, she is an author, publisher, and intuitive book coach who knows exactly what it takes to create books that sell – and that sell readers on their authors' value propositions.

A renowned speaker, Reeves often gives talks on how becoming a best-selling author can help entrepreneurs grow their businesses, how to become a best-selling author without writing an entire book from scratch, and using storytelling as a tool to magnetize leads. She speaks from experience.

The author of books like “The Younger Self Letters: How Successful Leaders & Entrepreneurs Turned Trials into Triumph (And How to Use Them to Your Advantage),” “Wild Woman Rising: Brave Women Who Carved Their Own Path,” “Phoenix Rising: Powerful Women Who Rose From The Ashes To Claim Their Place,” Corporate Dropouts: From Employee to Entrepreneur,” “Women Gone Wild: Wealth Edition,” and “Illuminate Your Feminessence,” she attracts an impressive roster of client-authors that includes wellness, spiritual, and leadership coaches; wellness practitioners; mindful movement facilitators; and social change agents.

Four Eagles Publishing provides a “joyful and simple process for writing, publishing and marketing your best-selling book.” Leading by example, Reeves is creating a powerful network of innovators, rule-breakers, disruptors, leaders, and visionaries, all building on the same foundation of authenticity at the intersection of business and art.



Services & Solutions

Reeves understands the impact of elegant storytelling, because it's her own biggest tool in creating a successful business for herself. That's why she's so effective at helping other high-level entrepreneurs position themselves as thought leaders through books that sell. Not everyone is a natural-born writer though, and that's okay. Reeves is there at every step of the way, coaching, coaxing, and helping them turn words into literary artworks that act as lead magnets. From editing and design to production and marketing, Reeves and her team have the A-Z publishing savvy to produce books that give her clients the exposure they need.

By taking care of the myriad details — big and small — that go into producing books, Reeves gives her clients the freedom to focus on what makes them successful. The end results are books that elevate her clients' brands and help them achieve their business goals.

To call Reeves a book publisher is a misnomer though, as she doesn't just produce books that elevate businesses doing good work. She's a creative ally who knows what it takes to sell books that sell businesses. Her team provides publishing support by also offering clients:

- Artful cover design and supporting graphic design
- PR and media
- Website builds
- Landing and sales page creation
- Elegantly formatted ebooks
- Full-service branding
- Presentation slides
- Workbook development
- Social media graphics
- And much more

In other words, Reeves offers a one-stop-shop for the high-vibe entrepreneur with an important message to share. She doesn't simply deliver author services; she holds clients' hands through their journey to greater visibility and impact.



Social Impact

Reeves believes in being a force for good. In fact, she launched her business to inspire change and increase her own freedom of choice. She believes that when good people earn good money, they do great things with it. She donates 1 percent of all turnover to environmental and social causes, and all proceeds from the sales of her multi-author book projects go to charity. She plans to one day fund a world-class anti-poaching unit in Africa.

In addition, a look at her client roster reveals Reeves' strategy: helping the helpers broaden their positive impact on the world. Yoga teachers, spiritual and business coaches, ayurvedic practitioners, and social change agents — the kinds of individuals leading the charge to a more sustainable future — make up her author roster. By guiding them towards gaining greater exposure for their work and messaging, Reeves is essentially amplifying exactly what the world needs more of.



Founder

Born in Zimbabwe, Reeves fled her home country due to political unrest. She overcame various mental health issues, launching her business when her daughter was just six weeks old and perfecting her formula in the years to come. Today, Reeves' own entrepreneurship paves the way for her clients' entrepreneurial success.

Entrepreneurship runs deep for Reeves, having launched her first “business” — a small library for the kids in her neighborhood — when she was just an eight-year-old in Harare. A bookworm from the start, the business wasn't just about making money from book rentals, but also about encouraging her friends to read.

After earning a college degree in criminology in Australia, she entered the corporate world but soon found herself facing post-traumatic stress disorder, anxiety, and depression. The childhood losses she faced in Zimbabwe had come back to haunt her. Finding herself burnt out and laid off exactly a week before finding out she was expecting a baby, she decided to take an enormous leap — and it paid off.



She launched a virtual assistance and web development agency, but soon enough found herself bored. When the opportunity to pivot to publishing presented itself, she did exactly what she'd done in the past: let the universe lead. Eagles are her spirit animal, though they're not common in her region. Regardless, she asked the universe for a sign that she should take yet another leap of faith and it delivered, almost instantly, one eagle after another – four, to be precise. Hence, Four Eagles Publishing was born. Today, Four Eagles Publishing helps other spirit-led entrepreneurs find the courage, and words, to share their message with the world and build strong business foundations.

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