



## community development partnership

*Creating opportunities for people to live, work, and thrive on the Lower Cape*

### Jeannette de Beauvoir: It takes creative thinking to manage a business

***“I am grateful beyond words to Pam and Ann and everything they are doing to help and inspire small businesses on the Cape.”***

Jeannette de Beauvoir  
Author, Provincetown



Well-known as the nation's oldest arts colony, many painters, sculptors and writers flock to Provincetown during the summer to find inspiration in the town and the surrounding dunes and landscapes. A hardy gang of artists brave the cold of the off-season to make Provincetown their year-round home.

Author Jeannette de Beauvoir first started coming to Provincetown seasonally about 20 years ago, before making the move to live there year-round. “It was a place I really felt like I fit in,” she says.

Jeannette holds a deep passion for educating readers through her writing. “I’ve always wanted to teach, but I knew academia wasn’t for me,” she says. Jeannette’s educational background is in medieval history, and her

early novels present historical events in a fun and easy to digest manner. Jeannette’s newest work is a mystery series set in Provincetown.

Her latest series represents a shift in approach, one in which Jeannette seeks to educate her readers in a different way.

Like many residents of this progressive community, Jeannette was feeling disheartened after the election in 2016. “I’m not an activist,” she said, “but I knew I could reach people through my writing.” That’s when she was approached by her friend Arthur Mahoney who was in the process of starting HomePort Press, a local publishing company based in Provincetown. Provincetown soon became the backdrop for Jeannette’s series.

The diverse people that call Provincetown home became the inspiration for an intriguing cast of characters in this locally based series. “Mystery readers are very loyal and I wanted to use this series to introduce readers to people they might not meet in real life, and put a face and a story behind different

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lifestyles.” Some of the novels are set around iconic Provincetown events, including Carnival, Fantasia Fair, and Bear Week.

On top of being a prolific writer, Jeannette also offers a variety of services to both established and aspiring writers. Online and in person workshops, a copywriting service, and individual consultations for authors focused on everything from manuscript editing to finding a publisher, are just some of the services she offers. In regards to the breadth of what she offers, “A lot of people focus on one particular aspect. I think I would get too bored,” says Jeannette.

However, by offering such a broad range of ways to support writers, Jeannette found herself getting overwhelmed. In addition, Jeannette was managing multiple websites for her different services which was adding to her workload. “I was realizing that my work was becoming more and more scattered, and it felt like I was doing more, but doing it less well, and with less joy than before,” says Jeannette.

Jeannette first became acquainted with the CDP when she helped to facilitate a workshop through her association with Ptownie, a Provincetown-based media company. Soon after the workshop, Jeannette realized she was struggling to manage her own businesses and decided to set up an appointment with Pam Andersen, the CDP’s director of Business and Credit Programs.

“When you get stuck, your work can sometimes be like trying to edit your own writing,” says Jeannette. This is one of the reasons she sought outside help from the CDP, and she was amazed by the advice she received. “She (Pam) isn’t just making suggestions, she reviewed all my different options with me, asked thoughtful questions, and helped me cut through a lot of the emotion that was standing in the way,” she says. Pam and Jeanette only met for about an hour, but she left the meeting feeling energized and inspired. “Within 24 hours of our meeting, I’d rebranded and relaunched my newsletter, had migrated an online class to a new platform, and created the first of several videos,” she says.

“She was simply that inspiring!” says Jeannette, “I am grateful beyond words to Pam and Ann and everything they are doing to help and inspire small businesses on the Cape.”

The CDP is pleased to work with businesses from all sectors of our economy. We love working with creative professionals who add to the cultural vibrancy of our community.