

A portrait of Renita Bryant, a Black woman with long, thick, brown dreadlocks, wearing red-rimmed glasses and a mustard-colored blazer over a white collared shirt. She is smiling and has her hands on her hips. The background is a vibrant, abstract collage of geometric shapes in shades of teal, blue, green, and purple. A dark blue diagonal band cuts across the lower left, and the bottom of the image features a yellow and blue diamond pattern.

Renita Bryant

AUTHOR
PUBLISHER
ENTREPRENEUR
VOICE AMPLIFIER

BIO



Renita Bryant

Born and raised in Fort Valley, GA, Renita began her academic journey at Florida Agricultural & Mechanical University where she received both her B.S. in Management and Masters of Business Administration. After graduation, Renita worked for some of the world's largest FORTUNE 500 companies including, Johnson & Johnson and Procter & Gamble. In 2012, she registered Mynd Matters Publishing, a consumer-centric publishing consultancy dedicated to guiding and supporting new and aspiring authors through their publishing journeys. Since launch, the company has seen exponential growth from year to year and has worked with notable leaders across an array of industries including sports, business, art, and entertainment.

Through Mynd Matters Publishing, Renita has also published four of her own books: *Yesterday Mourning*, *Remember Me Not*, *Remnants of Tomorrow*, and *Reflections of Forever*.

Determined to design a rewarding lifestyle around her love for words and entrepreneurship, Renita left the traditional corporate world in 2014, choosing instead the path of business ownership through the launch of her second enterprise, SightsSet Consulting, a consumer research company that has worked on projects for the US Army, Florida A&M University, McCann Worldgroup, Egami Consulting, the New Georgia Project, My Black is Beautiful, Olay, Gillette, Piercing Pagoda, and more.

Committed to educating others about the power of insights, strategy, and entrepreneurship, Renita facilitates domestic and international workshops, most recently in Buenos Aires, Argentina, and London, England. The workshops help attendees bridge the gap between where they are and where they want to be in connecting with consumers and excelling in their businesses.

In 2017, Renita was awarded a Sundial Brands Fellowship and received an Executive Education Certification in Entrepreneurship from Dartmouth College. In 2018, she launched two dynamic community contests for young people in Peach County—*The Vanessa Y. Bryant Literary Scholarship (annual)* which is open to Peach County High School juniors and seniors and *The 2018 Peach Publishing Contest*, which was open to children ages 9 -13.

Renita has been featured in Forbes, Inc., MarketResearch.com, Start Up Buenos Aires, the New Voices Fund, CEO Blog Nation, and Voyage ATL. When Renita's not busy running her two companies, she enjoys logic puzzles, connecting with family and friends, exploring the world, writing, and mentoring young people.



Footprint + Impact

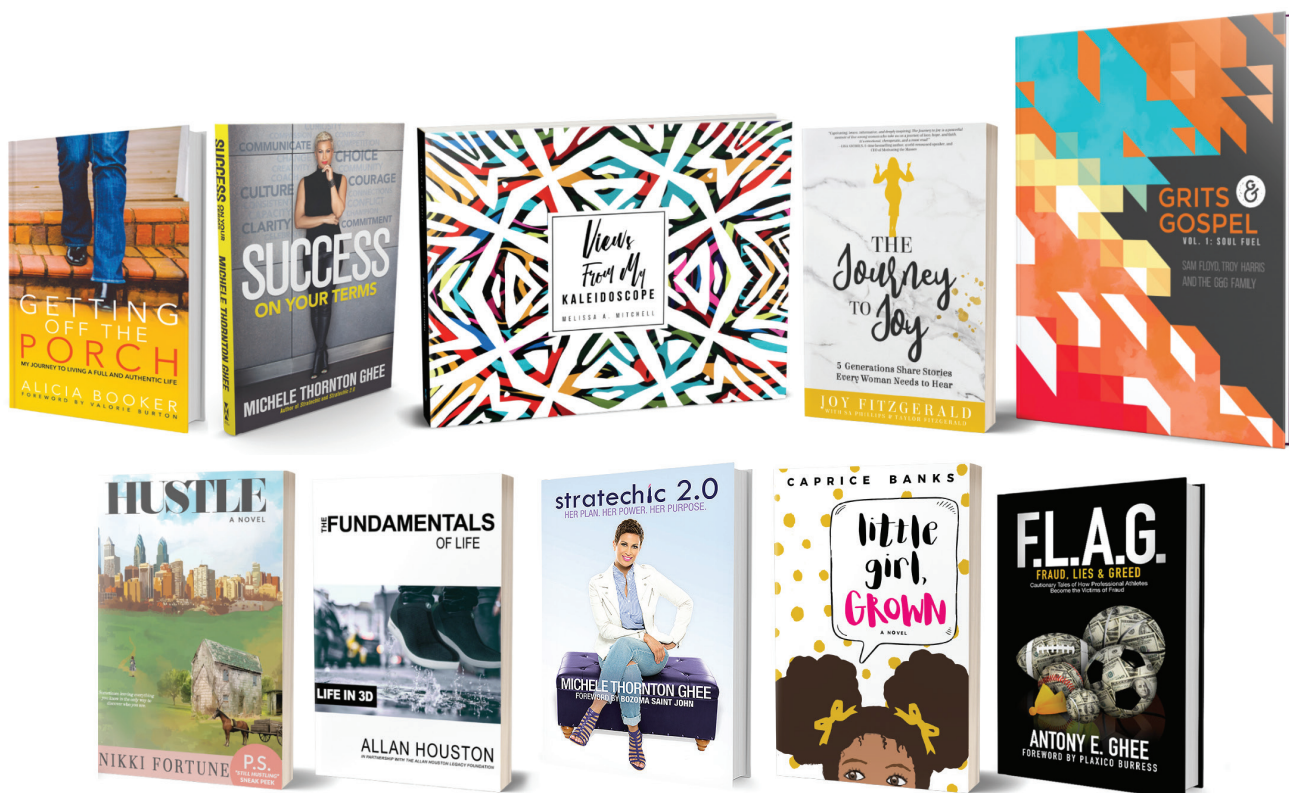
Renita has been featured in/on:



Brand Footprint/Portfolio:



Mynd Matters Publishing (a sample):



BOOKS

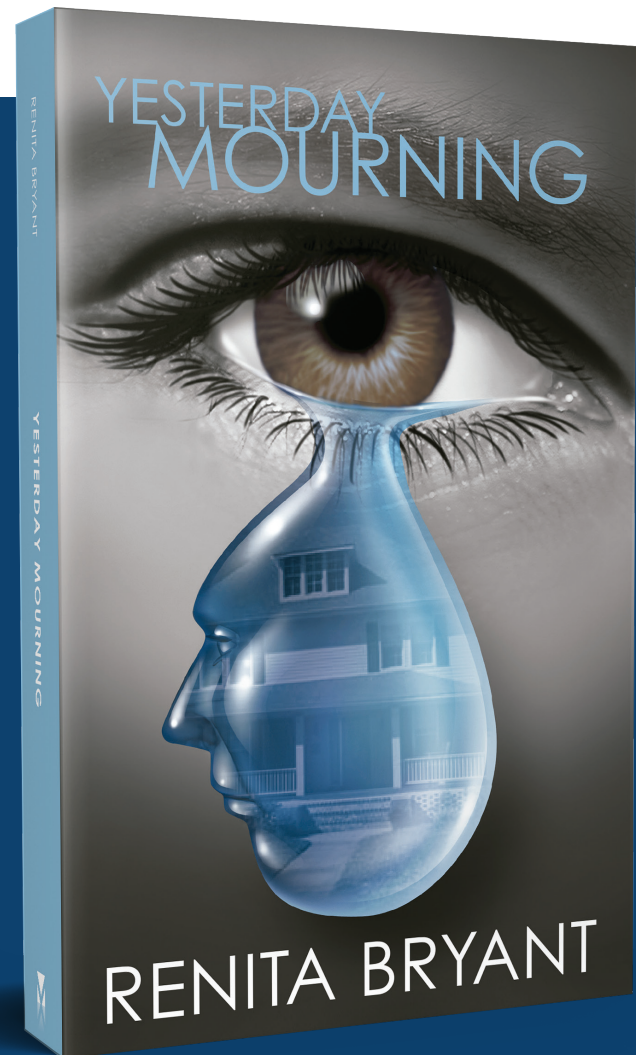
Yvette is a forty-one-year-old woman struggling to cope with losing both parents during her twenties—one to terminal disease and the other to life's complications. Over the years, she learned to repress the pain of watching her mother die and the resentment of having her father casually walk out of her life. Now as she packs her bags to return to her Georgia hometown and the house where final goodbyes were never spoken, a growing sense of uneasiness intensifies.

Vera is the kind-hearted stepsister Yvette never imagined nor wanted. She was an innocent teenager when Yvette's father, the Pastor, entered her life. Although broken from the loss of his beloved wife and daughters, he found a way to give Vera the love and affection she so desperately needed. However, a childhood secret threatens to compromise everything Vera holds dear.

When the Pastor's health takes a turn for the worse, both daughters must decide if they have the strength and courage to no longer be confined to burdens of the past. Will Yvette overcome feelings of abandonment and forgive her father before it's too late? Does Vera's childhood secret hold the key to mending this family's broken relationship?

Yesterday Mourning is a heartfelt and poignant novella about two women learning invaluable lessons of forgiveness, love, loss and ultimately—peace. It is an impressive debut from an author with an authentic voice and a love for storytelling.

Available in [print](#) and [eBook](#).

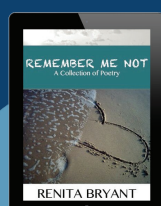


REVIEWS FOR YESTERDAY MOURNING:

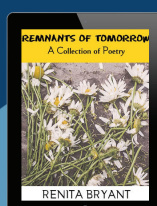
"Yesterday Mourning is an excellent exploration of family bonds, life lessons, and the dealing with loss. Told from the perspectives of two women Yvette and Vera linked by the same man they call father, this story is packed with emotion and told very skillfully by the author Ms. Bryant. It is not easy to craft a story from the perspectives of two women with a first person POV but the author quite capably handles the task. I would recommend this book to everyone!"

"Yesterday Mourning is a heartfelt story of loss and discovery. We follow the struggle of two women who are trying to reconcile their separate, but shared pasts and understand the impact of the present happenings that will clearly bind them forever. Renita Bryant is a soulful storyteller. With this work, her prose puts us, the reader, at ease and leaves us wanting more."

"This book is a great lesson in what can happen if we are willing to put away the hurts of the past and embrace forgiveness. Yesterday Mourning doesn't preach the lesson. It demonstrates it most beautifully."



(January 2015)
Available
in [eBook](#).



(December 2015)
Available
in [eBook](#).



(October 2016)
Available in
[print](#) and [eBook](#).

Workshops

Mastering Your Mindset

This class is for anyone ready to step into entrepreneurship and create their ideal lifestyle. From the mental roadblocks of leaving comfort and familiarity behind to accepting and embracing failure, attendees will learn techniques and tactics to overcome the mental hurdles of entrepreneurship. Additional components include: aligning business goals with personal values, combatting crippling doubt and negative self-talk, learning how to expand their capacity, conducting a personal SWOT analysis, calculating their walkaway number, identifying the key things to consider and prioritize within the first 90 days of launch, assessing the competition, and forming strategic partnerships to grow.

Publish or Perish: The Step-by-Step Guide to Reader-centric Publishing™

Many yearn to share their story or idea with the world. They are ready to take the leap into authorship, but are unsure how. In this workshop, Renita provides innovative strategies that will position a book lightyears ahead of its competition. This workshop is designed for writers and aspiring authors who want to learn the basics of publishing, what to prioritize pre- and post-launch, ways to understand and engage the ideal reader, and tools to prepare for their new role as a published author.



Get FED-UP: A Simple Guide to Take the Leap

Many want the seemingly flexible and appealing lifestyle of an entrepreneur while not knowing what it takes to make it happen or how to take the first step. In this talk, Renita Bryant presents the 3 key strategies to move individuals from wanting to doing. She challenges thoughts, actions, and current norms to equip attendees with the tools needed to explore their goals, expose their fears, and expand their minds as they step out of their comfort zone and into a whole new world.

In The Community

Renita Bryant & Mynd Matters Publishing proudly serve the community through three programs for young people.

Vanessa Y. Bryant Literary Scholarship

The Vanessa Y. Bryant Literary Scholarship was created in 2018 in memory of Renita's mother, the late Vanessa Yvette Bryant. Bryant, a native of Fort Valley, GA, and a graduate of Peach County High School, was an avid reader and talented writer that supported academic causes and instilled the importance of education in her daughters.

The prize includes a financial scholarship and is open to all high school juniors and seniors living in the contest area.

Peach Publishing Contest

The 2018 Peach Publishing Contest aimed to encourage children in Peach County, GA to explore their creativity as well as provide opportunities to have their work professionally published. One grand prize winner received a one-year publishing contract with Mynd Matters Publishing along with an assortment of cash, books, and more!

Black Business Excellence Initiative

The Black Business Excellence Initiative was designed as a way to partner students of HBCUs with multicultural owners of small and mid-sized businesses through internships and longer-term employment opportunities. The program was piloted in 2018 in partnership with Florida A&M University's Career and Professional Development Center.



Contact + Booking

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