



**Jorge Lacera** was born in Colombia, and grew up in Miami, Florida, drawing in sketchbooks, on napkins, on walls, and anywhere his parents would let him. After graduating with honors from Ringling College of Art and Design, Jorge worked as a visual development and concept artist at American Greetings, Irrational Games and Ghost Story Games. As a big fan of pop culture, comics, and zombie movies, Jorge rarely saw Latino kids as the heroes or leads. He is committed to changing that, especially now that he has a son.

**Megan Lacera** grew up in the suburbs of Cleveland, Ohio, with a book always in her hands. She became a writer and creator of characters and worlds for entertainment companies like American Greetings, Hasbro and GoldieBlox, and later formed her own creative company, Studio Lacera, with husband Jorge Lacera. After reading many stories to their son, Megan realized that very few books reflected a family like theirs—multicultural, bilingual, funny, and imperfect. She decided to change that by writing her own stories.



Megan and Jorge live in Montreal, Quebec with their son, Kai.

**Megan and Jorge will be accepting applications for:** Authors and Author/Illustrators of fiction (all topics. Diverse voices wanted!

**1. If you could be in any movie or tv series, what would it be and what character would you play?**

**Jorge:** The Mandalorian. He's a badass, plus he gets to hang out with cool, interesting people as well as Baby Yoda.

**Megan:** Mikey from The Goonies. He never says die and he gets to meet One Eyed Willie!

**2. If you could have any supernatural power, what would it be and why?**

**Jorge:** Teleportation. Travel would be so much easier.

**Megan:** Speak and understand all languages. Imagine how much you'd be able to connect with people!

**3. What are your five favorite picture books not written and/or illustrated by you?**

Frankenstein Makes a Sandwich, Adam Rex

Nino Wrestles the World, Yuyi Morales

Jabari Jumps, Gaia Cornwall

Creepy Carrots, Aaron Reynolds, Peter Brown

Mr. Wuffles!, David Wiesner

**4. What writing-related accomplishment are you most proud of?**

**Jorge:** Publishing our book together, working closely with Megan.

**Megan:** Ditto.

**5. What about mentoring excites you most?**

We are excited to help usher in a new amazing creative voice into the world.

**6. What are your strengths as mentors?**

As an author-illustrator team, we understand the full process of creating picture books. Our experience in entertainment, gaming, and toys also provides with a lot of unique insights in the market and business. Plus, we love helping and nurturing creators! We're able to supportively nudge you into thinking more deeply about your work so you can harness more of your potential.

**7. What is your feedback/critique style like?**

Direct, encouraging, supportive, inquisitive

**8. What are the most important things you're seeking in a mentee?**

Willingness to revise and start over if necessary

Good communication; we're often direct about feedback and appreciate directness in return

Maybe a bit of an edge

Sense of humor

Must love The Americans series finale and be in awe of its craftsmanship.

**9. Who are you not the best mentor for?**

If you don't like revising and really digging into your work, we probably aren't the best mentors. We believe in going out there with your best selves...which often means revising and wrestling with the heart of your stories.

**10. How will you help your mentee and their stories develop?**

We'll take a holistic approach. We can share industry insight and experience, critique your manuscripts and/or dummies, help you to identify weaknesses and strengths, tune into your strongest concepts/stories, polish query letters and work on pitching and developing your social media strategy. We can also talk about the writer/illustrator relationship and to maximize the potential of both.

**11. What is your style of communication like?**

Similar to our critique style.... Direct, encouraging, supportive, inquisitive, slightly irreverent, attentive.

**12. What are you looking for in the applications you receive?**

We will be looking for unique perspectives and voices. Really great concepts, humor, and a willingness to revise and make changes when needed.

**13. Any tips/advice for applicants to make their applications and/or manuscripts shine?**

Focus on your story and big ideas...spending tons of time on small things isn't going to make a huge difference. Does your piece have a strong hook? Is the title memorable? Is your idea fresh? Do your characters have an arc? Focus on these questions as you select which manuscript you put forward.

**14. What advice or inspiring and/or motivational words would you like to offer up to anyone applying to be your mentee or simply reading this questionnaire?**

Please don't be an A-hole.

Also, never give up! Learn more about your craft, your business, and yourself...and keep going.