

Welcome to your kit.

Everything you need to fill your six seats — and exactly how to use it.

Hi friend — welcome to the Let Her Rise speaker marketing kit. This was built so none of us has to reinvent the wheel and every speaker has a real shot at filling her six seats with the right people. The whole kit is in your shared folder. This document explains what each piece is, when to use it, and what to customize before sending. Read once, refer back as needed.

WHAT'S IN YOUR KIT

Emails (3)

Three pre-written HTML email templates you can copy and paste into your email provider (Flodesk, Mailchimp, ConvertKit, etc.).

- Email 1 — the announcement (warm, exciting)
- Email 2 — the talk preview (refined, value-forward)
- Email 3 — the last call (short, direct, urgent)

Email Header Image (Canva template)

A reusable header image template you customize once with your photo, name, and talk title. Use the same header across all three emails.

Social Graphics (Canva templates)

Three formats so you can post the same announcement everywhere it matters:

- Instagram square post (1080×1080) — also works on Facebook and LinkedIn feed
- Vertical Story (1080×1920) — for IG and FB Stories
- Horizontal feed post — best for LinkedIn

Social Caption Library

Multiple caption variants for announcement posts, behind-the-talk posts, "who this is for" posts, and last-call posts. Plus a Story prompt list and a hashtag pool. Pick the voice that sounds like you, customize the brackets, post.

DM & Text Message Scripts

Templated 1:1 outreach messages for your warm network – the personal invite, the follow-up, the group-chat blast, the last-chance nudge, and response handlers for common objections. This is where most of your ticket sales will come from.

Networking Talking Points

15-second, 30-second, and 60-second pitches you can use at chamber meetings, masterminds, podcasts, and "what are you up to lately?" conversations. Plus Q&A prep.

Email Signature Snippet

A small HTML block you paste below your normal email signature so every email you send between now and August becomes a passive event promo. Two versions – minimal one-liner or boxed card.

Bio One-Pager (Word doc)

Press-ready document you can send to podcast hosts, journalists, or partners who want your bio, headshot, talk info, and suggested interview questions in one polished file.

YOUR CAMPAIGN CALENDAR

Don't try to do everything at once. Stretch your promo over 8–10 weeks so it builds momentum without burning your audience out.

TIMING	WHAT TO DO
8–10 weeks out	Customize and send Email 1 (announcement). Post the IG square and Story announcement. Add the email signature snippet.
7–8 weeks	Build your warm-network outreach list (25–40 people). Begin sending personal DM invites.
5–6 weeks	Post a "behind the talk" caption (Caption Library #2). Repost Stories. Send the bio one-pager to any podcast invites.
3–4 weeks	Customize and send Email 2 (talk preview). Post a matching mid-cycle social.
2 weeks	Post a "who this is for" caption (Caption Library #3). Follow up on warm DMs that haven't replied.
7–10 days	Customize and send Email 3 (last call). Post the last-call social variants. Send last-call DMs to specific maybes.
Throughout	Use the Talking Points in every networking conversation. Drop the event link wherever it makes sense.

WHAT TO CUSTOMIZE IN EACH FILE

Emails (HTML files)

- Find every [YOUR NAME] placeholder and replace it.
- Replace the header image URL with your hosted speaker header (export from Canva and host in your email platform's media library).
- Update [Your Title / Tagline] in the sign-off.
- In Email 3 – update [DATE] (Early Bird closing date) wherever it appears.
- Send yourself a test before sending to your list. Always.

Canva templates

- Open the shared template link – it auto-creates an editable copy in your Canva account.
- Swap the photo, your name, your title/company, and your speech title.
- Do NOT change colors or fonts – the look is consistent across all 8 speakers on purpose.
- Export at PNG for social, JPG for email headers.

DM scripts

THE 90-SECOND RULE

Every templated DM or text needs ONE specific line added before you send it. "Thought of you because of [the season you're in / your launch / our last conversation]." That one line is the difference between an outreach that converts and one that gets ignored. Don't skip it.

Bio one-pager

- Replace [SPEAKER NAME] and bracketed bio.
- Insert your headshot in the placeholder cell (right-click → Insert Picture).
- Fill in your contact info at the bottom.
- Save as PDF before sending to press or podcasts.

YOUR FIRST 7 DAYS

If you do nothing else, do these seven things this week:

1. Open the Canva templates and customize all four with your photo and info. Save them.
2. Customize Email 1 and schedule it for tomorrow morning (or send it now).
3. Make a list of your top 25 people – the ones you'd most love to see in the room.
4. Post the announcement IG square + Story today or tomorrow.
5. Add the email signature snippet to your default email.
6. Send 5 personal DMs from your top 25 list using the warm-invite script.
7. Forward this kit + the event link to anyone in your network who runs an aligned audience.

BEST PRACTICES

Do

- Send yourself a test of every email before sending to your list.
- Add a personal line to every templated DM or text – always.
- Repost your social graphics across IG, FB, and LinkedIn (not just one platform).
- Save the event link to your phone's quick paste / clipboard so you can drop it in conversation.
- Track who you've reached out to in a simple list.

Don't

- Copy-paste the same DM to 30 people without customizing.
- Post all the social graphics in the same week – stretch them out.
- Leave your event email signature running after Aug 28.
- Use scarcity language ("only 2 seats left!") that isn't actually true.
- Wait until 2 weeks before to start – it's too late by then.

QUESTIONS OR STUCK?

For marketing kit questions – anything from "how do I customize this?" to "can you suggest a caption tweak?" – reach out to **[YOUR NAME / TYSEN]** at **[email@elevategrowth.solutions]**. For event logistics – venue, schedule, registration issues – contact Jeana directly.

A FINAL NOTE

Your six seats are not a sales target to grind through. They are six women who will walk out of Castle Park different than they walked in – because YOU invited them. Treat the outreach like that. The kit is a shortcut for the work, not a replacement for the why.