

Bio

KELSEY FORMOST

MARKETING EXPERT & EDUCATOR

WWW.KELSEYFORMOST.COM

Kelsey Formost is a copywriting expert, marketing educator & mental health advocate who helps entrepreneurs find their voice & write words that sell (without being sales-y).

She's been featured in Business Insider, AdAge, Glamour, Refinery29, Boss Babe & more. She's also an experienced public speaker chosen for some of the country's top marketing events like Hubspot's "Inbound" and SXSW (South By Southwest). Kelsey was recently named a 'Rising Star' by industry leader 'Talking Influence' on their coveted "Influencer Top 50" list of the 50 most influential persons in influencer marketing.

Kelsey's easy-to-understand teaching style has helped take struggling businesses to six figures and beyond, but that's not really what's important.

Kelsey's mission is to de-mystify the process of communicating with an online audience, helping people feel empowered and inspired every time they need to write or speak about their business (and also, yeah, make more money in the process).



Expertise & Reach

13k

INSTAGRAM
FOLLOWERS

5k

EMAIL
SUBSCRIBERS



LINKEDIN
"ALL STAR"



GLAMOUR

BUSINESS
INSIDER

AdAge

INBOUND2020
SPEAKER



AREAS OF EXPERTISE

- Copywriting & the art of persuasion
- Mental health & entrepreneurship
- Building a personal brand & voice
- Content marketing & strategy
- Influencer Marketing

Audience

80% FEMALE

80% of my audience identifies as female, most are entrepreneurs.

24-44 YEARS OLD

70% of my audience is in the 24-44 year old age range, 10% are 18-24, 13% are 44-54.

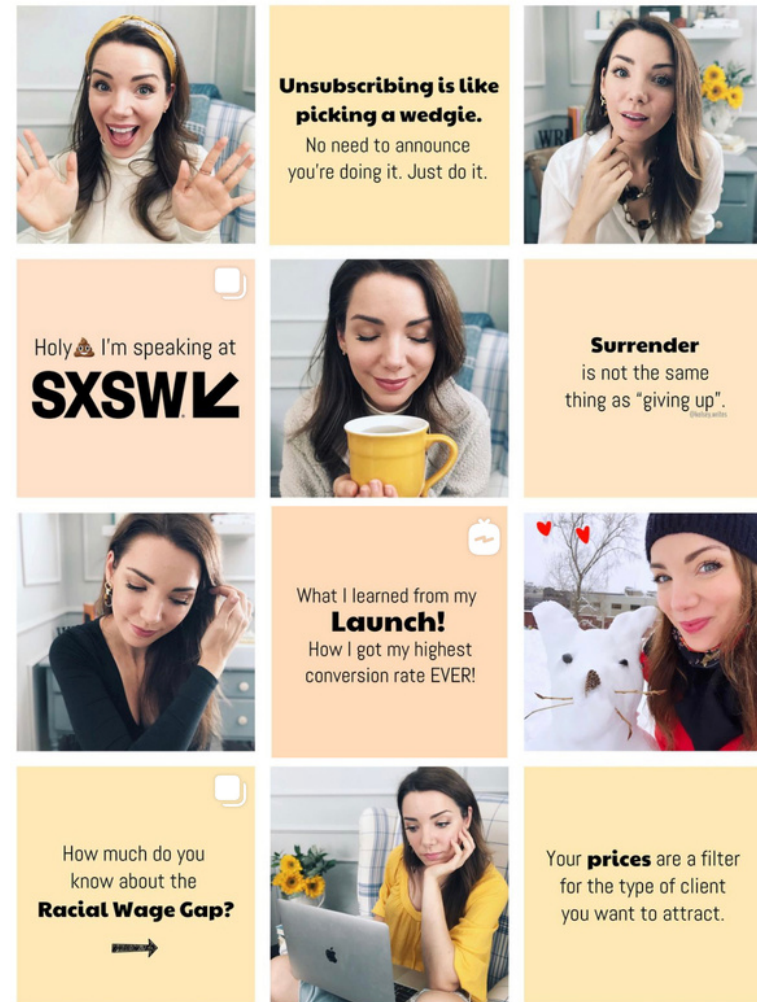
DEMOGRAPHICS

65% US | REGIONS

10% CANADA | REGIONS

10% UK | REGIONS

5% AUSTRALIA | REGIONS



Top keywords for my audience include
#entrepreneur, #creativepreneur,
#fempreneur, #womeninbusiness,
#femalefounder, #sidehustler,
#communityovercompetition

What you can't see
from analytics
alone...

MY ACTING BACKGROUND

I spent 15+ years as an actress and screenwriter. I'm excellent at telling a good story, thinking on my feet, and driving interviews in a way that's engaging.

MY WRITING SKILLS

I'm a professional copywriter who has scaled her business to 6-figures & have almost 9,000 entrepreneurs enrolled in my courses. When it comes to hooking new followers, I know my sh*t. My show notes, weekly emails, & blogs are fire.

MY MARKETING CHOPS

I've been a marketing consultant for years and understand how to plan an effective organic marketing strategy.



Favorite Interviews as a Guest

BEYOND INFLUENTIAL

- Top-rated business podcast with personal branding expert Brittany Krystle on actionable tips to develop a unique brand voice & uplevel your copy.

PEP TALKS FOR SIDE HUSTLERS

- Value-packed podcast episode with 7-figure entrepreneur Shannon Mattern covering copywriting, business strategy, & mental health.

SUCCESS WITH SOUL

- Explaining how everyone can learn key copywriting skills to improve their business & diving into email copywriting with "6-Figure Blog Academy" founder, Kate Kordsmeier.

WINFLUENCE

- Surprisingly poignant interview with Influencer Marketing author, speaker, and thought leader Jason Falls on influencer marketing and content strategy.



Top "Find Your Magic" Episodes



DEEPENING FEMALE FRIENDSHIPS

- How to make, keep, and deepen female friendships as an adult. My best friend & I cover research that shows the quality of our friendships predicts our overall happiness.

DATING WITH INTENTION

- How to call in your dream partner! Licensed therapist & dating coach walks us through how to define your values and write a dating app bio that attracts your soulmate.

HUMAN DESIGN FOR ENTREPRENEURS

- Ever wonder why certain tasks are more interesting to you as an entrepreneur while others seem so difficult? Unlock your potential with an expert Human Design coach.

HOW TO WRITE A WEBSITE

- A solo episode where I walk my listeners through the exact steps they need to take to plan and write a website that converts readers into paying clients.

Testimonials



"Kelsey is a **tremendously talented** marketing professional and a **captivating speaker**.

She bolstered our firm's staff retreat with a highly informative and engaging presentation. **She is a superstar**, and we are grateful to work with her."

JULIE PHILLIPS

Vice President, Randle Communications



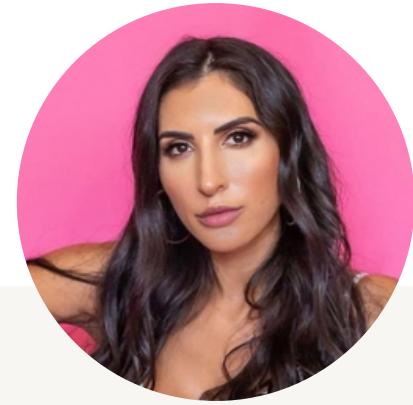
"Right off the bat Kelsey put a spin on marketing that helped me see the industry from a different perspective.

Our **discussion was rich**, but perhaps not in the way you might expect ...

It was one of those delightful conversations that will make you think, surprise you, and **leaves you thinking differently** about the space."

JASON FALLS

Host of top-rated podcast, "Winfluence"



"Honestly **one of the most valuable and actionable interviews EVER**.

Kelsey goes beyond the surface-level explanations of what copy is and why it matters, and really goes deep on the tactics and strategies behind creating copy that converts."

BRITTANY KRYSTLE

Host of top-rated podcast, "Beyond Influential"

Headshots

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