

Bio

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# KELSEY FORMOST

MARKETING EXPERT & EDUCATOR

[WWW.KELSEYFORMOST.COM](http://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, Glamour, Refinery29, Boss Babe & more. She's also an experienced public speaker chosen for events like Hubspot's Inbound2020 and SXSW (South By Southwest) 2021, two of the top marketing conferences in the country. 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

12k

INSTAGRAM  
FOLLOWERS

6k

EMAIL  
SUBSCRIBERS

in

LINKEDIN  
"ALL STAR"



GLAMOUR

BUSINESS  
INSIDER

SXSW.

INBOUND2020  
SPEAKER

REFINERY29

BOSSBABE

## AREAS OF EXPERTISE

- Copywriting & conversion copy
- Content marketing & strategy
- Brand positioning & voice
- Influencer Marketing
- Mental health & entrepreneurship



# Favorite Interviews

## 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.



# 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 leave 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"

# Contact Me



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