

Bio

KELSEY FORMOST

MARKETING EXPERT & EDUCATOR

WWW.KELSEYFORMOST.COM

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

Kelsey's words and viral essays have been published by TODAY.com, AdAge, Glamour, Shondaland, Business Insider, Refinery29 & more.

Kelsey is 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 named a 'Rising Star' by industry leader 'Talking Influence' on their coveted "Influencer Top 50" list of the 50 most influential persons.

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

GLAMOUR

BUSINESS
INSIDER



AdAge

shondaland



INBOUND2020
SPEAKER



BOSSBABE



YOUTH
MARKETING
STRATEGY



13k

INSTAGRAM
FOLLOWERS

4k

EMAIL
SUBSCRIBERS

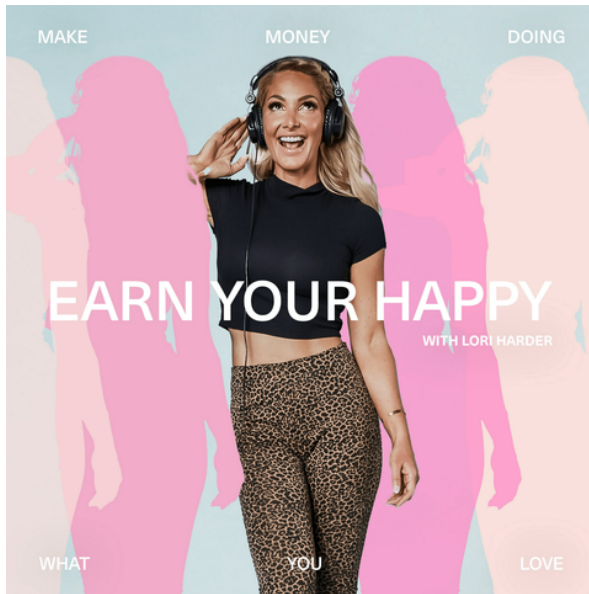


LINKEDIN
"ALL STAR"

AREAS OF EXPERTISE

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

Favorite Podcast Appearances

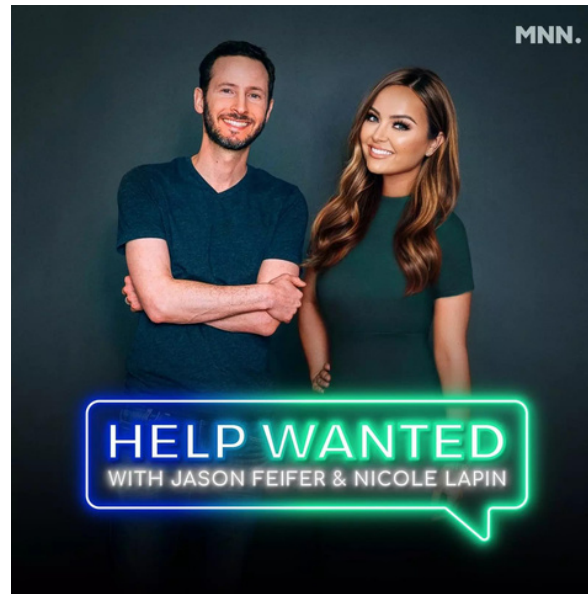


Kelsey breaks down how to write copy that isn't sales-y but still boosts conversions by up to 300%!

The top-rated podcast "Earn Your Happy" **boasts 50+ MILLION downloads (& counting!)**.

EARN YOUR HAPPY

With Lori Harder



Kelsey talks PRICING digital products on top-rated podcast, "Help Wanted".

Hosted by Jason Feifer, **Editor in Chief of Entrepreneur Magazine & #1 NYT best-selling author & CNBC Money News anchor,** Nicole Lapin.

HELP WANTED

With Jason Feifer and Nicole Lapin



Celebrity "Quantum Coach" Ashley Gordon hosts Kelsey to chat finding your voice & writing copy that sells!

"The Badass Manifestor Podcast" is in the **top 0.5% of Entrepreneurship Podcasts!**

THE BADASS MAINFESTER

With Ashley Gordon

Favorite Articles, Essays & By Lines...



VIRAL PERSONAL ESSAY: How to support your friends in the 'Dead Dad's Club' this Father's Day



VIRAL PERSONAL ESSAY: The cost of pre-marital fertility treatment is falling exclusively on single women



VIRAL PERSONAL ESSAY: Learning to embrace my gray hair after a decade of dying it for Hollywood



BYLINE: Why 'affinity' is the key data point for social media and digital marketing success

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.

RELEASING MOM GUILT

- CEO and six-figure blogger Kate Kordsmeier discusses mom guilt while building a business, and why there's no such thing as "work-life balance"

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.



Podcast Reviews...

I actually got choked up

★★★★★

Sun

Sunny36524

I feel like these topics are kept separate and it's never made sense to me (mental health and business/entrepreneurship). Like you're either a meditating yogi therapist OR you're a successful business owner/sales person. Finally a place to talk about BOTH!

Kelsey is AMAZING! Such a good story teller wow

★★★★★

Mon

hhh💕

I've been looking for a new podcast for a while, and I think I just found my new favorite. Kelsey is so raw and honest with her podcast, it's almost refreshing to hear someone I can relate to so much. Keep it up Kelsey, congratulations!

Enlightening

★★★★★

Mon

A_Benford

Kelsey is an expert when it comes to teaching entrepreneurs how to be intentional with words. Her conversations are vulnerable and authentic. She will encourage you to let your "magic" shine.

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.

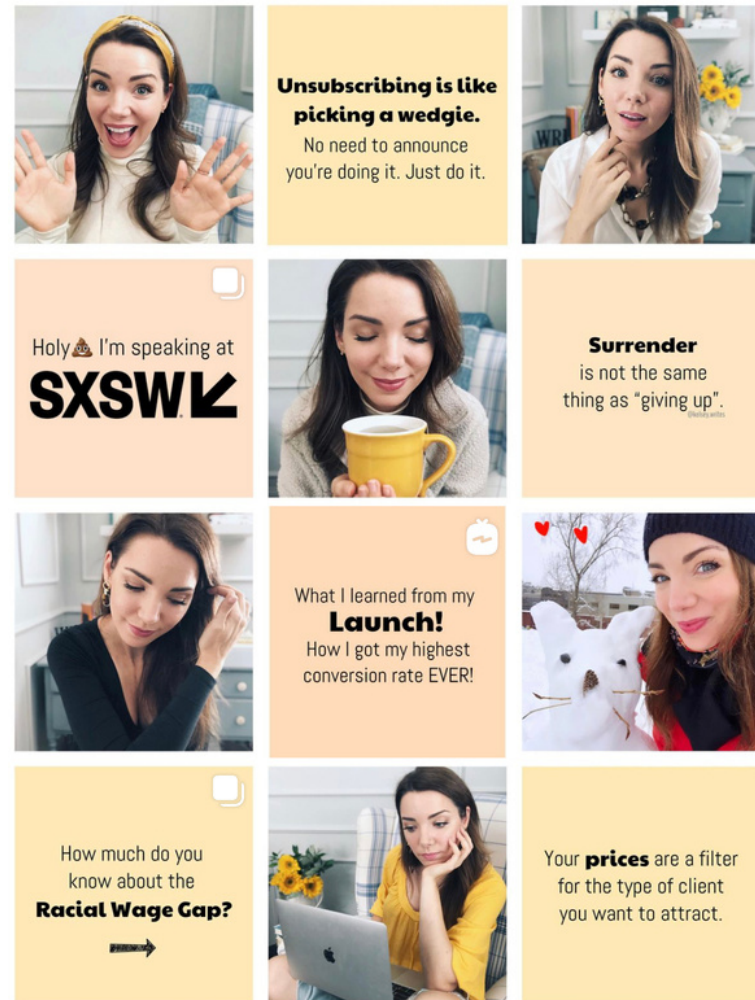
DEMOGRAPHICS

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 almost 9,000 entrepreneurs enrolled in my marketing courses. When it comes to hooking new followers with word magic, 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.

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



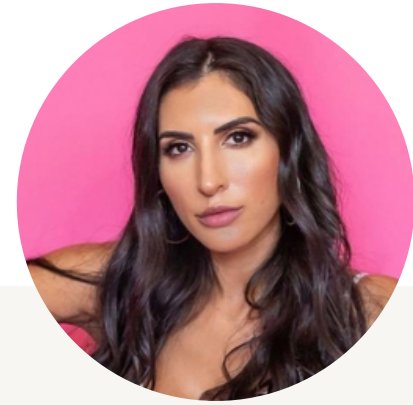
"Right off the bat Kelsey put a spin on marketing that **helped me see the industry from a different perspective**.

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

[CLICK HERE TO
DOWNLOAD
APPROVED
IMAGES](#)



Contact Info



DIRECT CONTACT:

e: hello@kelseyformost.com

w: www.kelseyformost.com

c: 858.525.1859

Based in Santa Barbara, CA, open to travel

📷 [@kelsey.writes](https://www.instagram.com/kelsey.writes)

📘 [/kelseyformostwrites](https://www.facebook.com/kelseyformostwrites)

🌐 [/kelseyformost](https://www.linkedin.com/company/kelseyformost)