

Laura Lee



Media Kit 2019

First and foremost, I'm so glad you're here!



I'm Laura Lee

Since 2018 I've chased my dreams with reckless abandon, much to my husband's dismay, and I'm building a brand, a business, and a life that I can be proud of. Don't let my husband fool you - he's an equal partner in this business, but I'm definitely the brains behind the scenes, and the stories are told from my perspective. He however, knows how to keep me on track, get me out of bed, and makes sure I eat.

With his help, I officially launched on April 24, 2019. Side note: I'm the tech person, too, which means lots of late nights and early mornings. Like I said, he makes sure I eat, because...food.

Ready to collaborate?

I posted all the important information up front so it's easy to read and it's fast however, if you keep reading you'll find even more details to determine if we're a good fit.

I can't wait to hear what you envision, how you plan to team up, and what your plan is to make your dreams come true. I hope that we can work together, support one another, and make an impact as a duo. And, most of all, I am just thankful that you saw something inside of me that had you reach out! Now, let's make it happen, whaddya say?

This guide gives you every ounce of information you need to decide if we're a good fit and would like to work with me, which by the way, would be AWESOME!

The *Blog...*

I started blogging recently as a way to support and validate other women who are diagnosed with mental illnesses and who are sexual assault survivors.

It's already quickly evolving and I'll be launching Color Joy on July 1st - a coloring book membership. Coloring is a therapeutic activity that is shown to lower stress and anxiety levels and help reduce depression symptoms.

I post about trauma, depression, DIY, and selfcare.



Blog posting Schedule

Every Thursday

**stats are accurate as of June 15, 2019*

The Stats

Page views
16,812

Unique Monthly Visitors
3196

% Returning Visitors
12.27%

% New Visitors
87.73%

Direct Visits
18.10%

Organic Search
.27%

Readers from Social Media
81.53%

Let's Get *Social*

Laura Lee has been growing by leaps and bounds since launching her website and blog just a few short weeks ago. She offers validation, support, resources, and hope to those in need. She keeps it raw and uncensored while sharing stories of repeat sexual assault, the demons of depression and PTSD, and her healing journey - leading to a healthier lifestyle. All with the support of her family, her friends, and her pup, Cricket.

Running a multi-faceted business is not for the weak of heart. Laura Lee quickly learned that she can't stay in bed until noon even when her depression tells her to. She's often up at 4:00 AM with Scott. Goal-setting and accountability is the name of the game. She meets with a therapist 6x a month and her psychiatric nurse practitioner for medication management every 6-8 weeks.

What you can expect?

A quality photo and styled image of your product or service. You'll get an authentic, excited, engaging caption, and a genuine desire to share you with my audience.

Instagram



389+

Average posts per week: 3

Facebook



373+

Average posts per week: 5

Pinterest



38

Average pins per week: 105

Price List

Social Media Endorsements

Social media endorsement reach readers quickly and is becoming the most popular way to advertise. This rate includes endorsement of service / product on Facebook, Instagram (along with a story mention), or Pinterest.

\$ 2 5 0 p e r p o s t

Sponsored Giveaways

Sponsored giveaways are the best way to involve readers and gain interest in your product. A sponsored giveaway must be an addition to and combined with a social media endorsement.

\$ 1 2 5 p e r g i v e a w a y

Who follows Laura Lee?

W o m e n 3 5 - 6 5
U S , C a n a d a ,
U K

Laura Lee's followers are primarily women who are searching for validation and support. They are driven to succeed, but at times their mental illnesses lie to them and have them believing they're unworthy and lazy. They're seeking love, acceptance, harmony, self-care techniques, and sleep!



Hey, you there. Here's the scoop!

All posts subject to approval and may be declined based on brand image or interest at the requested time!

LET'S TEAM UP!

This is me - hope it's you, too!

- ✓ When I'm working out of my home office, I still need to put on business casual. Call me crazy.
- ✓ I've been in therapy and on medication since 1998.
- ✓ I'm smitten with my husband of almost 33 years. He's pretty darn special.
- ✓ I know I'm biased, but I really do have the best grandsons and children, this side of Heaven.
- ✓ I had bariatric surgery and I'm still struggling to lose weight.
- ✓ I believe multi-tasking is a dirty word. If I'm multi-tasking I have too much to do.
- ✓ I have an amazing puppy, named Cricket. I'm her person, and she's the love of my life. She also happens to hog the bed.
- ✓ My favorite food is chocolate. I hear it releases endorphins. I'm sticking to that story.
- ✓ I'm a napper - every day of the week.
- ✓ I'm training to run in a 500k with my sister. That's 314 miles for those of you trying to do quick math. We'll do it in 8 days. Pray for me!
- ✓ I don't like to wear shoes, but I love warm socks and slippers.
- ✓ I've never tried an illicit drug in my life...never even smoked a cigarette.
- ✓ I can't stand to cook - that special husband of mine does ALL the cooking.
- ✓ I'm an introvert, but get me talking and I don't know how to shut it!
- ✓ I believe I was born to be a leader - not an easy skill for an introvert.
- ✓ My mental health diagnoses sound like I have a healthy helping of alphabet soup.
- ✓ My favorite books, TV shows, and movies are suspense/thrillers, but no blood and guts, please.
- ✓ I love British time periods like Downton Abbey and Call the Midwife.
- ✓ My favorite time of year is Christmas - it's the one time I know the whole family will be together.
- ✓ I served 15 years in the military and miss the travel. I'm determined to make it a full-time career one day.

Thanks so much! Can't wait to collaborate!

Did I mention I like confetti?



HOW TO BOOK

Let's do this!

All sponsorships and collaborations are on a first come, first serve basis. To get your product or service lined up for a collaboration, please email: hello@itsmelauralee.com and include the product or service, the website, and what you envision for the sponsorship.

Hello@itsmelauralee.com
www.itsmelauralee.com

Please allow 24-48 hours for a reply.