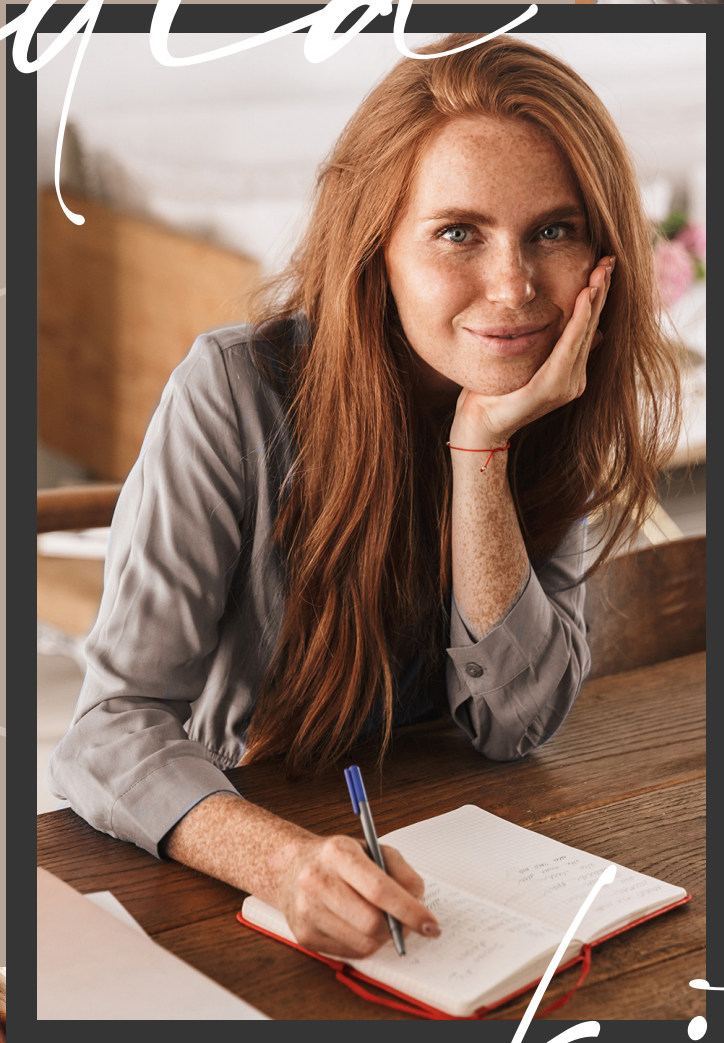# media 2021 kit

KERRIE LEGEND

# Kerrie Legend

BLOGGER

GRAPHIC DESIGNER

AUTHOR

*website*
KERRIELEGEND.COM

*instagram*
@KERRIELEGEND

*pinterest*
/KERRIELEGEND

*youtube*
/C/KERRIELEGEND

*twitter*
@LEGENDKERRIE

## BLOGGING / MEDIA STATS

| 40k | 6k | 12k |
|---|---|---|
| PINTEREST | TWITTER | FACEBOOK |

| 300 | 1.5k | 450k |
|---|---|---|
| YOUTUBE | INSTAGRAM | WEBSITE |

| 22 | 90k | $1.5m |
|---|---|---|
| AUTHORITY | EMAIL LIST | SALES |

Kerrie Legend is a profilic writer and graphic designer, with a focus on Pinterest and lead magnet design. She has written and published over ten books, written over 200 blog posts, and is ranked for several keywords in the top 3 on Google.
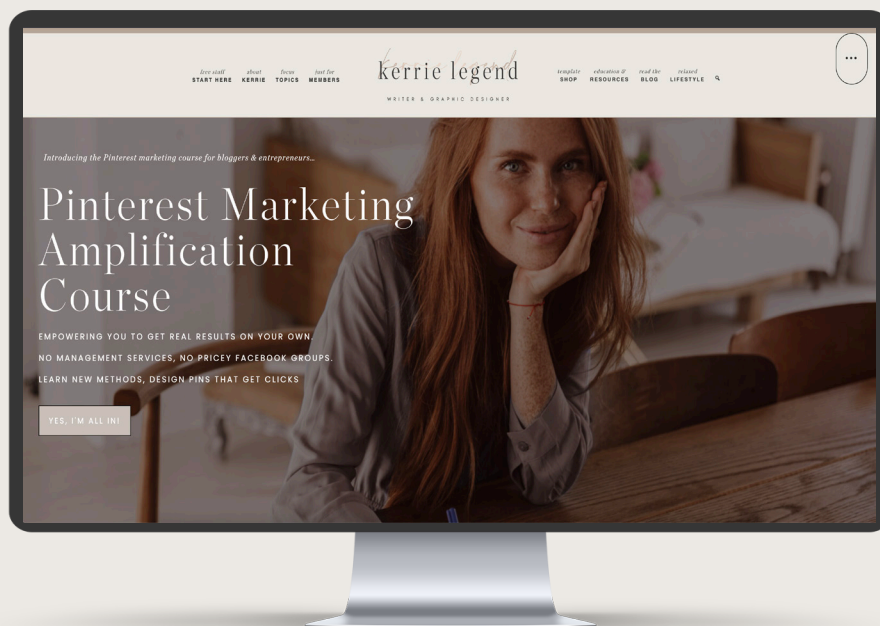
She assists bloggers with creating processes and systems to grow their blog and website traffic through intense focus of search engine optimization and keyword use. Her methods include an auditing approach of careful examination and use of metrics to gauge progress of ranking.

Her template designs have been loved by over 20,000 customers for their unique layouts and ease of use.

## kerrie legend

WRITER & GRAPHIC DESIGNER

courses

## PINTEREST MARKETING & AMPLIFICATION COURSE

Designed for bloggers, writers, and entrepreneurs, this is Kerrie's flagship course that covers the basics of Pinterest all the way through intermediate topics such as catalog creation, shop analytics, and developing processes from pinning to landing pages.

## EMAIL MARKETING MAGIC

Writing headlines, subject lines, and email copy has never been easier with the help of Kerrie's Email Marketing Magic course. Learn how to set up tripwires and signup prompts on your website to writing engaging emails that convert.

## COPY COCKTAIL

Kerrie helps bloggers and entrepreneurs learn how to write copy, create sales pages, get emails opened by readers, and be persuasive with words.

## BLOGGING / BUSINESS

How to make money blogging, blogging as a career, Pinterest marketing, how to blog for profit, affiliate income, revenue streams, digital products, merchant accounts, online shops, SSL certificates, website hosting, domain name registration, starting a business, launching a blog, blog content plans, sitemaps, search engine optimization, site audit, website traffic, keywords, analysis, website structure and navigation, growing a blog, blog planning, lifestyle blogs, how-to blogs, working from home.

## EMAIL MARKETING

How to write a sales funnel email sequence, selling from a lead magnet, lead magnet design, creating lead magnets, building an email list from scratch, growing an email list, email sequences, welcome series, questions for emails, email headlines, email content, email newsletter content ideas, writing quality emails, converting leads to customers, email subscription platforms, blog email lists, freebies, opt-ins, content upgrades, email signup forms, Flodesk, email courses, email challenges.

## COPYWRITING

Sales copy, copywriting for business, copywriting exercises, copywriting practice, authenticity, power words for copywriting, copywriting newsletter, launch copywriting, copywriting for creatives, behind the scenes, writing for profit, how to make money with your writing, writing quality emails,

## PHOTOGRAPHY / DRONE VIDEOGRAPHY

Kerrie works in collaboration with her husband, Joe, to do onsite photography shoots for small businesses, with their specialty being ranches, farmland, surveying requests, campground photography, and coastal drone videography shoots.

Project minimums for such services are $2500, with the same amount being required for deposit.

## CUSTOM STYLED STOCK - BRAND COLORS

Kerrie offers styled stock photo shoots based on your own brand colors. She will take your brand colors, brand aesthetic, style, and voice and put it all together with a custom photo shoot, and deliver to you a custom set of styled stock photo. Rates vary based on technical requirements, number of photos requested, and timelines.

Project minimums are $500 per photo shoot, and covers necessary supplies and props to accomplish the shoot.

Thank You

kerrie legend
WRITER & GRAPHIC DESIGNER