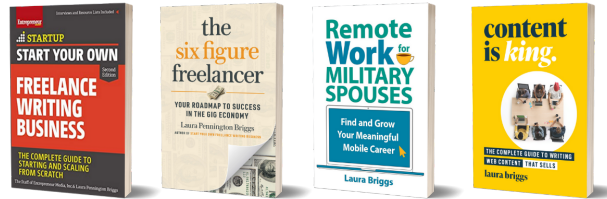




# Laura Briggs

OVER 15,000 FREELANCERS HELPED



**AUTHOR**  
AWARD-WINNING

**PR**  
VISIBILITY COACH

**MARKETING**  
EXPERT STRATEGIST



## ABOUT

Laura Briggs is a two-time TEDx speaker, freelancer, freelance strategy and marketing coach, and author of three books with Entrepreneur Press: How to Start Your Own Freelance Writing Business (2019), the Six Figure Freelancer (2020), How to Become a Virtual Assistant (2021), and the Complete Guide to Website Copywriting (2022). She's been featured in Business Insider, Thrive Global, and Inc. and is an ongoing contributor on Entrepreneur.com

## PRESS + PUBLICATIONS

**TEDx**

**Entrepreneur**

**THE WALL STREET JOURNAL.**

**BUSINESS INSIDER**

**THRIVE GLOBAL**

**IHUFFPOST**

**FAST COMPANY**

# COLLABORATION OPPORTUNITIES

## LD THE FREELANCE COACH LD

VISIBILITY AND AUTHORITY FOR  
INCREDIBLE PEOPLE

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### LET'S WORK TOGETHER

As a professional communicator and PR expert, I manage podcasts, search for and book speaking gigs for executives, develop content marketing strategies, and promote books for nonfiction business authors.

I leverage my 15+ years of experience working in and for law firms and an academic background in public policy to drive results, particularly for nonfiction book authors who need help with:

#### PUBLIC RELATIONS

Developing a winning PR and marketing strategy months before book launch in the form of a custom step-by-step roadmap

Leveraging traditional, print, and audio/video based online media to spread the word about your book

#### MARKETING

Support with BookBub ads, Goodreads giveaways, and Amazon Ads

Tips for collecting reader emails

Development of speaker kits, one-sheets, and media pitches that convert

#### BOOK LAUNCH

Advice on launch teams, pre-order bonuses, 90-day specific launch plans, and more

Outreach strategies that work to sell books

#### VISIBILITY

Access to my extensive network of podcast hosts and entrepreneurs

Podcast promotion plans to get you booked as a guest expert

# SPEAKING EXPERIENCE

## LD THE FREELANCE COACH LD

VISIBILITY AND AUTHORITY FOR  
INCREDIBLE PEOPLE

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### **TEDx Speaker:**

TEDx Lehigh River:

"The Future is Freelancing"

TEDx Georgia Tech:

"How Freelancers are Solving the Skills Gap"

### **Small Business Administration,**

**U.S. Chamber of Commerce,**

**Hiring Our Heroes:**

How to Do Market Research for Small Businesses

**Upwork Annual Kickoff:** Freelance Speaker & Panel Moderator

**Military Creator Con @Podfest:** "How to Outsource Podcast and Video Tasks to Virtual Assistants."

**Entrepreneur Media:** 20 Ways to Make Money Online Webinar

**Bedford Women in Business:** "Telling Your Brand Story in Copywriting"

**Randolph College LEAD Big Weekend:** "How to Become the CEO of Your Own Life"

**Ohio Marketing Educator's Association Keynote:** "How Teachers Can Prepare Students for the Gig Economy" and "SEO Writing and Marketing Basics for Educators"

**Randolph College Arts Symposium Keynote:** "How the Liberal Arts Prepare Questions and Problem Solvers for the New Economy"