

Inspire Action With Stories That Click

With

JANELLE SUZANNE

Louder Agency, Content Lead



Thank you for coming!

We'll start at 11:00am



WHAT WE'LL COVER TODAY...

- Identify the first three stories your marketing should be telling to your audience
- Learn where and how to incorporate those stories into your marketing
- Get simple templates to start writing your marketing stories



Why? The Problem:

Most organizations are wasting their valuable resources on ineffective marketing.



Why? The Problem:

They are simply telling the wrong stories — usually making it all about them — or telling the right stories in the wrong places.



Our goal for today:

**To help you tell the right stories in the right places
to engage the right people with your marketing.**

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WHY STORIES?



**Stories are memorable and give you an opening
to talk with your audience, not at them.**

No matter what platform you're using to communicate, the stories you tell in your messaging should sound and feel consistent.



WHAT MAKES FOR EFFECTIVE MESSAGING?

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3 Goals Your Messaging Should Accomplish

✓ Build Trust

✓ Build Affinity

✓ Build Excitement



Make the conversation about them, not you.

You are not the hero of the story. Your supporter is the hero.

Check yourself:

Does your messaging pass the “We/You” test?



YOUR AUDIENCE'S TRANSFORMATION STORY

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This is their

HERO'S JOURNEY

And you are their

GUIDE / SAGE



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**What does your audience want
and how do you help them get it?**



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People only buy one thing:

TRANSFORMATION

What transformation do you
help your audience achieve?

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Start with a

BEFORE & AFTER GRID



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BEFORE & AFTER GRID



BEFORE	AFTER
HAVE	HAVE
FEEL	FEEL
AVERAGE DAY	AVERAGE DAY
WRONG	RIGHT
IDENTITY	IDENTITY



Problem + Solution + Result

WRITE YOUR MICRO STORY

A.K.A. elevator pitch
Don't get "list-y" here.



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**Many people struggle with _____,
that's why we offer _____,
so that you can _____.**





WRITE AN “IMAGINE” STORY

Use the senses & emotion to “show”
your audience their “after” state.



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Imagine yourself... Picture this...

Give your audience a “test drive” or
“house showing” of their new reality.





“

“No person can take action until they have first imagined that action in their mind.”

Roy H. Williams



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Where to tell these stories...

- ✓ Website Homepage (1st Story)
- ✓ Website Images & Headlines
- ✓ Landing Pages
- ✓ Website Explainer Video
- ✓ Cold Traffic Ads
- ✓ Nurture Email #1 — Excitement
- ✓ Lead Magnet PDFs (Intro & Final CTA)
- ✓ Pitch Decks & Fundraising Collateral

best summer ever

A WEEK YOUR KIDS WILL NEVER FORGET

We're bringing the high-end camp
experience close to home.

FIND A CAMP NEAR YOU



A Remarkable One-Week Day Camp Experience

A DAY CAMP FOR KIDS COMPLETING GRADES K-8

Every parent wants their child to have a great summer, but finding high-quality, local activities that you and your kids will love is difficult. Connect Camps is a one-week, day camp filled with non-stop fun, engaging activities, daily faith-based lessons, and the chance to make lasting friendships. It's an unbelievable week that your child will never forget.



Outdoor & indoor activities to keep the whole family entertained

...and from going bananas!

Finding fun things to do as a family — at home, that everyone loves — can be rough. But it doesn't have to be! We gathered our best-of-the-best spring-time activities that bigs and littles will enjoy. Whines of "I'm bored" will be no more... well, at least for a few hours. Keep you kids busy and happy with...

» *A competitive catapult challenge*

» *Scavenger hunts with a twist*



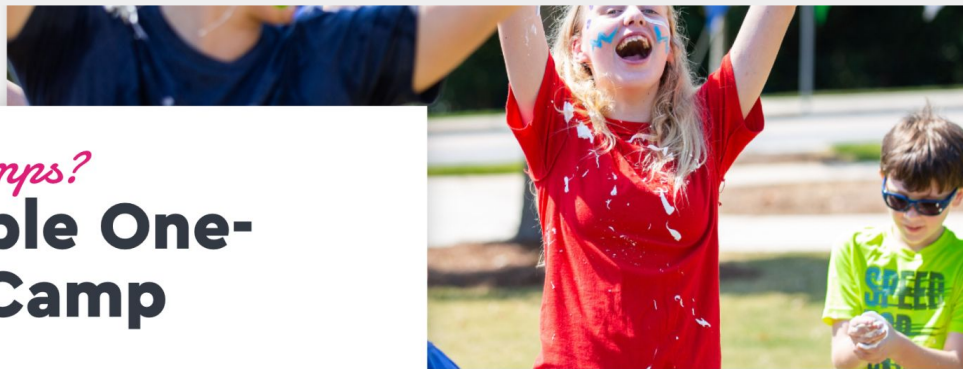
what is connect camps?

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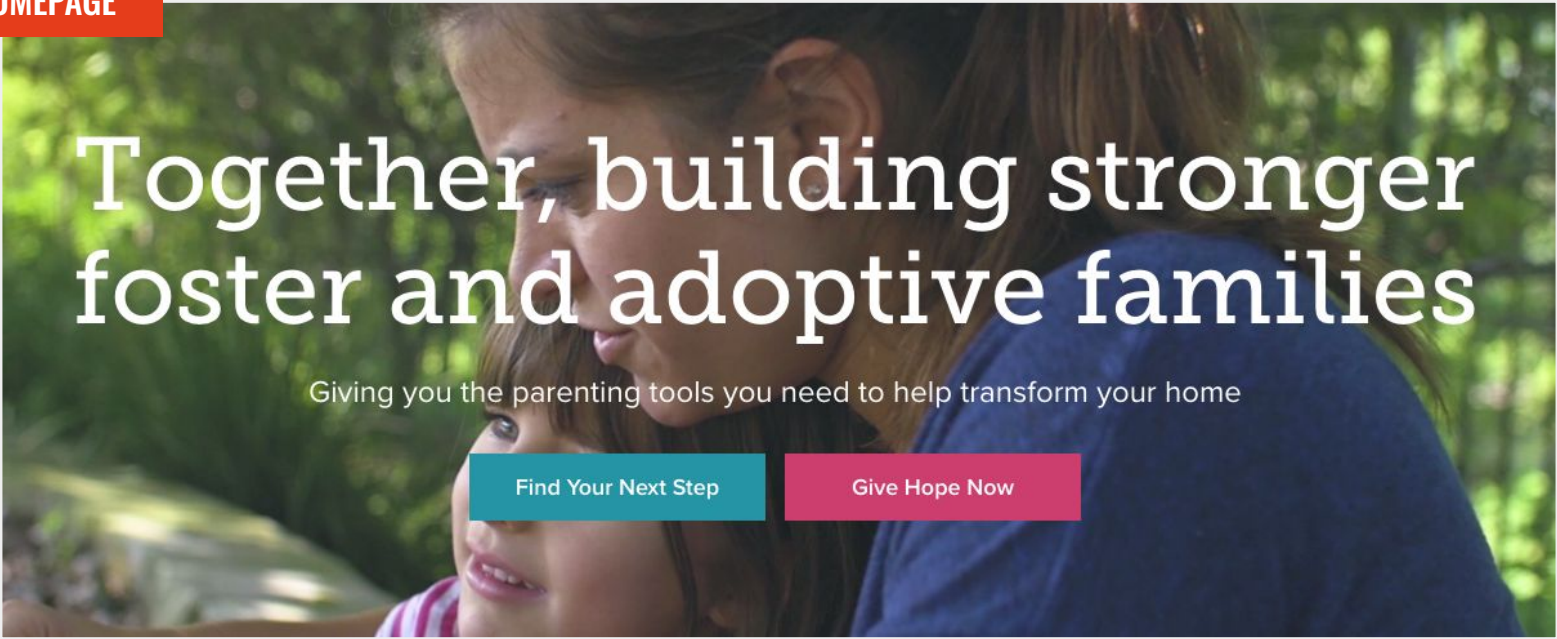
We bring the high-end camp experience close to home.

LEARN MORE





HOME PAGE



Together, building stronger foster and adoptive families

Giving you the parenting tools you need to help transform your home

[Find Your Next Step](#)

[Give Hope Now](#)

HOMEPAGE

HELP FOR TODAY. HOPE FOR TOMORROW.

You don't have to do this alone.

Families are the primary source of healing for hurting children. Whether you're a foster or adoptive parent or want to support those who are, your role is vital to fostering hope and healing in the life of a child with difficult beginnings. However, we know that the path for you or your church to get involved can often seem unclear. And it can be even more difficult to find support for the journey of parenting a child with trauma.

But it doesn't have to be this way. There is help and there is hope.



Make A Difference In The Lives Of Vulnerable Children.

Providing practical opportunities for you to get involved in your local foster-care system – so together we can make a difference in the lives of children!

[GET INVOLVED](#)

[KNOW THE STATS](#)

Kids Deserve More Than Just A “System.” They Deserve A Village.

Today, another child was placed with a family, arriving with nothing more than the clothes on their back. A few may have a trash bag of mismatched items. This is the reality for more than 8,000 children in the Tennessee foster-care system.

[LEARN ABOUT THE PROBLEM](#)



Together We Can Meet Tangible Needs

Whether you just learned the term “foster care” or you’ve been engaged for years, you’re in the right place. We firmly believe everyone is capable of making a difference and anyone can use the resources they have to provide vulnerable children with the essential and comfort items they need.

[OUR APPROACH](#)

Picture it Now...

The sun is shining. A gentle breeze carries the sound of neighing horses in the distance. Your friends and family are dressed to the nines. Everyone is gathered together in front of a historic red barn, making memories of joy, laughter, and love that will last a lifetime.

It's the perfect day.

After more than 100 years as a private ranch, the beautiful Red Barn Guest Ranch is finally available for your special event. Celebrate love and family surrounded by decades of history and tradition.

Our warm, experienced staff will make you feel at home as we walk through every detail of your big day—just the way you always imagined it.

Don't compromise. Your perfect day deserves the perfect setting.

[Schedule a Visit & See For Yourself →](#)

Why aren't more people engaging with your organization?

Imagine... you just met with someone who is the perfect fit for your organization. They are passionate about your cause and excited to get involved. And you're thinking, *I wish I could clone myself so I could talk to more people.*

Now imagine the same scenario, but this time you never meet with this "ideal" person yourself. Instead, they stumble across your website on their own.

How do you feel about their chances of walking away passionate about your cause and excited to get involved?

Your website is the best way for you to "clone yourself" so you can engage

HOMEPAGE SLIDE-IN



FREE DOWNLOAD

Imagine being part of a like-minded community that supports your family values and prepares your child for success—both now and in the future.

GET YOUR FREE GUIDE

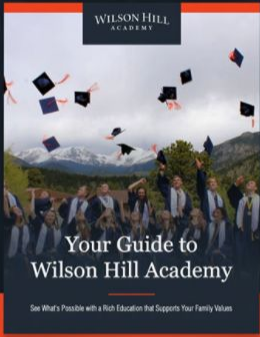
Registration Open



Wilson Hill Academy

Sponsored ·

Are you looking for a rich education that supports your family values and provides the flexibility you need? [...See More](#)



Wilson Hill Academy

Your Guide to Wilson Hill Academy

See What's Possible with a Rich Education That Supports Your Family Values

DOWNLOAD YOUR GUIDE TODAY!

[GO2.WILSONHILLACADEMY.COM](https://go2.wilsonhillacademy.com)
Transform Your Homeschool Experience

[LEARN MORE](#)

ADS

Wilson Hill Academy

"Wilson Hill Academy changed our lives and school!"

[...See More](#)



possible education starts your values.

[GO2.WILSONHILLACADEMY.COM](https://go2.wilsonhillacademy.com)

See What's Possible for Your Family

[LEARN MORE](#)

LANDING PAGE



SOMETHING FOR EVERYONE IN GRADES 4-8

Choose from mini-courses that will spark curiosity and cultivate a sense of wonder.

Do your children's faces light up with interest when they relay what they learned at school? As educators, we believe delight and joyful exploration should be the norm when it comes to learning—and not the exception.

This is why we designed our rich and engaging mini-courses to feed your children's imaginations and expand their world all from the comfort of home. Our master teachers bring great literature, science and history to life—all through the lens of a biblical worldview. Don't be surprised if these courses leave your child wanting to explore a given subject even further.

REGISTER NOW FOR FREE

EXPLORE MINI-COURSES

SURPASS WHAT YOU THINK IS POSSIBLE.

We know that increasing your skill set as a storyteller is rarely accomplished in isolation. But finding inspiration and the resources you need to cultivate your personal and professional growth can pose its own challenges. When you connect with our global community of more than 20,000+ intentional storyMAKERS and learn from some of the most innovative experts in their fields, **you will be prepared, equipped, and empowered** to go out and create your world-changing masterpiece.



LANDING PAGE

Be empowered to craft a *better future*.

It's one thing to want a better future. It's another to actually be part of creating that future.

Storytellers are the architects of culture. And the stories we tell are the building blocks of our world. That means you have the power to either destroy or rebuild.

At "Better", you'll participate in hands-on, practical training and inspirational talks with some of the world's best story problem solvers. You'll walk away from "Better" as a more **intentional storyMAKER empowered to take back the world, shape your future, the future of your work, and the future of our world.**

REGISTER NOW - IT'S FREE



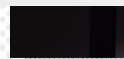
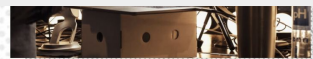
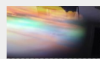
Get equipped to do *better work*.

More than just hopeful inspiration, **you'll gain the practical skills you need as a storyMAKER to do better, more creative work.**

By the end of this one-day intensive, you will:

- Gain insights to improve your creative process so you are more innovative and creative in your work
- Understand how to craft a compelling narrative for a better future
- Identify your role in the story you want to bring about in the world around you
- Learn how to persuasively cast a vision so that your team is aligned with you
- Discover the power of a collective narrative that unites teams, organizations, and cultures for the sake of social change
- Increase your leadership and communication skills to influence people for the greater good
- Effectively tell stories that lead with empathy and connection, which drives long-term action and conversion

REGISTER NOW - IT'S FREE



Find your community to be *better together*.

A great feat is accomplished alone; we are better together.

At "Better", you'll get to participate in interactive, virtual trainings where you can participate with your mic and camera turned on. Plus, help you break the ice with 1-on-1 virtual meetup opportunities.

Join us with a highly supportive community of forward-thinkers and innovators who "get you" and will challenge you to **cultivate fresh perspective and out-of-the-box thinking.**

REGISTER NOW - IT'S FREE

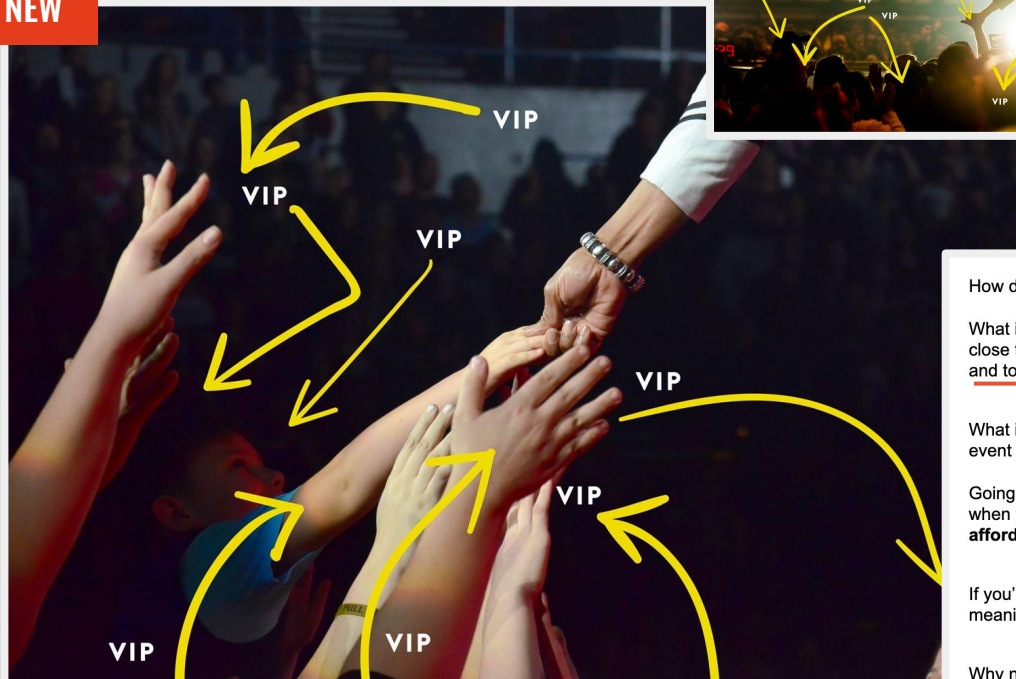
OLD

Go VIP!

EARLY ENTRANCE FOR PREMIUM SEATING, Q&A WITH
ARTISTS, EXCLUSIVE TOUR T-SHIRT, VIP LAMINATE AND
MORE!

[Learn More](#)

NEW



How do you like getting VIP treatment?

What if you had the power to **choose any seat in the building**—even the ones so close to the stage that your favorite artist could see you, point at you...even reach out and touch you?

What if you could avoid the line and get into The Roadshow early for a special VIP-only event with some of the artists?

Going VIP is your ticket to experiencing the magical moments that ONLY happen when you have that special badge hanging around your neck...and it's remarkably affordable!

If you're joining us, you and your crew will already be experiencing a powerful, meaningful, and downright FUN time with your favorite Christian artists.

Why not also make it a **completely unforgettable** time for everyone by grabbing a handful of exclusive VIP Experience tickets?

You can choose between two levels of VIP tickets: **VIP Experience** and **VIP Plus**. Both are priced so people on a budget can treat their families to an unforgettable, jaw-dropping evening!



YOUR EXISTING COMMUNITY'S EXPERIENCE STORIES

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QUOTES TESTIMONIALS STORIES



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With Janielle Suzanne



These stories provide

SOCIAL PROOF

People need to trust that you actually
do what you say you do.



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With Janielle Suzanne



“

“They were great!”

Worst testimonial ever



Inspire Action With Stories That Click

With Janielle Suzanne



**Show potential supporters how you've
already helped others experience
the transformation they want.**

Problem + Solution + Result



Inspire Action With Stories That Click

With Janielle Suzanne



I was experiencing _____,
then I discovered _____,
and now my life is _____.





“I have struggled with disordered eating. Your organization gave me the resolve I needed to win back my life. Now I’m getting more physically and mentally strong every day with a supportive community of friends and family.”



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These stories help your audience

OVERCOME OBJECTIONS

The #1 objection most people have for any product or service is: “Will it work for me?”





I was skeptical about _____,
but then I tried _____,
and now I know _____.





“

“I didn’t think I could sponsor a child until I traded eating out once a month to cover the cost. Now I cherish the letters I get from my sponsored child more than any meal I could eat out.”



**Start with a one-time “Share Your Story”
campaign, then AUTOMATE!**



Questions to ask your community...

- ✓ What problem were you trying to solve by partnering with us?
- ✓ How did that problem make you feel?
- ✓ What obstacle almost prevented you from partnering with us?
- ✓ What specific ways have you been impacted by partnering with us?
- ✓ What surprised you most about partnering with us?
- ✓ What would you tell someone who is skeptical about partnering with us?
- ✓ Anything else you want to add?



Where to tell these stories...

- ✓ Website Homepage (2nd Story)
- ✓ Landing Pages
- ✓ Social Ads
- ✓ Nurture Email #2 — Social Proof
- ✓ Lead Magnet PDFs (Final CTA)
- ✓ Pitch Decks & Fundraising Collateral
- ✓ Influencer Campaigns
- ✓ Mini-Documentaries



SEARCHING FOR THE RIGHT YOUTH EVENT?

SO WAS PASTOR JONATHAN, UNTIL...

*"For years, our church raised thousands of dollars to send our students to a conference that often left them **uninspired, confused, or unchanged**. We began the search for new possibilities, and in 2010 discovered The EDGE. We have never looked back.*

*As a youth pastor, I love that it is Christ-centered, led with a commitment to excellence, and affordable for my leaders and students. **Each year our students leave The EDGE with a renewed sense of purpose and a deeper understanding of who they are in Christ.** Then they begin to eagerly anticipate their next EDGE experience."*

— Pastor Jonathan

EMAILS

As soon as I finished reading this email from a youth pastor in Indiana, I knew I had to share it with you! Check it out...

*For years, our church raised thousands of dollars to send our students to a conference that often left them **uninspired, confused, or unchanged**. We began our search for new possibilities, and in 2010 discovered The EDGE.*

We have never looked back.

*As a youth pastor, I love that it is Christ-centered, led with a commitment to excellence, and affordable for my leaders and students. Each year our students leave The EDGE with a **renewed sense of purpose** and a deeper understanding of who they are in Christ. Then they begin to eagerly anticipate their next EDGE experience.*

— Pastor Jonathan

That's incredible.

Have you struggled to find a youth conference with substance, that your students (and leaders) enjoy, and that's actually affordable?

If so, I would love to tell you about The EDGE. Hit reply or give me a call directly at **615-599-5595**.

Hello Friend-

I've had the privilege of serving hundreds (maybe thousands?) of youth pastors over the years. But emails like this one that I got from a youth pastor in Indiana still make me giddy.

Here's what Jonathan said:

*For years, our church raised thousands of dollars to send our students to a conference that often left them **uninspired, confused, or unchanged**. We began our search for new possibilities, and in 2010 discovered The EDGE.*

We have never looked back.

*As a youth pastor, I love that it is Christ-centered, led with a commitment to excellence, and affordable for my leaders and students. Each year our students leave The EDGE with a **renewed sense of purpose** and a deeper understanding of who they are in Christ. Then they begin to eagerly anticipate their next EDGE experience.*

So. Good.

That's exactly why we put so much time and energy into [The EDGE](#) every year.

And we know there are plenty of other youth leaders just like Jonathan searching for a youth conference with **substance**, that students and leaders enjoy, and that's actually affordable.

Can you say that about your winter youth conference?

If not, please take 20 seconds and *hit reply or give me a call* directly right now... I

EMAILS

So many nonprofits are handcuffed by limited staff and limited resources. Yet, they are doing great work in the world — *scratch that* — they are doing *AMAZING* work in the world...

...but too often, nonprofits like yours are dismissed because they cannot clearly communicate their work in a way that CLICKS.

This is where the nonprofit Fostering Hope found itself. They had helped thousands of foster and adoptive families get the support they needed to bring healing to children from hard places. They had fundraising experts. And they had marketing experience. However...

...when it came to making their message relatable to donors, their team was falling short.

Sound familiar?

With one email series sent out over 7 days, we helped them implement [the 3 stories that every nonprofit should be telling](#), and donations **INCREASED by 1,986%** compared to the same time the previous year.

Founder and CEO, Julie Kouri, was blown away by how we messaged their stories: *"I feel kind of like you are the Aaron to my Moses! Thank you for interpreting for me. It's like... seeing the vision for the first time even though we have known all the pieces we have been working with for years."*

We want to help you get similar results!

LANDING PAGE

"I feel kind of like Janelle is the Aaron to my Moses!
Thank you for interpreting for me. It's like... seeing the
vision for the first time even though we have known all the
pieces we have been working with for years."

Julie Kouri
FOSTERING HOPE



ADS

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"I feel kind of like you are the Aaron to my Moses! Thank you for interpreting for me. It's like... seeing the vision for the first time even though we have known all the pieces we have been working with for years." — Julie K., Founder & CEO of Fostering Hope

Join us at this live webinar to learn the 3 must-have stories your nonprofit should be telling, plus where to tell those stories in your marketing to ma...



FREE WEBINAR

NONPROFITS:

Inspire Action With

LANDING PAGE



"We felt overwhelmed and defeated. We needed a **fresh approach and fresh insights** into our brand messaging. The end product really helped us boil down and **simplify our messaging** for a clearer picture of what we do, how we do it, and how we are helping our community."

Glenna Steele

GLUT1 DEFICIENCY FOUNDATION

EVENT SCHEDULE



"The Brand Messaging process elevated our communications and gave us exactly what we needed to be able to relate to the families we served and the donors who supported our mission. As a result, we recruited more families and volunteers and increased funding from grants and fundraising campaigns. This investment has had such a high ROI and given us the tools we need to do more."

Nonprofit Executive Director

FOSTERING HOPE



"We lacked clarity and needed help articulating our message. Janelle was excellent to work with throughout the Brand Messaging exercise and helped draw out key themes that the team brought to life. Be prepared to put in dedicated time—the output will help enhance your web presence and core messages that can be used in all your marketing outreach."

Michael Hakoun

MOUNT ZION CHRISTIAN SCHOOLS



"We were in the process of building a new website and were overwhelmed. I was surprised by how extensive the Brand Messaging Strategy was. It has shifted the way that I think about marketing. I have since used the Brand Messaging Strategy for other brands within our organization. It was more than worth the time and effort."

Adam Tait

CROSSINGS MINISTRIES

what is connect camps?

A Remarkable One-Week Day Camp Experience

Every parent wants their child to have a great summer, but finding high-quality, local activities that you and your kids will love is difficult. Connect Camps is a one-week, day camp filled with non-stop fun, engaging activities, daily faith-based lessons, and the chance to make lasting friendships. It's an unbelievable week that your child will never forget.

We bring the high-end camp experience close to home.

LEARN MORE



"My daughter came home every day and opened her Bible. Her

LANDING PAGE



"Brilliant! I was already a believer that narrative creates powerful connection. But I've never known how to exercise it with so much strategic clarity to get results. I'm already exercising stories to engage my organization of more than 1,000 transportation workers. I wish I had discovered this transformational skill years ago."

Organizational Development Leader

Large Regional Transit Authority



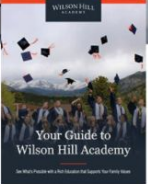
ADS

 **Wilson Hill Academy**
Sponsored · 

"Wilson Hill Academy changed our lives and saved our homeschool!"
...See More



See what's possible with a rich education that supports your family values.



GO2.WILSONHILLACADEMY.COM
See What's Possible for Your Family

LEARN MORE

LANDING PAGE



"The passion and knowledge the teachers show for their subjects is amazing."

— Wilson Hill Academy Parent

"My daughter has never been much of a reader, but I have seen her interest in books grow so much. I love hearing her tell me about what she's read, and it's brought so many smiles to my face to see her sitting on the bed or sofa reading to herself. Reading, spelling and writing have been a challenge for her in general, and I feel like she's grown so much in these areas."

— Wilson Hill Academy Parent

LANDING PAGE

Maria

Spanish Teacher



"My students love it and I love it. **We all feel accomplished at the end of the day** and people who visit cannot believe how much Spanish my students know from only 30 mins of instruction twice a week."

Luz

Spanish Teacher



"**I have my life back** because I already have the curriculum, support materials and strategies to build an effective program using Spanish Curriculum!"

Cecilia

Spanish Teacher



"**I can see the results**—the kids are singing on their own, they are greeting on their own, and they are counting on their own. These lessons have really helped me!"

See why hundreds of purposeful brands have partnered with us to Do Good and Be Louder...

“The most valuable part of our experience was the time spent by Louder to fully understand who we were and who our potential audience was in order to create a website that fit our needs exactly.”

Adam T.

Crossings Ministries

“Louder really stepped up our marketing. They became a part of our team for four or five months to develop our messaging, website, and more. We learned a lot from the experience and now our team has the experience and processes we need to do it ourselves.”

Adam L.

Connect Ministries



YOUR BRAND'S ORIGIN STORY

Inspire Action With Stories That Click

With Janielle Suzanne



This is the story of
YOUR WHY

Why do you do what you do? Attract an audience with a common mission.



Inspire Action With Stories That Click

With Janielle Suzanne



We believe nobody should have to _____.
We believe everybody deserves _____.

Build brand affinity.





We know what it feels like to _____.

Show empathy if you can.





Texas brag:

“It ain’t braggin’ if it’s true.”

Demonstrate authority.





**Give readers the right words
to tell your story to others.**





**The problem is, this is where many brands
START & STOP with their messaging.**





**Be human — but don't talk
about yourself too much.**





“Bad advertising is about you and your product. Good advertising is about your customer and their life.”

Roy H. Williams
(yes, again)





“Once upon a time...” Old reality (status quo)

“Then one day...” Triggering event (something happened)

“Because of that...” Change (build momentum)

“Until finally...” Solution (committed)

“So now...” New reality (mission/vision)

Andy Raskin's 5 Essential Origin Story Elements



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Where to tell these stories...

- ✓ Website Homepage (3rd Story)
- ✓ Website About Page
- ✓ Retargeting Traffic Ads
(If It's Compelling)
- ✓ Nurture Email #3
— Empathy / Personal Connection
- ✓ Lead Magnet PDFs (Intro / Letter)
- ✓ Media Interviews & Stage Talks
- ✓ Pitch Decks & Fundraising Collateral

Hi! I'm Clare, the founder of Imprint Hope. I created this foundation out of a burning fire to bring help, hope, and purpose to children with disabilities in Uganda.

I grew up alongside a sister with a disability. Although, it's a challenge for Kate to use words to express her desires, thoughts, and feelings, I've never known a human love deeper than hers. Kate's life has allowed me to peek inside the complex soul of a person with disability—and see how valuable, purposeful, and beautiful it truly is.

That's the experience I want to offer you through Imprint Hope—whether that's serving, giving, or praying. You'll begin to see the world differently. You'll be more attentive to people you hadn't noticed before. And you'll have the opportunity to leave a powerful mark on a child's life forever.

ABOUT IMPRINT HOPE



HOMEPAGE



ABOUT PAGE

Clare was raised in northern New Jersey and graduated from Seton Hall University with a Bachelor's degree in Occupational Therapy in 2012. Ever since Clare could remember, God had etched in her heart the desire to serve children with disabilities. However, how this service was to take place, was always a resounding question in her mind. In 2013 an opportunity arose for Clare to travel to Uganda, East Africa. There she volunteered for a year as an Occupational Therapist to a severely disabled population of children. When Clare was in Uganda, her heart was forever captured how the children with disabilities were filled with boundless joy, compassion, and love, despite the obstacles they face on a daily basis. Clare was struck how these children seize the present moment and embrace it with gratitude. In their humble nature, they reveal that in order to live fully alive, the past should not rob you of the joy and gift of the present moment. Clare's heart was also torn how the children with disabilities in Uganda are marginalized, abandoned, rejected by society and their basic God-given dignity is not recognized. This disparity made her heart so restless and empowered her to want to do something about it. In 2016 in Uganda, East Africa, Clare founded Imprint Hope, a non-profit organization, designed to raise awareness, break down barriers, and overcome the stigma that children with disabilities in Uganda face on a daily basis.

LANDING PAGE

We Believe in the Double Win

Do you feel forced to choose between success at work and life at home? With growing leadership responsibilities, more demands on your time, and increased pressures at work, your success in other areas of life can be shortchanged.

But you shouldn't have to choose between work and home. You can have the Double Win—where you win at work and succeed at life.

EMPATHY

Hi, I'm Michael Hyatt

I've been in your shoes before. When I was the CEO of a \$250 million dollar publishing company, I didn't know how to keep up with my responsibilities at work and be present at home. However, after making changes to my productivity, goal-setting, and leadership, I was able to lead the company through an economic recession and deliver winning results, all while making it home in time for dinner each night.

Now, I teach the same principles that helped my leadership then here at Michael Hyatt & Company.



AUTHORITY

I cannot wait to help you

As an elementary Spanish teacher, I experienced burnout and lack of support firsthand.

I vividly remember finishing a day of teaching—exhausted and discouraged—only to go home with the same nagging question going through my head: *“What am I going to teach tomorrow?”*

So, I set out to help other teachers find a better way.

Children are natural language learners. And the #1 most effective way to teach your students to be conversational in Spanish is through immersion.

That’s why more than anything, I want to help you teach Spanish in Spanish...

...without sacrificing your personal life.

If you’re a Spanish teacher, you owe it to yourself, your students, and your family to see what your life in and out of the classroom could look like when you have all the resources and support you need at your fingertips.

With done-for-you lesson plans and access to exclusive training, **Maestro Membership Community** will take the guesswork out of teaching. You’ll be able to confidently engage your students in class and still have the time and space to enjoy your hobbies, home, and family.

I look forward to meeting you inside the **Maestro Membership Community**.

And I can’t wait to see you loving your life in and out of the classroom!



Ruth Finsthwait

Author and Founder of [SpanishCurriculum.com](https://spanishcurriculum.com)



Ruth Finsthwait

Author and Founder

Impact your students' lives—without giving up your own.

As a Spanish teacher, you have a **HUGE opportunity** to have a lifelong impact on your students.

But with little to no support, you end up sacrificing the relationships and activities you love for your students.

I know how it feels to burn the midnight oil night after night, still never quite feeling caught up. I also know there's a better way!

With the Maestro Membership Community, you'll have **everything you need** to inspire your students, develop Spanish speakers, and regain the time and energy to enjoy your life again.

[Join the Waitlist >](#)

ABOUT PAGE

ONE MAN'S ACT OF COMPASSION

More than 65 years ago, Rev. Everett Swanson flew from Chicago to South Korea to minister to American troops fighting in the Korean War. During his time there, he grew increasingly troubled by the sight of hundreds of war orphans living on the streets, abandoned by society.

One morning he saw city workers scoop up what looked like piles of rags and toss them into the back of a truck. He walked up to the truck for a closer look — and was horrified to see that the "piles" were not rags, but the frozen bodies of orphans who had died overnight in the streets.

Swanson could not turn his back on these unwanted children and vowed to find a way to help them.



1950s

Appalled by the great number of small, shivering and starving war orphans on the streets, Rev. Swanson began including his experience in Korea into his revival meetings, and Christians responded by donating funds to purchase rice and fuel for the children.

For 40 years we played an important role in Korea,
helping the children thrive and grow into the adults who
built a prosperous economy. Today, South Korea is a



People want to be seen, heard
and understood.



*“Do you see me? Do you hear me?
Does what I say mean anything to you?”*

Oprah Winfrey



QUESTIONS?

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