

THE *Tracy Ready* COMPANY

PROMOTING EMOTIONAL SELF-CARE IN THE AFRICAN AMERICAN FAITH COMMUNITY

SPONSOR & PARTNER PACKET

www.tracyready.com

BOOKLET GUIDE

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Let's be the change we want to see in the world.



About The Tracy Ready Company

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WHO WE ARE

Birthered out of Founder, Tracy Ready's personal experiences and 13 years of professional expertise in the self-care industry, **The Tracy Ready Company** is a personal development and emotional wellness company devoted to empowering people with tools to make healthier relationship and life choices.

WHAT WE PROVIDE

Emotional Processing

FACILITATING EMOTIONAL WELLNESS IN THE AFRICAN AMERICAN COMMUNITY

Healing & Wholeness

IGNITING CONVERSATIONS THAT HEAL BLACK WOMANHOOD AND MANHOOD

Self Awareness

HELPING PEOPLE INCREASE SELF-AWARENESS AND RAISE EMOTIONAL QUOTIENT (E.Q.)

Bridging Relationships

BUILDING A BRIDGE OF UNDERSTANDING BETWEEN BLACK MEN AND WOMEN

WHO WE SERVE

We serve a growing international community of nearly 4,000 combined online followers and subscribers. Our Facebook online ads reach an average of 20,000 targeted users which includes 86% women, 14% men with 47% ranging in age from 35-44 and 21% are age 25-34. Learn more about our audience on the next page.

"Tracy has been very pleasant to work with! She is very relatable in her coaching. She not afraid to share her own failures, success & knowledge she's learned on her journey. Everything she has shared has been very relevant and on time in the areas where I needed help. She encourages you to dig deep and find the why in everything you do. She's also challenged me to grow even further, by asking me how I'm going to practically walk out change. I will be recommending Coach Tracy to people who are ready to grow and move forward in business."

*- Ni'cole Bracey
Owner and Founder of Mogul Pretty
Ready to Launch Client*

[Read more client reviews here](#)

About our Audience

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⇒ Since making an intentional effort to grow our social media (Jan, 2015), we've built a growing international community of nearly **4,000 followers, subscribers and supporters.** *(Updated 9/30/16)*



1,250 Fans and Friends



240 Followers



700 Followers



1,400 Periscope & Blab Subscribers



600 Followers

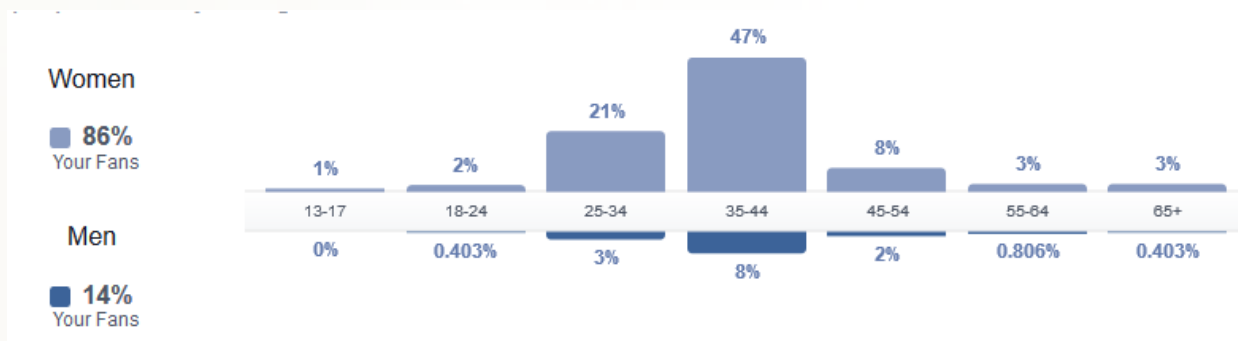


350 Email Subscribers



Avg. of 40 Attendee per live event

⇒ Our Facebook online ads reach an average of 20,000 targeted users



⇒ **Meet Alisha.** She represents the majority of our community: Christian, Savvy, Single African-American Women (79%) in their mid-30s who are college-educated (72%) with middle to upper-middle incomes (65%) and live in metropolitan, multi-family dwellings (apartments, condos, etc). They are actively building their careers while some also lead a single-parent family. Their job titles include: Sales, Management, Administrative, Personal Care, Production and IT/Technical. Her interests include reading, beauty, fitness, girl's nights and spiritual growth.



About Tracy Ready

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Tracy Ready's experience spans over more than a decade of service helping people transform by renewing their minds, increasing their understanding and reforming their beliefs about themselves and their future. Fusing proven counseling methods and faith principles, she specializes in helping people turn obstacles into opportunities and bring fresh perspective to stagnant situations.

ACCOMPLISHMENTS

- ◇ Published author, celebrated **speaker**, compassionate life **strategist** and mentor.
- ◇ Successfully implemented a guided, 10-week collegiate **mentoring program** funded by a 20M dollar Department of Labor grant.
- ◇ Created and facilitated small to large scale **workshops** on in both non-profit and for-profit environments.
- ◇ **Coached** over 500 adult clients ranging from millennials to baby-boomers.
- ◇ Contracted to train audiences in **life skills**, personal development, employability, parenting and appropriate conflict resolution in social and professional settings.
- ◇ Lead Group **Sales and Event Management** for popular tourist attraction. Coordinated more than 200 events per year. Increased sales by 40% annually.

EDUCATION

*Masters of Science in
Marriage and Family
Therapy*

*Bachelors in
Business Administration
—Marketing*

EXPERIENCE OVERVIEW

*13 Years Counseling and
Coaching adult clients*

*4 years developing and
presenting curriculum
and content*

Sponsorship Benefits

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Being a sponsor of our live events has its benefits. These include:

- Recognition in any event-related printed material.
- Social media, email or text blasts to announce our official partnership.
- Your promotional items in event Swag Bags
- Resalable tickets to an upcoming event**
- Opportunity to speak at event

Past event sponsors include:



[Click here to learn more.](#)

Got Questions? Let's chat. 972.280.7755 or email hello@tracyready.com

VIEW UPCOMING EVENTS ON TRACYREADY.COM