



**Subject:** Request for Proposals – Digital Marketing Services for Dawn Emerick Consulting

As one of the pioneers of the trauma informed workplace movement, I am motivated as hell to start a new leadership paradigm today, right now. A paradigm that starts with creating 1M Trauma-Informed Leaders in America by 2031.

I am a small business owner with two goals over the next 5-6 years: Create 1 million trauma-informed leaders by 2031 while generating passive personal income. To achieve this, I am seeking a freelance digital marketing consultant who can help develop and implement both short and long term strategic digital marketing plan aligned with my goals above.

**Key Areas of Focus:**

1. **Thought Leadership Positioning** – Strengthen my presence as a recognized expert in trauma-informed leadership on social media platforms.
2. **Audience Growth** – Increase followers and engagement on LinkedIn, Facebook, TED Talk, and newsletter subscribers.
3. **Community Building** – Develop a digital community of trauma-informed leaders to foster connection, discussion, and learning.
4. **Online Course Creation** – Develop digital courses to establish a stream of passive income.
5. **Podcast Production** – Assist with the production of a monthly podcast to expand reach and engagement.

Given my limited budget, I am looking for a consultant who can provide clear, cost-effective strategies to help me maximize my digital impact and who is able to see and actualize the long term business relationship and strategy.

To better understand your approach, I'd appreciate a 1-2 page description of your services. Please include:

- A breakdown of the digital marketing services you offer in the above areas.
- A past client example showcasing your results in a similar project.
- Any additional recommendations or strategies you believe would help achieve my goals, even if not listed above.

Please visit my website [www.dawnemerickconsulting.com](http://www.dawnemerickconsulting.com) to get a better understanding of my current positioning and services. If you are interested, please send your response by March 31, 2025 to [dawnemerickconsulting@gmail.com](mailto:dawnemerickconsulting@gmail.com) with the subject line: Request for Proposals – Digital Marketing Services for Dawn Emerick Consulting

If you have any questions, feel free to reach out to me.

Looking forward to learning more about your expertise!

Best regards,  
Dawn Emerick, Ed.D