

# The Diva of DIY, Leanne Lee



"Leanne's passion for transforming the world's discarded items into cherished possessions is infectious. Her ability to open the eyes of an audience to the creative possibilities before them is inspiring. Add to that the fact that Leanne is generous in sharing not only her ideas, but the steps and tools needed to create them, and well...that is what makes her unique!"



## Leanne's Audience & Reach

### Leanne Lee..

*KC's Favorite Contractor  
& Media Personality*

Long before Leanne Lee was creating online buzz with her spunky style and passion for the once-loved, Leanne was turning homes into masterpieces. For

the past 15 years Lee has married her unique style and passion for upcycling with a keen business sense. Utilizing creative techniques, Leanne has built a reputation for reviving drab decor allowing her clients to fall in love with their homes all over again.

With increased media exposure with television and home show appearances the appetite for Leanne's creative designs has increased. The online world has provided the perfect vehicle for Lee to reach an audience beyond the compounds of her hometown of Kansas City and teach the skills that have earned her the "Diva of DIY" title.

**Social Media Reach** **69,394**

**Monthly Page Views** **55,500**

**Monthly Unique Visits** **16,238**



**TV & Syndicated Audience** **7.1 Million+/Week**

Kansas City Live  
DIY Weekend Syndication  
Live TV Appearances

**Live In Person Audience** **750,000+/Year**

Multi-State Home Shows  
Public Speaking Engagements

### Radio & Media

DIY Radio Segment on KMBZ  
DIY Column in NORTH Magazine

### Audience Demographics

80% Women  
40% between the ages of 25-49  
52% earn \$60,000+  
73% Homeowners

**2015 Home + Garden Trendsetter of the Year Award Winner**

Facebook | Twitter | Pinterest | Houzz | YouTube | Hometalk

# Hire Leanne to Work For Your Brand

The Diva of DIY offers advertising options that deliver both direct response and branding opportunities.

By working with Leanne, you can share your message with her loyal audience to introduce a new product, make a product announcement, launch a video and/or stimulate direct consumer engagement.



**Leanne Lee..**

*Not Your Average Blogger*



**FROGTAPE®**



## **Product Review/Giveaway**

Leanne will offer a product review on a limited time basis. Company must provide 2 products, one for review and one for giveaway. Product will only be given away if it meets the needs of the Diva of DIY audience. Each giveaway will receive 2 complimentary 'reminder' posts on Twitter and Facebook. Products will not be returned.

## **Sidebar Ads**

One of the quickest ways to start working with Leanne is by placing an ad on DivaofDIY.com.

## **Social Media Promotions**

Written in the Diva of DIY's trusted editorial voice, these promotions can introduce a new product, make an announcement, launch a video and stimulate direct reader engagement across various social platforms.

## **Sponsored Articles**

Sponsored articles offer a powerful opportunity to share your message with the Diva of DIY audience. Each sponsored article includes a 500+ word post with social media support.

## **In The Media**

Have your brand featured on a lifestyle TV program or other media outlet. Leanne co-hosts a live DIY segment every Wednesday and films a weekly DIY syndication that airs on the weekends across the country. Leanne will use your product in a simple project and feature on one of these featured outlets. This will also include a Sponsored Article.

## **Project Creation + Article**

An option that includes the Diva of DIY creating a "one of a kind" project, blue prints, a supply list a Sponsored Article and social media support.

## **YouTube Videos**

Engage in Leanne's strong suit by allowing Leanne to produce and edit a video showing the benefits of using your product, either as a stand alone or incorporated in a original project.

## **Brand Ambassadorship/Conference Sponsorships**

As your brand ambassador, Leanne will share experiences and feedback on a variety of relevant topics. She will also create a specific number of Project Creation Articles that can be published on DivaofDIY.com or the company website enabling conversation through social media while engaging consumers.

## **Event Presentation**

Utilize Leanne's personality of being approachable, capable, confident and willing to speak for your brand at events across the country. Having Leanne host your product at a event is the formula for your success and to grow the brand.

## **Speaking Opportunities**

As an accomplished media personality, speaker and presenter, Lee is available to speak at your next event. Leanne has been speaking on the home show market for years and has a list of topics that have proven popular amongst the DIY community.