



# ONE HEIRESS LANE

**Brand Media Kit 2020**

ENTREPRENER

LIFESTYLE

FASHION

BEAUTY

[www.oneheiresslane.com](http://www.oneheiresslane.com)

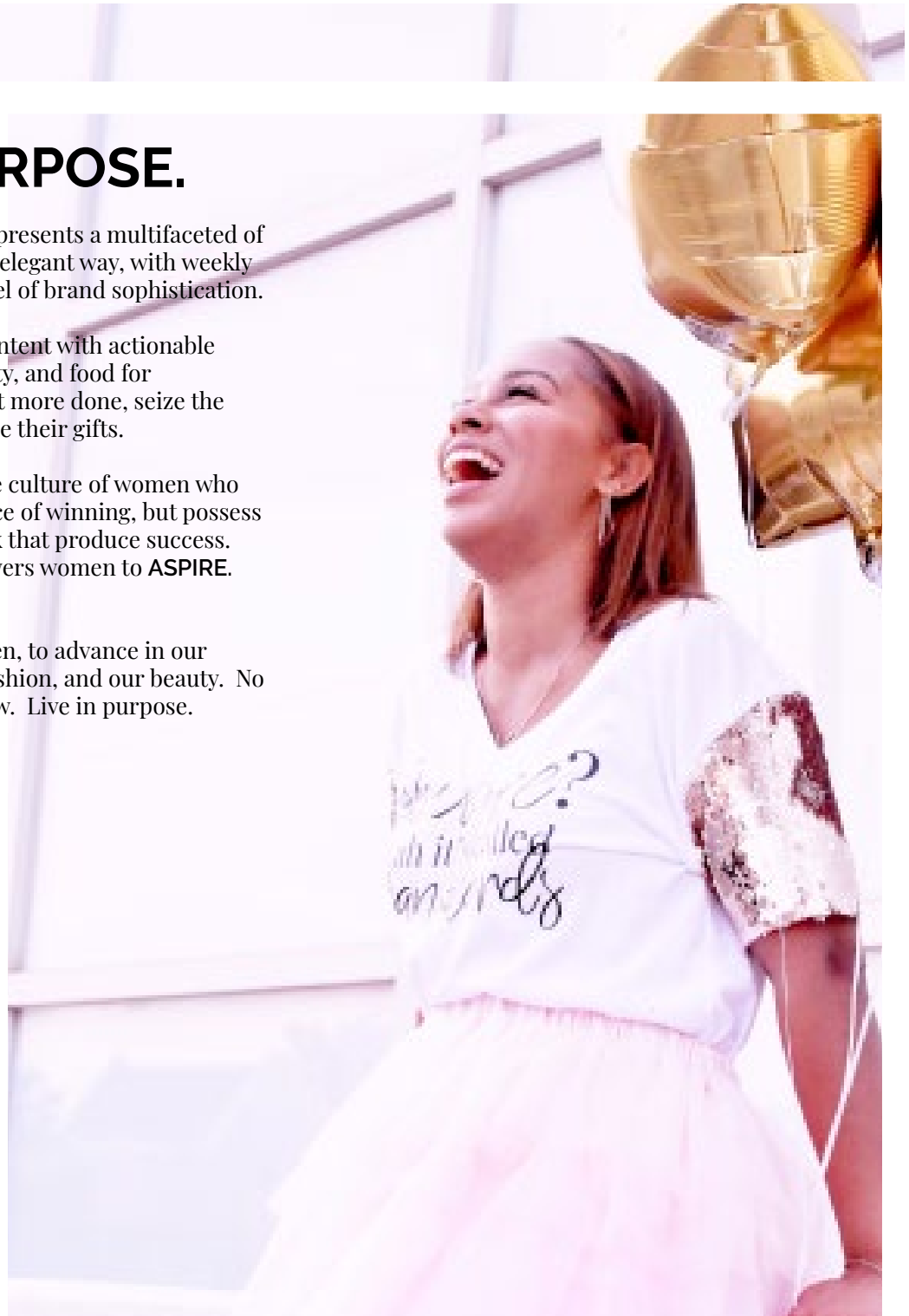
## LIVE IN PURPOSE.

One Heiress Lane brand presents a multifaceted of topics in a friendly and elegant way, with weekly updates and the highest level of brand sophistication.

Our mission is to deliver content with actionable advice, inspiration, creativity, and food for thought, we help women get more done, seize the opportunities, and maximize their gifts.

We feature stories about the culture of women who not only have the appearance of winning, but possess the practices and hard work that produce success. Our distinctive style empowers women to **ASPIRE. BECOME. CONNECT.**

This is our chance, as women, to advance in our careers, our lifestyle, our fashion, and our beauty. No regrets, no looking back now. Live in purpose.



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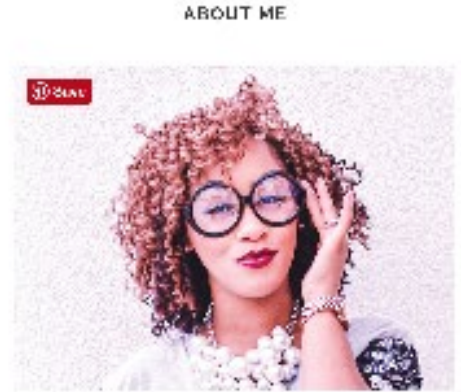
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Fashion  
**WHEN FASHION AND LEGACY COLLIDE.**  
 by J.Renee | September 5, 2018  
 "Yesss!!!" said to me as I listened to my friend talk about her daughter while holding my phone...  
 ❤️ f 🐦 📷 📧



**Hello Co-heir.**  
 I am J.Renee Ledbetter, the original creator of this blog, and it is a pleasure to have you here with me! Not only are you connecting with me, but you're



**ABOUT THE CONTENT CREATOR**

I am J.Renee, an innovative and artistic professional with strong presentation skills, knowledge of pattern making, a high level of attention to detail, and dedicated to surpassing my reader's expectations.

My strong conceptual skills and the ability to quickly develop creative solutions to problems enables me to build and sustain positive and productive relationships with my followers.

My ability to be flexible and adapt to change are skills I have personified into my lifestyle from my military upbringing. Experiencing new cultures unquestionably inspired me to open my mind to different ways of thinking, new possibilities and novel ways of doing things.

**ABOUT THE BLOG**

One Heiress Lane is a lifestyle blog with only a couple of months under its belt. We have been making strides with our audience since our launch on August 23, 2018,

The connection is organic and real. Daily we are consistently developing the brand to appeal to the Millennial generation. One Heiress Lane is a catalyst for women, as I like to call them "Co-Heirs", around the world to Aspire, Become, and Connect with their purpose.

# Audience Profile

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## BLOG STATS

Based on Quarterly Analytics



**77.3%**  
New Visitors



**7,775**  
Page Views



**292**  
Subscribers

**GENDER**  
Female

**AUDIENCE**  
65.5%

**AGE**  
19-24  
25-34  
35-54  
*Median Age: 30*

**AUDIENCE**  
27.5 %  
33.5 %  
28 %

**LOCATION**  
U.S.

**AUDIENCE**  
92.93 %

## SOCIAL



@oneheiresslane  
64 Followers  
30K Viewers



@oneheiresslane  
586 Followers  
609 Reach  
1,127 Impressions



@oneheiresslane  
386 Page Likes  
619 Page Reach  
246 Engagements  
120 Page Views

# Audience Profile

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## WHAT OTHERS ARE SAYING



As a creative person who is somewhat unfamiliar with the graphic side of social avenues, I always needed a partner who could both describe what I need and help me create it. Jessica makes sure she puts **EXTRA EFFORT** into describing how her work could implement the goals I sought, and she helps me understand the issues inherent in each step of the design process. We have worked extensively on my logo, staging photo shoots, printed media for weddings & etc. In addition to this, One Heiress Lane has been **VITAL TO THE FORMING OF MY BRAND'S IMAGE AND SOCIAL MEDIA PRESENCE**, finding the right balance and impact after making edits to the design concept. In the end, Jessica's image encompasses my hopes in graphic form.

Jessica is an **ARTISTIC AND GIFTED PROFESSIONAL** who can assist any business in developing an identity. I would highly recommend Jessica for her work, responsiveness, value, and ability to implement her client's goals while also explaining a complex and new environment to those familiar with the artistic realm but not so much with how to go about presenting it in media form.

Ashantia Wright | Client  
IG@start2finishevents



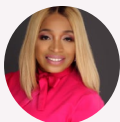
I met J. Renee through a close friend and my first encounter with J. Renee was nothing short of inviting and a **CONTAGIOUS SMILE** to match. Her talent as a designer blows me away every time. I've seen first hand how **SHE TURNS A VISION INTO REALITY**. It's such a God-given gift, and she remains **HUMBLE** about it. J. Renee is also **SUPER DOWN TO EARTH!** With every outing we've had, we've shared laughs upon laughs upon laughs. During those times she also shares her wisdom. J. Renee is **YOUNG AND FULL OF WISDOM** that will benefit millions of people of all ages. I've been blessed to have her in my life, and I'm forever grateful.

Christina Tomlinson | Client  
FB@Christina Tomlinson



Jess is the person who I'd like to **DEEM RESPONSIBLE FOR THE SPARK IN THE RELATIONSHIP I HAVE WITH GOD**. I am able to talk honestly with Jess without regard. She is quick to correct me when I'm wrong though, and I am grateful for that! For me and my generation, the Millennials, that is so important because sometimes trying to be a good Christian causes us to self-destruct because we never reach our desired "perfection". In my opinion, everyone needs spiritual guidance at some point in their journey but finding someone to truly guide you, listen to all of the nasty things about yourself, and not pass judgment, is hard and very rare to come by. Another thing that I adore is Jessica's **TRANSPARENCY**; it's so good to know I am not alone! Knowing my God delivered her from her mess ensures me he can for sure do the same for me.

Kumisha Washington | Reader  
IG@sunnydiamondd



She loves her family, she love her community, and she loves her God! Jessica Ledbetter is **A BRIGHT SHINGING LIGHT** in our generation. Her **CREATIVE GENIUS** and **INTENTIONAL** new age ministry style pulls every follower higher. Thank you for being a **FRESH VOICE OF HOPE, HAPPINESS, AND HEALING**.

Lady Leah McNair | Mentor  
IG@ladyleahmac



Jessica is **A TRUE JOY!** Her love and compassion for others is amazing. Every time I am blessed to encounter her she always greets you with a smile and energy to match it. She is so **SUPPORTIVE AND INSPIRING** and truly a woman who is determined to leave an impact on your life. As a woman who has given her guidance from time to time, she may not realize that she in turns **INSPIRES ME**. I know for a fact she is **HEADED FOR GREATNESS** because her actions line up with her confessions. Connecting with Jessica has been a blessing to me and my family and we have adopted her as one of our own!!

LaShonda D. Crawford | IncreDesign  
IG@incredesign\_net

ENTREPRENER

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## AREAS OF FOCUS

We are intentional about the product and service we offer our audience on all platforms. We seek to solve problems we know our audience have. By the same token, our content coaches and educates our audience through this problem as they begin to identify and address it. Whether it's about living out a dream idea, or embracing her beauty, we strive to be the source of empowerment and intelligence.



### ENTREPRENER

As the number of Black woman-led startups continue to rise we continue to break down barriers to make it better for the next generation.

We are committed to highlighting powerful stories and encouraging conversations to expel the doubt that a million-dollar business is out of reach. We embrace entrepreneurship, along with all the wins and failures.



### LIFESTYLE

Products and stories about everyday life that can inspire and support our healthy habits, from traveling to finding stillness.

To live richly, you must leave space for possibilities, and that is essential to our health and wellness.



### FASHION

Navigate life on and off the runway. Find fashions standout trends.

Indulge in DIY projects fit for a beginner to an advanced designer. In celebration of real women with style, we highlight the consumers, bloggers, designers, stylist, and local vendors.



### BEAUTY

The latest beauty and hair trends, and essentials of women daily routines.

We encourage women to get back to their confidence and sense of self to feel good about themselves. It's about her embracing the mentality of "imperfectly perfect" and still believing she's beautiful.



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## JAN 2020

DEFINING MOMENTS

How to lead in 2020. Take a moment to reflect on the past to spring forward in the new year.



**EntreprenHer:** Her StartUp  
**EntreprenHer:** Inspiration  
**Lifestyle:** Mind & Body Reboot  
**Lifestyle:** Then and Now  
**Lifestyle:** New Years Resolutions  
**Fashion:** Glitter and Glam  
**Beauty:** New Year, New You  
**Beauty:** New Growth

**Content Close:** NOV 20,19 (T)  
**Go Live:** DEC 4, 19 (T)

## FEB 2020

SELF-MADE WOMEN

Women starting their own businesses, while yet managing their households.



**EntreprenHer:** Women Who Roar  
**EntreprenHer:** Mentorship  
**Lifestyle:** Day in her Life  
**Lifestyle:** Day in her Life  
**Fashion:** Fashion Queens  
**Fashion:** Elevate your Look  
**Beauty:** Make the most out of your Palette

**Content Close:** JAN 15, 20 (T)  
**Go Live:** FEB 5, 20 (T)

## MAR 2020

SELF CARE

All things healthy living. Promotes giving yourself inward and outward love no matter your lifestyle, look, or who you are.



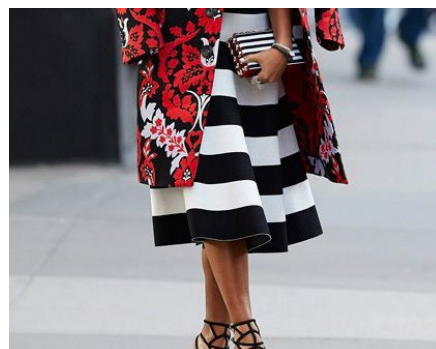
**EntreprenHer:** Healthy Boundaries  
**Lifestyle:** The Right to Heal  
**Lifestyle:** Living your Best Life  
**Lifestyle:** Mental Health  
**Fashion:** Wearing what makes you Happy  
**Beauty:** Wellness Tips

**Content Close:** FEB 20, 20 (T)  
**Go Live:** MAR 5, 20 (T)

## APR 2020

SPRING FASHION

Curate your closet wardrobe with the top must-have fashion trends for spring.



**EntreprenHer:** Designer  
**Lifestyle:** DIY  
**Fashion:** A Fashionable Life  
**Fashion:** Haute Couture  
**Fashion:** Straight from the Catwalk  
**Beauty:** Products  
**Beauty:** Accepting Natural Hair

**Content Close:** MAR 20, 20 (T)  
**Go Live:** APR 2, 20 (T)



## MAY/JUN 2020

INNOVATIONS & IDEAS

We've selected 10 new business ideas that will provide entrepreneurs with plenty of inspiration in 2020.



**EntreprenHer:** Can you Help me?  
**EntreprenHer:** Resources  
**EntreprenHer:** Investments  
**Lifestyle:** Productive Workspaces  
**Lifestyle:** What's beautiful to you?  
**Fashion:** Dominating this Year  
**Beauty:** Inspiration

**Content Close:** APR 16, 20 (T)  
**Go Live:** MAY 21, 20 (T)

## JUL/AUG 2020

TRAVEL & CELEBRATION

Travel better and smarter now. Learn lessons learned and what's to come as we celebrate a new year in age and One Heiress Lane 1st anniversary!



**EntreprenHer:** Blog Anniversary  
**Lifestyle:** Places to Visit  
**Lifestyle:** Local Getaways  
**Lifestyle:** Unforgettable Moments  
**Lifestyle:** Birthday  
**Fashion:** What to Pack  
**Beauty:** Skincare and Hair Tips

**Content Close:** JUN 19, 19 (T)  
**Go Live:** JUL 2, 19 (T)

## SEPT 2020

ART & INSPIRATION

Relaxing is a priority for a healthy balanced life. Find beautiful ideas to compliment your home aesthetics.



**EntreprenHer:** Local Artist  
**Lifestyle:** Modern Art  
**Lifestyle:** Home Decor  
**Lifestyle:** National Women's Health Day  
**Fashion:** DIY  
**Beauty:** Editorial

**Content Close:** AUG 20, 20 (T)  
**Go Live:** SEP 3, 20 (T)

## OCT 2020

FALL FASHION

Curate your closet wardrobe with the top must-have fashion trends for fall. Breast Cancer Awareness Month.



**EntreprenHer:** Designer  
**LifeStyle:** Her Battle, Our Fight  
**Lifestyle:** Wedding Anniversary  
**Fashion:** Pink Saves Lives  
**Fashion:** Fashion Week  
**Beauty:** Body Flaws and All  
**Beauty:** Think Pink

**Content Close:** SEP 17, 20 (T)  
**Go Live:** OCT 1, 20 (T)

## NOV/Dec 2020

HOILDAYS

Get into the holiday spirit with beautiful decor, chic fashion finds, and beauty secrets.



**EntreprenHer:** Paid Time-Off  
**Lifestyle:** Holiday Food and Baking  
**Lifestyle:** Financial  
**Fashion:** Holiday Looks  
**Beauty:** Inner Beauty  
**Beauty:** Up your Glow Game  
**Beauty:** Holiday Hair Guide

**Content Close:** OCT 15, 20 (T)  
**Go Live:** NOV 2, 20 (T)

# Digital Opportunities

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LIFESTYLE

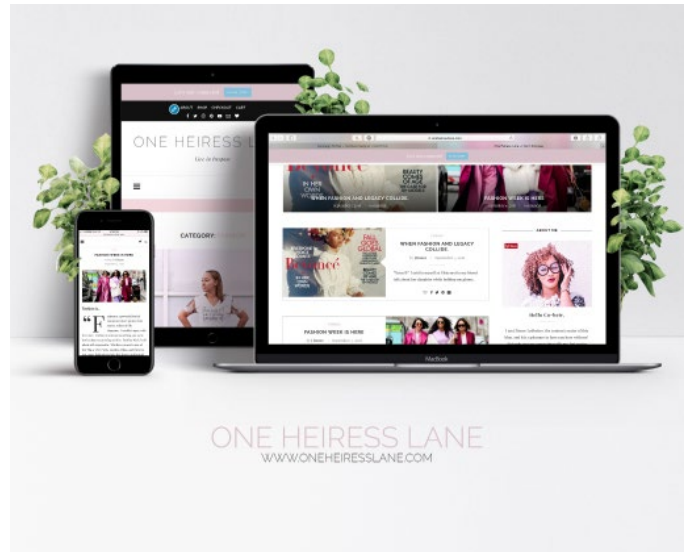
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Are you a brand that fits our regime? Are you looking for a genuine collaboration and partnership? If so, that's wonderful because we would love to collab. We are all about connecting with brands that we can personally use or recommend to our fellow "Co-Heirs". If honesty is what you are looking for, honesty is all that we have to give.

Don't hesitate to contact us if you would like to work together. We offer custom solutions through our strategic and creative advertising opportunities. **RATES SENT UPON REQUEST.** Send an email to J.Renee at [connect@oneheiresslane.com](mailto:connect@oneheiresslane.com) to discuss further.



## WHAT WE OFFER YOU

- Creative advertising
- Genuine Collaboration and Partnership
- High quality photography and videography
- Increased exposure over multiple platforms
- Unmatched professional

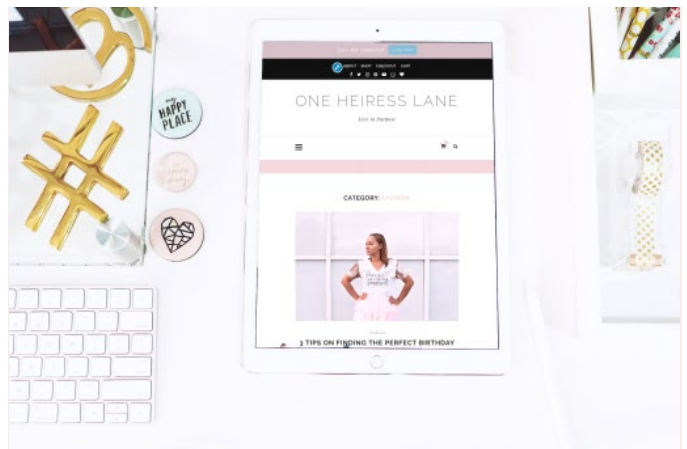
## HIRE US

- **BANNER AD PLACEMENT**
- **BRAND AMBASSADOR**
- **CONTEST AND GIVEAWAY**
- **LIVE AND DIGITAL EVENT HOSTING**
- **PRODUCT REVIEW**
- **PROMO VIDEO**
- **SOCIAL MEDIA PROMOS**
- **SPEAKING ENGAGEMENTS**
- **SPONSORED POST**

## BRAND PARTNERSHIPS

Become our first and you will not regret it!

Contact:  
J.Renee Ledbetter  
[connect@oneheiresslane.com](mailto:connect@oneheiresslane.com)





“Chase down your passion like it's the last bus of the night!”

**CONTACT**

J.Renee Ledbetter | Content Creator  
**EMAIL:** [connect@oneheiresslane.com](mailto:connect@oneheiresslane.com)  
**WEB:** [OneHeiressLane.com](http://OneHeiressLane.com)

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*Live in Purpose*



*@oneheiresslane*