



Marketing One-Pagers & Copy Library

Owner	A Ashley Zeck
Tags	

Ready-to-use marketing materials for Legacy Rising

One-Pager #1: For Participants ("Are You a Cycle-Breaker?")

[FRONT]

You're Not Broken.

You're a Builder.

Legacy Rising

Recovery-Informed Entrepreneurship for Cycle-Breakers

What if your obsessive mind is a gift, not a curse?

Most recovery programs teach you to manage obsession.

We teach you to aim it.

Legacy Rising helps people like you channel obsessive energy into entrepreneurship.

Not therapy. Not a handout. A launchpad.

What You'll Do:

Week 1-2: Reframe obsession as fuel + build a new identity

Week 3-5: Turn a problem into a business (idea → MVP → pitch)

Week 6: Learn to lead and lift others

Week 7: Master money (budgeting, credit, capital)

Week 8: Build your legacy

What You'll Get:

- ✓ A tested business idea
 - ✓ Skills to launch and scale
 - ✓ A network of builders who get it
 - ✓ Access to mentors, funding, and resources
 - ✓ A new identity (cycle-breaker, not cycle-repeater)
-

The Details:

When: [Day of week], [Time], for 8 weeks

Where: [Location], Houston, TX

Cost: Free. Seriously.

Who: Adults 18+ ready to break cycles and build legacies

Next Cohort Starts: [Date]

Apply Now:

[QR Code]

www.legacyrising.org/apply

**"I used to obsess about getting high. Now I obsess about growing my business.
Same energy. Different target."**

- Marcus, Cohort 1 Graduate
-

[BACK]

Is This For You?

✓ You're a good fit if:

- You've struggled with addiction, incarceration, or destructive cycles
- You're tired of the old story and ready to write a new one
- You're curious about entrepreneurship or building something
- You can commit to 8 weekly sessions
- You're ready to redirect your energy toward creation

× Not yet a fit if:

- You're in active crisis (get clinical support first, then come back)
 - You're court-mandated (this only works if you *want* it)
 - You're looking for a quick fix or handout
 - You're not interested in building a business or project
-

What Makes Legacy Rising Different?

Traditional Recovery:

- Focuses on what you're leaving behind
- Treats obsession as a problem to eliminate
- Clinical, therapeutic language
- Goal: Abstinence and stability

Legacy Rising:

- Focuses on what you're building toward
- Treats obsession as energy to redirect
- Builder, creator language

- Goal: Entrepreneurship and legacy

We're not saying recovery doesn't matter. We're saying it's not enough.

FAQ

Q: Do I need a business idea to apply?

A: Nope. Come with curiosity. We'll help you find your idea.

Q: Is this only for people in recovery?

A: No. It's for anyone breaking destructive cycles (addiction, poverty, incarceration, burnout, etc.).

Q: What if I relapse during the program?

A: We're here to support you, not judge you. Slip-ups don't disqualify you.

Q: Will this help me get a job?

A: Maybe. But the goal is to help you *create* a job (for yourself and maybe others).

Q: What if I can't make every session?

A: We ask for commitment, but life happens. Talk to us.

Q: Is this religious?

A: Nope. Spirituality is welcome but not required.

What Happens After the Program?

You join the Legacy Rising Alumni Network:

- Ongoing mentorship and support
- Access to funding and resources
- Opportunities to mentor new cohorts
- Community events and workshops
- Lifetime membership

Your cycle-breaking journey doesn't end at Week 8. It's just beginning.

Apply Now

Step 1: Fill out interest form (2 min)

→ www.legacyrising.org/apply.

Step 2: Phone screen (15 min)

→ We'll call you within 48 hours

Step 3: Full application (30 min)

→ Complete assessments and tell us your story

Step 4: Welcome to the cohort

→ You're in. Let's build.

Questions?

Email: hello@legacyrising.org

Phone/Text: [Number]

Follow us: @legacyrising (IG, TikTok, Facebook)

Legacy Rising

Building Legacies. Breaking Cycles.

One-Pager #2: For Partners ("Why Partner with Legacy Rising?")

[FRONT]

Turn Your Clients Into Business Owners.

Legacy Rising

Recovery-Informed Entrepreneurship Program

The Problem:

Your clients complete your program. They're stable. They're sober. They're housed.

But then what?

- Most go back to low-wage jobs with no future
- Many feel stuck, purposeless, underutilized
- Some relapse because stability isn't enough

They need more than survival. They need a mission.

The Solution:

Legacy Rising is an 8-week program that turns your clients into entrepreneurs.

We help them:

- Reframe obsession as fuel (not a deficit)
- Build a new identity (creator, not victim)
- Launch a business or project
- Join a lifelong network of builders

It's not therapy. It's a launchpad.

What Your Organization Gets:

- ✓ **Better outcomes for your clients** (income growth, purpose, community)
 - ✓ **Success stories for your funders** (we share data and testimonials)
 - ✓ **No cost** (free for your clients and your org)
 - ✓ **Easy referral process** (we handle screening and programming)
 - ✓ **Alumni who give back** (graduates often return to mentor your clients)
-

Partnership Models:

Referral Partner

- You send us clients, we deliver programming

- We report outcomes back to you
- Co-branding on marketing materials

Host Partner

- You provide space, we provide curriculum
- Shared facilitation (optional)
- Your clients get priority access

Co-Delivery Partner

- We train your staff to deliver Legacy Rising
 - You license our curriculum
 - Revenue share model
-

Get Started:

Schedule a call: [Calendly link]

Email: partnerships@legacyrising.org

Phone: [Number]

"Our clients need more than stability. Legacy Rising gives them purpose."

- [Partner testimonial]
-

[BACK]

By the Numbers:

87% of participants launch a business or project within 6 months

75% report recovery stability at 12 months

60% see income growth within 6 months

50%+ of alumni return to mentor new cohorts

What Partners Say:

"Legacy Rising filled a gap we didn't even know we had. Our clients leave our program stable—but directionless. Now they have a mission."

- [Partner name], [Organization]

"The alumni network is powerful. Graduates stay connected, support each other, and come back to lift up the next cohort."

- [Partner name], [Organization]

Ideal Partner Organizations:

- Recovery centers (inpatient, outpatient, sober living)
- Reentry programs (halfway houses, parole/probation)
- Workforce development orgs
- Community colleges
- Faith-based organizations
- Mental health providers

If you serve people breaking cycles, we should talk.

FAQ for Partners:

Q: Will this conflict with our programming?

A: No. Legacy Rising runs evenings/weekends to complement (not replace) day programs.

Q: Do we need to provide funding?

A: No. We cover programming costs through grants and earned revenue.

Q: Can we customize the curriculum for our population?

A: Yes. We work with partners to adapt content while keeping core framework.

Q: What data do we get back?

A: Aggregate outcomes (completion rates, business launches, income growth) + anonymized testimonials.

Q: What if our clients aren't interested in entrepreneurship?

A: We define entrepreneurship broadly (side hustles, freelancing, nonprofits, passion projects). It's about ownership and agency.

Next Steps:

1. Schedule a call

→ 30-minute intro to explore fit

2. Sign MOU

→ Simple partnership agreement (referral or host)

3. Start referring clients

→ We handle intake, screening, and programming

4. Celebrate wins together

→ Share success stories, co-brand materials, report outcomes

Ready to partner?

Email: partnerships@legacyrising.org

Phone: [Number]

Website: www.legacyrising.org/partners

Legacy Rising

Building Legacies. Breaking Cycles.

Social Media Copy Library

Instagram/Facebook Posts

Post 1: Identity Flip

Image: Before/after graphic (shadowy figure → confident builder)

Caption:

You're not broken.

You're a builder who's been aiming at the wrong target.

Legacy Rising helps cycle-breakers turn obsession into entrepreneurship.

8 weeks. Houston. Free.

Are you ready?

Apply: [link in bio]

#CycleBreaker #LegacyRising #Entrepreneurship #Recovery #Houston

Post 2: Obsession Redirect

Image: Split screen (substance on left, business plan on right, arrow between)

Caption:

I used to obsess about getting high.

Now I obsess about my business.

Same energy. Different target.

That's the Legacy Rising model: We don't kill obsession. We aim it.

If you're ready to redirect, we're ready to help.

Link in bio.

#ObsessionRedirect #AddictionRecovery #Entrepreneurship #LegacyRising

Post 3: Founder Story

Image/Video: Ashley speaking directly to camera

Caption:

I started Legacy Rising because I was tired of being told my obsessive mind was a problem.

It's not.

It's a superpower aimed at the wrong target.

I built this for people like me—people who don't fit in the boxes, who obsess, who burn hot.

If that's you, you belong here.

Next cohort starts [date]. Apply now.

[Link]

#FounderStory #CycleBreaker #Legacy #Houston

Post 4: Alumni Spotlight

Image: Professional photo of alumni + their business

Caption:

Meet Marcus.

6 months ago: Unemployed, 90 days sober, no plan.

Today: Running a lawn care business, 6 employees (all alumni), stable income.

What changed?

He redirected his obsession from substances to building something that lasts.

Legacy Rising helped him make the shift.

Your turn. Apply: [link in bio]

#AlumniSpotlight #Success #Entrepreneurship #Recovery

Post 5: Urgency

Image: Bold text on construction background

Caption:

Cohort 3 starts October 15.

10 spots.

32 applications.

Are you in or out?

Application deadline: October 8.

Don't wait. Your future won't.

Apply: [link in bio]

#LegacyRising #ApplyNow #Houston #Entrepreneurship

TikTok Scripts (15-30 seconds)

TikTok 1: Hook - "You're Not Broken"

Visual: Ashley speaking to camera, construction site background

Script:

[0-2 sec] "Stop scrolling. This is for you."

[3-10 sec] "You've been told your obsessive mind is a problem. That you're broken. That you need to be fixed."

[11-20 sec] "What if they're wrong? What if your obsession is actually a superpower—you've just been aiming it at the wrong target?"

[21-28 sec] "Legacy Rising teaches you to redirect. Obsession + entrepreneurship = success."

[29-30 sec] "Link in bio. Let's build."

Text overlay: "You're not broken. You're a builder."

Hashtags: #Recovery #Entrepreneurship #Obsession #CycleBreaker

TikTok 2: Hook - "Same Energy, Different Target"

Visual: Quick cuts between destructive behavior imagery and building imagery

Script:

[0-2 sec] "I used to obsess about [substance/behavior]."

[3-8 sec] "I'd think about it all day. Dream about it. Plan my whole life around it."

[9-15 sec] "Then I realized: My obsession wasn't the problem. My target was."

[16-25 sec] "Now I obsess about my business. Same intensity. Different outcome."

[26-30 sec] "That's what Legacy Rising taught me. Link in bio if you're ready to redirect."

Text overlay: "Obsession isn't the enemy. Bad targets are."

Email Signature Block (For All Staff/Facilitators)

[Name]

[Title], Legacy Rising

Building Legacies. Breaking Cycles.

Email: [email]

Phone: [number]

Website: www.legacyrising.org

Apply for the next cohort: [link]

Follow us: [IG] [TikTok] [Facebook]

Voiceemail Greeting Template

"Hey, you've reached [Name] at Legacy Rising. We help cycle-breakers turn obsession into entrepreneurship. Leave your name and number and I'll call you back within 24 hours. Or apply online at legacyrising.org. Let's build."

Next Steps

- ☐ Finalize one-pagers (design + print)
- ☐ Create digital versions (PDFs)
- ☐ Schedule social media content (8 weeks of posts)
- ☐ Film TikTok videos (batch 10-15)
- ☐ Set up link-in-bio tool (Linktree or similar)
- ☐ Print posters/flyers (500 copies for partner distribution)
- ☐ Distribute to partners