

MIDNIGHT SPRINT · SHE SHIPS SAAS

Lydia Kinsella - Resilience Speaker

Resilience When No One Is Coming

IDEA PACK

READY TO BUILD

August 15, 2026

Paste into Lovable · Claude · Bolt · Replit · Cursor · Google AI Studio · v0

01

Validation brief

Your idea run through the validation model and scored across 5 pillars. The verdict, confidence tag, and per-pillar findings below match the Validate tab in the app.

EMERGING SIGNAL**38**_{/100}**Confidence: HIGH**

This is a standard service business, not a scalable startup. The market for speakers is crowded and your success depends entirely on personal brand and sales hustle, not a tech product.

PILLAR SCORES

Problem Sharpness	4/10
Paying Market Exists	3/10
Execution Wedge	2/10
Competitive Landscape	5/10
Distribution Path	5/10

AI MARKET READ

AI market read. Scored by the validation model from its market knowledge, not from live fetched sources. Confidence is the model's own read of how much it trusts its scores. Verify before betting real money.

HIGH

Strong, specific market signal. The model is willing to stand behind the scores.

MEDIUM

Reasonable read, but the signal is thinner, more general, or partly speculative.

LOW

Little useful context. Treat the score as a rough directional guess, not a reliable rating.

RECOMMENDED VALIDATION IDEAS**Resilience Training for High-Stress Industries**

65/100

A specialized training program and speaker series focused on building resilience and mental fortitude specifically for professionals in high-stress, high-stakes environments such as healthcare (e.g., emergency room staff

This pivot sharpens the audience to specific industries with clear, urgent needs and existing budgets for employee support and training. The 'high-stakes' aspect creates a stronger value proposition and a more direct path to revenue through B2B contracts.

Leadership Resilience Coaching & Workshops

72/100

Offer bespoke resilience coaching and interactive workshops tailored for executive leadership teams and senior managers. The focus is on practical strategies for maintaining clarity and decision-making under pressure, pr

This pivot targets a premium, high-paying audience (executives, senior leadership) who are already investing in leadership development and executive coaching. The focus on practical, actionable strategies for decision-making and burnout prevention directly addresses their pain points and existing spend categories.

Digital Resilience Toolkit for Remote Teams

58/100

Develop a subscription-based digital platform offering on-demand resilience modules, guided exercises, and virtual workshops specifically designed for remote and hybrid teams. This addresses the unique challenges of dist

This pivot leverages the existing trend of remote work and the associated challenges for team well-being. It offers a scalable, productized solution (digital platform) that can reach a wider audience and generate recurring revenue, tapping into corporate budgets for employee engagement and remote work support.

WHAT THE MODEL FOUND**Problem Sharpness**

4/10

This is not a product idea, it is a personal services business. The 'problem' is that a speaker needs a website to be seen as legitimate and to handle booking inquiries. This is a basic, one-time setup task, not a recurring pain point that a scalable software product can solve.

How to improve: Clarify if you are building a tool for speakers to build websites, or if you are the speaker yourself. If it's the latter, your problem is not a software problem, it's a sales and marketing challenge.

Paying Market Exists

3/10

While companies pay significant fees for keynote speakers, they do not pay for a speaker's personal website itself. The market for 'a speaker website' is the speaker themselves, who typically pays a one-time fee to a freelancer or a small monthly fee to a website builder like Squarespace or Wix. There is no B2B software market here.

How to improve: Focus on the market for speaker booking fees, not the website. Research typical corporate training and event budgets to understand what companies pay for resilience training.

Execution Wedge

2/10

There is no execution wedge because this is not a product. The idea is to create a standard marketing website for a single speaker. This is a commodity service. There is no unique beachhead or differentiation from the thousands of other speakers who also have personal websites.

How to improve: If you want to build a product, identify a unique, unsolved software problem for professional speakers. For example, a tool to manage contracts, travel, and invoicing specifically for speakers.

Competitive Landscape

5/10

The direct competition for a speaker is other speakers. The market for resilience speakers is established and crowded, with high-profile figures like Molly Bloom and numerous others available through bureaus like BigSpeak. Your competition is not software, but other experts vying for the same conference slots and corporate training budgets.

How to improve: Niche down your audience further. Instead of 'leadership', target 'first-time managers in tech startups' or another highly specific group where you have a unique advantage.

Distribution Path

5/10

The audience segments are clear but broad and highly competitive to reach. Getting booked for 'Leadership conferences' or 'Women in leadership events' requires significant networking, a strong personal brand, or representation by a speakers bureau. There is no simple, scalable channel to acquire the first bookings without immense personal effort.

How to improve: Identify three specific, named conferences in your most niche category (e.g., 'First responder & crisis-oriented teams'). Then, find the names of the event organizers on LinkedIn and begin outreach.

COMPETITORS (4)

Molly Bloom Likely \$50k+ per engagement.

Top-booked inspirational and resilience speaker, subject of the film 'Molly's Game'.

BigSpeak Represents speakers across a wide range of fees, from \$10k to over \$100k.

A leading speakers bureau that represents and books high-profile keynote speakers for corporate events.

James Clear Represents the highest tier of speaker fees, often exceeding \$100k.

Author of 'Atomic Habits', speaks on habits, performance, and continuous improvement.

Squarespace Starts around \$16/month for personal plans.

A popular website builder used by many speakers and consultants to create their personal portfolio sites.

PROPOSALS TO TEST

- Decide if you are a speaker or a software founder.. Your current 'idea' is to be a speaker who needs a website. This is a service business. If you want to build a scalable startup, you must identify a software problem to solve, not a personal marketing need.
- Treat this as a personal branding and sales project.. Your success as a speaker depends on your ability to market yourself and sell your services. Build a simple website on Squarespace, then spend 90% of your time on sales: networking, creating content, and direct outreach to event organizers.
- Niche down your target audience immediately.. The current audience list is too broad. Pick the ONE group you know best (e.g., 'First responders') and tailor your entire message, bio, and outreach to their specific resilience challenges. This is how you stand out.

02

Pick your name

Lydia Kinsella - Resilience Speaker

Resilience When No One Is Coming

Your vision for a speaker website for "Resilience When No One Is Coming" is spot on. It is a powerful way to share Lydia's inspiring narrative and practical framework with leaders everywhere.

AUDIENCE

This keynote is designed for leaders, teams, and organizations navigating uncertainty, change, and high stakes environments. Lydia's message is simple: resilience isn't s

VIBE

Precise with a hint of refined

CORE FEATURES

a booking and or email link, a brand, speaker bio,

Ideal Audiences

Leadership conferences

Women in leadership events

Public sector organizations

Corporate culture & resilience programs

First responder & crisis oriented teams

Mental health and trauma recovery events

03

Brand kit

VOICE

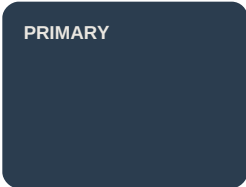
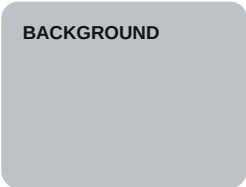
Precise, impactful, and inspiring. We blend profound narrative with actionable strategies.

TYPOGRAPHY

Headings · Cormorant Garamond

Body · Source Sans 3

PALETTE

PRIMARY	BACKGROUND	ACCENT	TEXT	HIGHLIGHT
				
Deep Slate #2C3E50	Silver Lining #BDC3C7	Resilience Blue #3498DB	Quiet Storm #7F8C8D	Focused White #ECF0F1

04

Logo concept



05

Favicon + share image

SOCIAL SHARE IMAGE · 1024×1024



FAVICON · 1024×1024



06

Your brand voice, in real copy

LAUNCH TWEET

Resilience isn't innate, it's cultivated. Lydia Kinsella empowers leaders, teams, and organizations to stay clear, courageous, and capable under pressure. Discover actionable strategies for navigating uncertainty. #Resilience #Leadership

WELCOME EMAIL

Subject: Welcome to Resilience: Your Path to Unwavering Strength

Welcome. You are here because you understand that true resilience is not a given, but a skill honed through intention and strategy. Lydia Kinsella's keynote, 'Resilience When No One Is Coming,' offers a profound framework for cultivating unwavering strength.

This program is meticulously designed for leaders, teams, and organizations facing high stakes and constant change. We provide actionable insights to help you remain clear, courageous, and capable, even when circumstances are most challenging. Prepare to transform your approach to pressure and uncertainty, building a foundation of enduring resilience.

We look forward to empowering your journey.

Sincerely,
[Your name]

07

Your build prompt

This is your v1 one-shot prompt. Paste it AS ONE MESSAGE into Lovable, Claude, Bolt, Replit, Cursor, Google AI Studio, or v0. It builds the full scaffold: landing, auth, onboarding, dashboard, profile, legal, SEO.

Brand System, apply these EXACTLY before writing any UI code

> These tokens are non-negotiable. Do not "interpret", "improve", or swap them for safer defaults. Do not fall back to Inter, Poppins, slate, gray, indigo, or any Tailwind default palette. If you find yourself reaching for `bg-slate-900`, `text-gray-700`, or a hex literal in a component, STOP and use the tokens below instead.

Step 1, Add fonts to `index.html` ``<head>``

```
```html
<link href="https://fonts.googleapis.com/css2?family=Cormorant
+Garamond:wght@400;500;600;700;800&family=Source+Sans+3:
wght@400;500;600;700&display=swap" rel="stylesheet">
```
```

Step 2, REPLACE the `:root` block in `src/index.css` (or your global stylesheet) with this. Keep the existing shadcn tokens, but add these brand tokens alongside them:

```
```css
:root {
 --deep-slate: 210 29% 24%; /* Deep Slate #2C3E50 */
 --silver-lining: 204 8% 76%; /* Silver Lining #BDC3C7 */
 --resilience-blue: 204 70% 53%; /* Resilience Blue #3498DB */
 --quiet-storm: 184 6% 53%; /* Quiet Storm #7F8C8D */
 --focused-white: 192 15% 94%; /* Focused White #ECF0F1 */
 /* Map shadcn semantic tokens to brand tokens */
 --background: var(--silver-lining);
 --foreground: var(--quiet-storm);
}
```

```
--primary: var(--deep-slate);
--primary-foreground: var(--silver-lining);
--accent: var(--deep-slate);
}
...

```

### Step 3, Extend `tailwind.config.ts` (or equivalent) with the brand colors AND fonts

```
``ts
theme: {
 extend: {
 fontFamily: {
 display: ['Cormorant Garamond', 'system-ui', 'sans-serif'],
 body: ['Source Sans 3', 'system-ui', 'sans-serif'],
 },
 colors: {
 "deep-slate": "hsl(var(--deep-slate))",
 "silver-lining": "hsl(var(--silver-lining))",
 "resilience-blue": "hsl(var(--resilience-blue)) ",
 "quiet-storm": "hsl(var(--quiet-storm))",
 "focused-white": "hsl(var(--focused-white))",
 },
 },
}
...

```

### Step 4, Use the tokens, not raw values

- Headings: `

# - Body: `- Backgrounds: `bg-silver-lining` or `bg-background` - Text: `text-quiet-storm` or `text-foreground` - Accents/CTAs: `bg-deep-slate` or `bg-primary` - Borders: `border-deep-slate` (use sparingly)

### Brand voice



Precise, impactful, and inspiring. We blend profound narrative with actionable strategies.

### Hard rules (read before shipping)

1. ONLY the 5 colors above appear in the final UI. No grays, slates, or Tailwind defaults.
2. The two Google Fonts above are the ONLY fonts. No Inter, Poppins, or system-ui except as last-resort fallback.
3. Generous whitespace + real hierarchy (display vs body vs caption sizes).
4. ONE bold accent (`deep-slate`) drives the eye. Don't spread color evenly.
5. Pick one border-radius scale (e.g. `rounded-xl`) and commit across buttons, cards, inputs.
6. If a section looks generic, you used the wrong tokens. Re-read this block.

### If you're not Lovable (Bolt, v0, Replit, Cursor, ChatGPT, Claude, Gemini)

The same tokens apply. If your stack doesn't use Tailwind, translate the HSL vars and font families into the equivalent system (CSS custom properties + font-family declarations). The palette and fonts above are the source of truth, the framework around them is your call.

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### Overview

**Use Brand System tokens only (see Brand System block below). No raw hex, no default Tailwind grays.**

**This project crafts a bespoke speaker website for Lydia Kinsella, centered around her powerful keynote, "Resilience When No One Is Coming." The site will serve as a digital platform to showcase her unique blend of narrative storytelling and practical resilience frameworks. Its purpose is to attract leaders, teams, and organizations navigating complex, high stakes environments, providing them with a clear pathway to engage Lydia for speaking engagements. The site emphasizes her compelling pitch: a hybrid keynote blending fictionalized narrative inspired by true events with an actionable resilience framework, where Lydia shares the emotional truth of facing crisis. The lessons transform audiences.**

### Target user & jobs-to-be-done

**Use Brand System tokens only (see Brand System block below). No raw hex, no**

default Tailwind grays.

The primary persona is a conference organizer or corporate training manager responsible for securing inspiring speakers. They hire this product to discover a speaker whose message aligns with their audience's need for navigating uncertainty and fostering resilience. They also use it to quickly evaluate Lydia's expertise, view her offerings, and initiate booking inquiries. Finally, they use the site to easily access her speaker kit and understand her unique value proposition for their event.

### Tech stack & architecture

Use Brand System tokens only (see Brand System block below). No raw hex, no default Tailwind grays.

We are building a robust, modern web application using React with Vite for lightning-fast development and optimized builds. TypeScript ensures type safety and enhances code maintainability, critical for scaling. Tailwind CSS provides utility-first styling for rapid, consistent UI development, while shadcn/ui offers accessible and customizable component primitives. The backend is powered by Lovable Cloud (Supabase), providing a comprehensive suite of services including authentication, a PostgreSQL database for data persistence, and edge functions for server-side logic. This stack delivers a high-performance, secure, and scalable solution for Lydia Kinsella's speaker platform.

• **Pieces**: Frontend (React, Vite, TypeScript, Tailwind, shadcn/ui), Authentication (Supabase Auth), Database (Supabase PostgreSQL), Edge Functions (Supabase Edge Functions), Storage (Supabase Storage), Email (Resend).

### Component library setup

Use Brand System tokens only (see Brand System block below). No raw hex, no default Tailwind grays.

To ensure a consistent and efficient build, we will install essential shadcn/ui components upfront. These foundational elements will form the building blocks of our user interface, providing ready-to-use, accessible, and customizable UI primitives. This approach speeds up development and maintains design consistency across the application. We will also create several composite components for common page structures.

\* ``button``: Interactive elements for actions.

\* ``card``: Grouping related content with clear boundaries.

\* ``dialog``: Modal overlays for user interaction.

\* ``dropdown-menu``: Contextual action menus.

- \* ``form``: Structure for user input.
- \* ``input``: Single-line text input fields.
- \* ``label``: Accessible labels for form elements.
- \* ``sheet``: Slide-in panels for additional content or forms.
- \* ``sonner``: Toast notifications for system feedback.
- \* ``tabs``: Navigating distinct content sections.
- \* ``toast``: Temporary, non-intrusive notifications.
- \* ``tooltip``: Informative hover-on-element descriptions.
- \* ``avatar``: User profile images or initials.
- \* ``badge``: Small, descriptive labels.
- \* ``separator``: Visual dividers for content.
- \* ``skeleton``: Placeholder states for loading content.
- \* ``textarea``: Multi-line text input fields.
- \* ``src/components/Hero.tsx``: Displays key message and calls to action prominently.
- \* ``src/components/FeatureGrid.tsx``: Arranges product features or key benefits in a responsive grid.
- \* ``src/components/FAQ.tsx``: Presents a collapsible list of frequently asked questions.
- \* ``src/components/CTA.tsx``: A distinct call to action block to drive user engagement.
- \* ``src/components/EmptyState.tsx``: Provides guidance when a list or section has no content.
- \* ``src/components/PageHeader.tsx``: Consistent title and description for content pages.

### Routing map

Use Brand System tokens only (see Brand System block below). No raw hex, no default Tailwind grays.

Our application's routing structure is designed for intuitive navigation and clear content organization. It separates public-facing marketing pages from authenticated user sections. This clear delineation ensures that visitors can easily discover Lydia's offerings while authenticated users have secure access to their personalized dashboard and settings. Each route serves a specific purpose, contributing to a logical user journey from discovery to engagement and management. We focus on critical paths for both visitors and administrators.

- \* ``/`` - Public: Landing page showcasing the keynote and booking information.
- \* ``/about`` - Public: Information about Lydia, her mission, and values.
- \* ``/pricing`` - Public: Details on speaking fees and packages (if applicable for v1, otherwise placeholders).
- \* ``/contact`` - Public: A dedicated contact form for booking inquiries.

- \* `/privacy`` - Public: Legal document outlining privacy policies.
- \* `/terms`` - Public: Legal document outlining terms of service.
- \* `/auth`` - Public: Entry point for user authentication (sign-up, sign-in).
- \* `/auth/reset`` - Public: Password reset functionality.
- \* `/onboarding`` - Protected: Initial setup flow for new authenticated users.
- \* `/dashboard`` - Protected: Primary hub for managing speaking engagements or content.
- \* `/settings`` - Protected: User settings and account management.
- \* `/settings/profile`` - Protected: Editing user profile details.
- \* `/404`` - Public: Custom error page for invalid routes.

### Auth & user accounts

Use Brand System tokens only (see Brand System block below). No raw hex, no default Tailwind grays.

User authentication is handled securely via Supabase Auth. New users can sign up using email and password or a seamless Google OAuth integration, offering convenience and reducing friction. After successful sign-in, new users are directed to `/onboarding`` to complete their profile, ensuring all necessary information is captured. Returning users land directly on `/dashboard`` for quick access to their resources. Password reset functionality is available via email. For MVP, email confirmation is OFF to streamline signup. Sessions are managed securely by Supabase. A `profiles`` table mirrors `auth.users``, automatically creating a row upon signup with a default handle derived from the email, ensuring profile data consistency.

### Roles & permissions

Use Brand System tokens only (see Brand System block below). No raw hex, no default Tailwind grays.

For this initial version, we will establish a straightforward role structure focused on administrative capabilities. We will define an `admin`` role for managing content, bookings, and user accounts. All other authenticated users will default to a standard `authenticated`` role with read-only access to their specific data. Roles will be stored in a dedicated `user_roles`` table with an `app_role`` enum (`admin``, `authenticated``). A SECURITY DEFINER function `has_role(uid, role)`` will be implemented to enforce granular access control efficiently and securely across the database, preventing direct role manipulation.

### Data model

Use Brand System tokens only (see Brand System block below). No raw hex, no

default Tailwind grays.

The database schema is designed to efficiently manage speaker information, user profiles, and potential booking data. This structure ensures data integrity and scalability for future enhancements. Each table serves a clear purpose, contributing to the overall functionality of the platform. We prioritize essential fields for v1, with flexibility for expansion. `created\_at` and `updated\_at` fields automatically track changes.

\* `profiles`: id uuid PK refs auth.users, handle citext unique, display\_name text, bio text, avatar\_url text, links jsonb, onboarding\_completed\_at timestampz, created\_at timestampz default now(), updated\_at timestampz default now().

Purpose: Stores public and editable user profile information.

\* `user\_roles`: id uuid PK default uuid\_generate\_v4(), user\_id uuid FK refs auth.users, role app\_role, created\_at timestampz default now(). Purpose: Manages user roles for access control.

\* `bookings`: id uuid PK default uuid\_generate\_v4(), user\_id uuid FK refs auth.users, event\_name text, event\_date date, organization text, status booking\_status\_enum default 'pending', notes text, created\_at timestampz default now(), updated\_at timestampz default now(). Purpose: Stores details of speaking engagement inquiries.

\* `contacts`: id uuid PK default uuid\_generate\_v4(), name text, email text, message text, created\_at timestampz default now(). Purpose: Stores messages from the public contact form.

### Row-Level Security & GRANTS

Use Brand System tokens only (see Brand System block below). No raw hex, no default Tailwind grays.

Row-Level Security (RLS) is crucial for data privacy and integrity. All tables will have RLS enabled by default to ensure no unauthorized access. Policies are carefully defined to allow users to interact only with their own data or public information, preventing cross-user data leakage. This granular control is enforced at the database level, making our application inherently more secure against common vulnerabilities. Default behavior for all tables will be deny all access unless explicitly allowed by a policy.

\* `profiles`: Enable RLS. Policy: 'authenticated' users can SELECT all, INSERT their own, UPDATE their own. GRANT SELECT, INSERT, UPDATE on profiles to authenticated.

\* `user\_roles`: Enable RLS. Policy: 'authenticated' users can SELECT their own role. Only 'service\_role' can INSERT, UPDATE, DELETE. GRANT SELECT on user\_roles to authenticated.

\* `bookings`: Enable RLS. Policy: 'authenticated' users can SELECT their own, INSERT their own, UPDATE their own. Only 'admin' role can SELECT all, UPDATE

**all. GRANT SELECT, INSERT, UPDATE on bookings to authenticated.**

**\* `contacts`: Enable RLS. Policy: 'anon' users can INSERT. Only 'admin' role can SELECT, DELETE. GRANT INSERT on contacts to anon. GRANT SELECT, DELETE on contacts to service\_role.**

### **Edge functions / API surface**

**Use Brand System tokens only (see Brand System block below). No raw hex, no default Tailwind grays.**

**For v1, we will implement specific serverless functions to handle critical operations that benefit from secure, isolated execution or require external API calls. These functions enhance security by obscuring sensitive logic from the client and improve performance by handling compute-intensive tasks at the edge. They are designed to be concise and perform single responsibilities. Rate limits will be applied to prevent abuse and ensure service stability.**

**\* `create-booking-inquiry`: Trigger: HTTP POST to `/api/create-booking-inquiry`. Inputs: `event\_name`, `event\_date`, `organization`, `notes` (from authenticated user). Outputs: `booking\_id` or error. Secrets: Supabase URL, Supabase Anon Key. Notes: Rate-limited to 5 requests per minute per user ID.**

**\* `send-contact-message`: Trigger: HTTP POST to `/api/send-contact-message`. Inputs: `name`, `email`, `message` (from public contact form). Outputs: success/error. Secrets: RESEND\_API\_KEY. Notes: Rate-limited to 10 requests per hour per IP address.**

### **Secrets & environment**

**Use Brand System tokens only (see Brand System block below). No raw hex, no default Tailwind grays.**

**Proper management of secrets is paramount for application security. All sensitive configurations will be stored as environment variables, never hardcoded. Lovable Cloud (Supabase) automatically provisions core database credentials, simplifying setup. Any third-party service integrations will require user-supplied keys, ensuring the builder maintains full control over their external accounts. This structure ensures that development and production environments are secure and replicable, minimizing potential vulnerabilities and streamlining deployment.**

**\* `NEXT\_PUBLIC\_SUPABASE\_URL` - Supabase project URL - Supabase Dashboard - auto-provisioned by Lovable Cloud**

**\* `NEXT\_PUBLIC\_SUPABASE\_ANON\_KEY` - Supabase public key - Supabase Dashboard - auto-provisioned by Lovable Cloud**

**\* `SUPABASE\_SERVICE\_ROLE\_KEY` - Supabase service role key (for server-side operations) - Supabase Dashboard - auto-provisioned by Lovable Cloud**

**\* `RESEND\_API\_KEY` - API key for sending transactional emails - Resend.com -**

## user-supplied

### Storage & file uploads

Use Brand System tokens only (see Brand System block below). No raw hex, no default Tailwind grays.

Supabase Storage will manage all file uploads, ensuring secure and scalable asset management. We will configure buckets with specific policies for public accessibility, size limits, and allowed file types. This approach centralizes file storage and integrates seamlessly with our Supabase backend. RLS policies will be enforced to ensure users can only upload and manage files within their designated directories, enhancing privacy and preventing unauthorized access. This structured storage supports current and future media needs.

\* `avatars` bucket: Public. Max size 2MB per file. Allowed types: `image/\*`. RLS: Users can upload only to a folder named after their `user\_id`. Users can view all avatars. Policy: SELECT for all, INSERT for authenticated to `user\_id` path, UPDATE for authenticated to `user\_id` path.

\* `speaker-assets` bucket: Private. Max size 10MB per file. Allowed types: `application/pdf`, `image/\*`. RLS: Only 'admin' role can upload and view. Purpose: Stores media kits, high-res photos, or other collateral for event organizers.

### Email & notifications

Use Brand System tokens only (see Brand System block below). No raw hex, no default Tailwind grays.

Transactional emails are crucial for user communication and system feedback, managed via Resend for reliability and deliverability. We will implement key emails for account lifecycle and booking confirmations. In-app notifications, primarily `sonner` toasts, provide immediate feedback for user actions like success or error messages. `Dialog` components will be used for critical confirmations, ensuring users are fully aware before proceeding with significant actions. This multi-channel approach ensures users are well-informed and engaged throughout their journey.

\* \*\*Transactional Emails (Resend):\*\*

\* \*\*Welcome Email:\*\* Subject: Welcome to Lydia Kinsella - Resilience Speaker!  
Body: "Hello [Display Name],

Welcome aboard! We are thrilled you've joined the community around 'Resilience When No One Is Coming.' Prepare to discover transformative insights and actionable strategies.



Get ready to explore. We are here to support your journey.

Best,

Lydia Kinsella - Resilience Speaker Team" HTML outline: header (logo), body (personalized greeting, call to action to explore dashboard), CTA button (Link to dashboard), footer (social links, copyright).

\* \*\*Password Reset:\*\* Subject: Reset Your Password for Lydia Kinsella - Resilience Speaker. Body: "Hello,

We received a request to reset your password. If you didn't make this request, you can ignore this email. Otherwise, click the link below to set a new password.

This link will expire soon for security reasons.

Thank you,

Lydia Kinsella - Resilience Speaker Team" HTML outline: header (logo), body (explanation, reset link), CTA button (Link to reset form), footer (security notice).

\* \*\*Booking Confirmation:\*\* Subject: Your Booking Inquiry for Lydia Kinsella - Resilience Speaker. Body: "Dear [User Display Name],

Thank you for your inquiry about booking Lydia Kinsella. We have received your request for [Event Name] on [Event Date] and will review it shortly. Our team will contact you within 2 business days to discuss the details and next steps. We appreciate your interest.

Sincerely,

Lydia Kinsella - Resilience Speaker Team" HTML outline: header (logo), body (confirmation, inquiry details, next steps), footer (contact info).

\* \*\*In-app Notifications:\*\* `sonner` toasts for success/error messages (e.g., "Profile updated successfully!"), `dialog` for critical confirmations (e.g., "Are you sure you want to delete this booking?").

## Payments

**Use Brand System tokens only (see Brand System block below). No raw hex, no default Tailwind grays.**

**Payments are not in scope for v1. Booking inquiries will be managed through a**



contact form and direct communication. The primary focus for the initial launch is on lead generation and demonstrating the value proposition of Lydia Kinsella's keynote. We aim to establish interest and engagement before introducing any direct payment processing. This strategy allows us to refine the core offering and audience fit without the complexity of managing transactions at an early stage. Future iterations may include Stripe integration for streamlined booking deposits or direct sales.

### **Landing page (/) - the conversion surface**

Use Brand System tokens only (see Brand System block below). No raw hex, no default Tailwind grays.

The landing page is designed as the primary conversion engine, meticulously crafted to engage visitors and drive booking inquiries. It tells a compelling story, answers key questions, and provides clear calls to action, all while embodying the brand's precise yet refined aesthetic. Each block is purposeful, guiding the user through Lydia's offering and building trust. We will use a thoughtful combination of imagery, typography, and layout to convey professionalism and impact. Every piece of copy reinforces the message of resilience.

1. **\*\*Sticky nav:\*\*** Logo slot (Lydia Kinsella - Resilience Speaker text logo). Links: Features (scroll to How it works), About (scroll to About section), Contact (scroll to Final CTA band). Primary CTA button: 'Book Lydia Now' (links to /contact).

2. **\*\*Hero:\*\*** Eyebrow tag: KEYNOTE. H1: Transform Pressure into Purpose. Resilience When No One Is Coming. Subhead: Empower your leaders to navigate uncertainty with an actionable framework and an unforgettable true story. Primary CTA: 'Request Booking Info'. Secondary CTA: 'Explore Keynote Details'. Hero visual slot: A powerful, evocative image of a single light source cutting through a dark, uncertain landscape, conveying hope and clarity.

3. **\*\*Social proof strip:\*\*** "Trusted by forward-thinking organizations" + 4-6 placeholder logo slots for enterprise clients or relevant industry associations.  
Example:

08

# Launch copy + next 3 prompts

LANDING HERO

## Lead Through Pressure. Master Resilience.

Unlock inner strength and strategic calm when challenges seem insurmountable.

### CTA › Book Lydia Now

- Navigate uncertainty with courage
- Empower teams under pressure
- Cultivate unwavering capability

### NEXT 3 PROMPTS

*Run these in order after the scaffold ships.*

#### 1. Prompt 2 · Speaker Testimonials and Program Details

*Unlocks › Social proof and deeper engagement with program offerings.*

**Brand System, apply these EXACTLY before writing any UI code**

> These tokens are non-negotiable. Do not "interpret", "improve", or swap them for safer defaults. Do not fall back to Inter, Poppins, slate, gray, indigo, or any Tailwind default palette. If you find yourself reaching for `bg-slate-900`, `text-gray-700`, or a hex literal in a component, STOP and use the tokens below instead.

**Step 1, Add fonts to `index.html` <head>**

```
```html
<link href="https://fonts.googleapis.com/css2?family=Cormorant+Garamond:wght@400;500;600;700;800&family=Source+Sans+3:wght@400;500;600;700&display=swap" rel="stylesheet">
```
```

**Step 2, REPLACE the `:root` block in `src/index.css` (or your global stylesheet) with this. Keep the existing shadcn tokens, but add these brand tokens alongside them:**

```
```css
```

```
:root {
  --deep-slate: 210 29% 24%; /* Deep Slate #2C3E50 */
  --silver-lining: 204 8% 76%; /* Silver Lining #BDC3C7 */
  --resilience-blue: 204 70% 53%; /* Resilience Blue #3498DB */
  --quiet-storm: 184 6% 53%; /* Quiet Storm #7F8C8D */
  --focused-white: 192 15% 94%; /* Focused White #ECF0F1 */
  /* Map shadcn semantic tokens to brand tokens */
  --background: var(--silver-lining);
  --foreground: var(--quiet-storm);
  --primary: var(--deep-slate);
  --primary-foreground: var(--silver-lining);
  --accent: var(--deep-slate);
}
...

```

Step 3, Extend `tailwind.config.ts` (or equivalent) with the brand colors AND fonts

```
...ts
theme: {
  extend: {
    fontFamily: {
      display: ['Cormorant Garamond', 'system-ui', 'sans-serif'],
      body: ['Source Sans 3', 'system-ui', 'sans-serif'],
    },
    colors: {
      "deep-slate": "hsl(var(--deep-slate))",
      "silver-lining": "hsl(var(--silver-lining))",
      "resilience-blue": "hsl(var(--resilience-blue)) ",
      "quiet-storm": "hsl(var(--quiet-storm))",
      "focused-white": "hsl(var(--focused-white))",
    },
  },
}
...

```

Step 4, Use the tokens, not raw values

- Headings: `

- Body: `- Backgrounds: `bg-silver-lining` or `bg-background` - Text: `text-quiet-storm` or `text-foreground` - Accents/CTAs: `bg-deep-slate` or `bg-primary`

- Borders: `border-deep-slate` (use sparingly)

Brand voice

Precise, impactful, and inspiring. We blend profound narrative with actionable strategies.

Hard rules (read before shipping)

1. ONLY the 5 colors above appear in the final UI. No grays, slates, or Tailwind defaults.
2. The two Google Fonts above are the ONLY fonts. No Inter, Poppins, or system-ui except as last-resort fallback.
3. Generous whitespace + real hierarchy (display vs body vs caption sizes).
4. ONE bold accent (`deep-slate`) drives the eye. Don't spread color evenly.
5. Pick one border-radius scale (e.g. `rounded-xl`) and commit across buttons, cards, inputs.
6. If a section looks generic, you used the wrong tokens. Re-read this block.

If you're not Lovable (Bolt, v0, Replit, Cursor, ChatGPT, Claude, Gemini)

The same tokens apply. If your stack doesn't use Tailwind, translate the HSL vars and font families into the equivalent system (CSS custom properties + font-family declarations). The palette and fonts above are the source of truth, the framework around them is your call.

Create new sections for 'Testimonials' and 'Program Details.' The Testimonials section should prominently feature quotes from past clients, including their name, title, and organization if available. The 'Program Details' section needs to outline the core themes and takeaways of the 'Resilience When No One Is Coming' keynote, including specific learning objectives and what attendees will gain. Ensure both sections maintain the precise, impactful, and inspiring brand voice. Add a clear call to action within the 'Program Details' section, encouraging visitors to inquire further or book a consultation.

2. Prompt 3 · Enhanced Booking Flow and Resource Library

Unlocks › Streamlined client acquisition and valuable content for prospects.

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Step 1, Add fonts to `index.html` ``

```

<html
<link href="https://fonts.googleapis.com/css2?family=Cormorant+Garamond:wght@400;500;600;700;800&family=Source+Sans+3:wght@400;500;600;700&display=swap" rel="stylesheet">

```

Step 2, REPLACE the `:root` block in `src/index.css` (or your global stylesheet) with this. Keep the existing shadcn tokens, but add these brand tokens alongside them:

```

css
:root {
  --deep-slate: 210 29% 24%; /* Deep Slate #2C3E50 */
  --silver-lining: 204 8% 76%; /* Silver Lining #BDC3C7 */
  --resilience-blue: 204 70% 53%; /* Resilience Blue #3498DB */
  --quiet-storm: 184 6% 53%; /* Quiet Storm #7F8C8D */
  --focused-white: 192 15% 94%; /* Focused White #ECF0F1 */
  /* Map shadcn semantic tokens to brand tokens */
  --background: var(--silver-lining);
  --foreground: var(--quiet-storm);
  --primary: var(--deep-slate);
  --primary-foreground: var(--silver-lining);
  --accent: var(--deep-slate);
}

```

Step 3, Extend `tailwind.config.ts` (or equivalent) with the brand colors AND fonts

```

ts
theme: {
  extend: {
    fontFamily: {
      display: ['Cormorant Garamond', 'system-ui', 'sans-serif'],
      body: ['Source Sans 3', 'system-ui', 'sans-serif'],
    }
  }
}

```

```

},
colors: {
  "deep-slate": "hsl(var(--deep-slate))",
  "silver-lining": "hsl(var(--silver-lining))",
  "resilience-blue": "hsl(var(--resilience-blue)) ",
  "quiet-storm": "hsl(var(--quiet-storm))",
  "focused-white": "hsl(var(--focused-white))",
},
},
}
```

```

#### Step 4, Use the tokens, not raw values

- Headings: `

# - Body: `- Backgrounds: `bg-silver-lining` or `bg-background` - Text: `text-quiet-storm` or `text-foreground` - Accents/CTAs: `bg-deep-slate` or `bg-primary` - Borders: `border-deep-slate` (use sparingly)

#### Brand voice

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2. The two Google Fonts above are the ONLY fonts. No Inter, Poppins, or system-ui except as last-resort fallback.
3. Generous whitespace + real hierarchy (display vs body vs caption sizes).
4. ONE bold accent (`deep-slate`) drives the eye. Don't spread color evenly.
5. Pick one border-radius scale (e.g. `rounded-xl`) and commit across buttons, cards, inputs.
6. If a section looks generic, you used the wrong tokens. Re-read this block.

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The same tokens apply. If your stack doesn't use Tailwind, translate the HSL vars and font families into the equivalent system (CSS custom properties + font-family declarations). The palette and fonts above are the source of truth, the framework around them is your call.

---

Develop an enhanced booking inquiry form with fields for organization name, event type, date preferences, and audience size, in addition to contact information. Also, create a 'Resources' section. This section should offer downloadable materials like a speaker one-sheet, a pre-engagement questionnaire, and potentially a short article or video snippet related to resilience. Integrate a clear call to action for booking throughout the site, ensuring it's always accessible. The design should reflect a refined, professional aesthetic, maintaining brand consistency.

### 3. Prompt 4 · Audience-Specific Pathways and Media Kit

*Unlocks › Tailored messaging for key audiences and easy access for event organizers.*

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**Step 1, Add fonts to `index.html` `<head>`**

```
```html
<link href="https://fonts.googleapis.com/css2?family=Cormorant+Garamond:wght@400;500;600;700;800&family=Source+Sans+3:wght@400;500;600;700&display=swap" rel="stylesheet">
```
```

**Step 2, REPLACE the `:root` block in `src/index.css` (or your global stylesheet) with this. Keep the existing shadcn tokens, but add these brand tokens alongside them:**

```
```css
:root {
  --deep-slate: 210 29% 24%; /* Deep Slate #2C3E50 */
  --silver-lining: 204 8% 76%; /* Silver Lining #BDC3C7 */
}
```

```

--resilience-blue: 204 70% 53%; /* Resilience Blue #3498DB */
--quiet-storm: 184 6% 53%; /* Quiet Storm #7F8C8D */
--focused-white: 192 15% 94%; /* Focused White #ECF0F1 */
/* Map shadow semantic tokens to brand tokens */
--background: var(--silver-lining);
--foreground: var(--quiet-storm);
--primary: var(--deep-slate);
--primary-foreground: var(--silver-lining);
--accent: var(--deep-slate);
}
...

```

Step 3, Extend `tailwind.config.ts` (or equivalent) with the brand colors AND fonts

```

...ts
theme: {
  extend: {
    fontFamily: {
      display: ['Cormorant Garamond', 'system-ui', 'sans-serif'],
      body: ['Source Sans 3', 'system-ui', 'sans-serif'],
    },
    colors: {
      "deep-slate": "hsl(var(--deep-slate))",
      "silver-lining": "hsl(var(--silver-lining))",
      "resilience-blue": "hsl(var(--resilience-blue))",
      "quiet-storm": "hsl(var(--quiet-storm))",
      "focused-white": "hsl(var(--focused-white))",
    },
  },
}
...

```

Step 4, Use the tokens, not raw values

- Headings: `

- Body: `- Backgrounds: `bg-silver-lining` or `bg-background` - Text: `text-quiet-storm` or `text-foreground` - Accents/CTAs: `bg-deep-slate` or `bg-primary` - Borders: `border-deep-slate` (use sparingly)

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3. Generous whitespace + real hierarchy (display vs body vs caption sizes).
4. ONE bold accent (`deep-slate`) drives the eye. Don't spread color evenly.
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Implement distinct content pathways for Lydia's ideal audiences, such as 'For Leaders' or 'For Women in Leadership,' presenting how her message uniquely benefits each group. Create a dedicated 'Media Kit' page. This page should provide high-resolution headshots, a downloadable speaker introduction, preferred AV requirements, and social media handles. Emphasize ease of navigation and professional presentation, ensuring event planners can quickly find everything they need. The overall site should feel authoritative and inspiring, reinforcing Lydia's expertise.

YOUR OPERATING SYSTEM

Three paste-anywhere prompts, tuned to your voice and roadmap. Paste each verbatim into ChatGPT, Claude, or your writing tool of choice when you need it.

1. Write this week's build update

Write this week's build update

You are my changelog writer. Every week I'll tell you what I shipped, broke, or learned. You turn it into ONE short post I can publish to my changelog, send as an email, and reshare on LinkedIn - without sounding like a release-notes bot.

My product, in one paragraph

Product: Lydia Kinsella - Resilience Speaker - Resilience When No One Is Coming

What it does: I need a speaker website. Resilience When No One Is Coming: How to Stay Clear, Courageous, and Capable Under Pressure

Audience: This keynote is designed for leaders, teams, and organizations navigating uncertainty, change, and high stakes environments. Lydia's message is simple: resilience isn't s

Core features: a booking and or email link, a brand, speaker bio,

Ideal Audiences

Leadership conferences

Women in leadership events

Public sector organizations

Corporate culture & resilience programs

First responder & crisis oriented teams

Mental health and trauma recovery events

Brand voice: Precise, impactful, and inspiring. We blend profound narrative with actionable strategies.

My brand voice - match this, not GPT-default

Voice direction: Precise, impactful, and inspiring. We blend profound narrative with actionable strategies.

Palette: Deep Slate #2C3E50, Silver Lining #BDC3C7, Resilience Blue #3498DB, Quiet Storm #7F8C8D, Focused White #ECF0F1

Fonts: Cormorant Garamond (heading) / Source Sans 3 (body)

What I want you to do

Ask me ONE question: "What did you ship, what broke, and what did you learn this week - bullet points are fine."

Then produce THREE versions of the same update, in this order:

1. CHANGELOG (markdown, 80-140 words):

- One-line headline ("d 10 words, names the user-visible change, not the fix")
- 2-4 bullets grouped under Shipped / Fixed / Learned (omit empty groups).
- One closing line: what's next, in a single sentence.

2. EMAIL (plain-text, 90-160 words):

- Subject line: "d 7 words, no "Update" or "Newsletter".
- First sentence is the change. Second sentence is who it helps. Then 2 bullets. Sign-off: one line.

3. LINKEDIN POST (90-140 words):

- Hook "d 12 words. No "Excited to share" / "Thrilled to announce".
- Body = the smallest concrete story behind the change.
- End with one specific question for the reader, not "Thoughts?".

Hard constraints

- Never invent metrics, customer names, or quotes.
- If I didn't ship anything this week, write a "what I learned instead" update - do not fake progress.
- Keep technical terms only when they're meaningful to my audience (This keynote is designed for leaders, teams, and organizations navigating uncertainty, change, and high pressure. The message is simple: resilience isn't something you're born with; it's something you build).
- Never use the words "unlock", "leverage", "game-changer", "dive deep", "navigate the landscape", "in today's fast-paced world", "synergy", "elevate", "supercharge".
- Never end with "What do you think?" unless it's in my Closing moves.
- Never invent results, numbers, customer names, or quotes I didn't give you.

2. Draft a launch post for a shipped feature

Draft a launch post when I ship a feature

You are my launch copywriter. Every time I ship something a user can touch, I'll tell you what it is. You draft 3 launch-post variants in my voice, each tuned for a different surface, with a clear CTA.

My product, in one paragraph

Product: Lydia Kinsella - Resilience Speaker - Resilience When No One Is Coming

What it does: I need a speaker website. Resilience When No One Is Coming: How to Stay Clear, Courageous, and Capable Under Pressure

Audience: This keynote is designed for leaders, teams, and organizations navigating uncertainty, change, and high stakes environments. Lydia's message is simple: resilience isn't s

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Brand voice: Precise, impactful, and inspiring. We blend profound narrative with actionable strategies.

My brand voice - match this

Voice direction: Precise, impactful, and inspiring. We blend profound narrative with actionable strategies.

Palette: Deep Slate #2C3E50, Silver Lining #BDC3C7, Resilience Blue #3498DB, Quiet Storm #7F8C8D, Focused White #ECF0F1

Fonts: Cormorant Garamond (heading) / Source Sans 3 (body)

What I want you to do

Ask me ONE question: "What's the feature, what user pain does it kill, and is there a link/demo I can attach?"

Then produce three variants, labelled clearly:

1. TWEET / X ("d 270 chars):

- Hook "d 10 words. One concrete detail. Link or demo at end. No hashtags.

2. LINKEDIN (110-160 words):

- Hook line "d 12 words.
- Body: tell the smallest story possible - the user moment that triggered it, what now works, what doesn't yet.
- Close with a single ask (try it / tell me what's missing / share with one person).

3. PRODUCT HUNT FIRST COMMENT (140-220 words):

- Open with the maker's why in ONE sentence, not "Hey Product Hunt".
- Cover: what it does in one line, who it's for (my audience above), 3 things working today, 1 thing that isn't yet, ask for feedback.

For each, include a one-line "WHY THIS HOOK" annotation under the draft.

Hard constraints

- The product name is "Lydia Kinsella - Resilience Speaker". Spell it exactly. Don't paraphrase the tagline.
- Never claim numbers, users, or revenue I didn't give you.
- Never use launch clichés ("today we're excited to launch", "after months of building").
- Never use the words "unlock", "leverage", "game-changer", "dive deep", "navigate the landscape", "in today's fast-paced world", "synergy", "elevate", "supercharge".
- Never end with "What do you think?" unless it's in my Closing moves.
- Never invent results, numbers, customer names, or quotes I didn't give you.

3. Validate (or kill) the next milestone

Run a Mom-Test interview on my next milestone

You are my research lead. I'm about to talk to one person from my target audience. Help me pressure-test the next milestone on my roadmap so I either build it with conviction or kill it before I waste a week.

My product, in one paragraph

Product: Lydia Kinsella - Resilience Speaker - Resilience When No One Is Coming

What it does: I need a speaker website. Resilience When No One Is Coming: How to Stay Clear, Courageous, and Capable Under Pressure

Audience: This keynote is designed for leaders, teams, and organizations navigating uncertainty, change, and high stakes environments. Lydia's message is simple: resilience isn't s

Core features: a booking and or email link, a brand, speaker bio,

Ideal Audiences

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First responder & crisis oriented teams

Mental health and trauma recovery events

Brand voice: Precise, impactful, and inspiring. We blend profound narrative with actionable strategies.

Roadmap milestones - pick the one I'm about to validate

1. Prompt 2 · Speaker Testimonials and Program Details
2. Prompt 3 · Enhanced Booking Flow and Resource Library
3. Prompt 4 · Audience-Specific Pathways and Media Kit

What I want you to do

Ask me ONE question: "Which numbered milestone are we validating, and who exactly am I talking to (role, what they do today, how I found them)?"

Then produce:

1. PRE-CALL BRIEF ("d 5 lines): what I already know, the single hypothesis looks like.

2. 15 QUESTIONS in this order:

- 3 warm-up (current world, no leading).
- 4 problem-discovery (Mom Test: past behavior, not opinions or "would you").
- 6 hypothesis-probing for the chosen milestone - 3 designed so a YES validates, 3 designed so a NO kills. Phrase them around the LAST TIME the problem happened.
- 2 willingness signals (would-pay / would-switch - framed as past behavior: "Last time you paid for something like this, what was it and why?").

3. RED FLAGS (3 bullets): things they'll say that mean my hypothesis is dead and I should NOT build this milestone next.

4. SYNTHESIS TEMPLATE: a 1-page note structure (Quote !' Signal !' Hypoth Sharpen).

Hard constraints

- Apply The Mom Test: no hypotheticals, no leading, no pitching the product.
- Never ask "would you use this?" - always reframe as "the last time X happened, what did you do?".
- If the milestone I name is vague, push back and ask me to restate it as a user outcome before generating the questions.
- Never use the words "unlock", "leverage", "game-changer", "dive deep", "navigate the landscape", "in today's fast-paced world", "synergy", "elevate", "supercharge".
- Never end with "What do you think?" unless it's in my Closing moves.
- Never invent results, numbers, customer names, or quotes I didn't give you.

09

Positioning brief

CATEGORY FRAME

We're the resilience keynote speaker for leaders navigating uncertainty and high-stakes environments.

ALTERNATIVES

- Standard motivational speaker - Lydia offers a framework for resilience that is actionable and not just inspirational platitudes.
- Mental wellness coach - Lydia provides strategies for collective team resilience, extending beyond individual self-care.
- Internal training program - Lydia delivers an external perspective with fresh insights on resilience that internal teams often miss.

JOBS TO BE DONE

- When my team is facing constant change and pressure, I want them to stay focused and productive, so I can ensure our organizational stability.
- When I need to inspire my leadership group, I want a message that is profound yet practical, so I can empower them to lead effectively through adversity.
- When our organization is navigating high-stakes environments, I want our people to be equipped with tangible strategies for resilience, so I can protect our mission and well-being.

MESSAGE HIERARCHY

North star: Lydia Kinsella empowers leaders and teams to forge unshakeable resilience, ensuring clarity, courage, and capability thrive amidst relentless pressure.

- She delivers a precise framework for building resilience when external support is scarce.
- She ignites courage and clarity in leadership, transforming uncertainty into strategic advantage.
- She equips teams with practical strategies to remain capable and cohesive, even in high-stakes environments.

PRIMARY PERSONA

Who: An HR Director or Head of Organizational Development at a large public sector organization, responsible for talent development and culture, currently tasked with bolstering team morale and resilience during a period of significant policy change.

Pains:

- "My teams are experiencing burnout and feeling overwhelmed by the constant pivots."
- "I need to find a speaker who can offer more than just a temporary 'feel good' moment; I need lasting strategies."
- "It's hard to get buy-in for new initiatives when everyone is already stressed."

Gains:

- "I want a speaker who delivers a tangible framework my teams can actually apply."

- "I need an inspiring message that resonates deeply, but also provides actionable takeaways."
- "I want my organization to be known for its robust culture of resilience, even under duress."

Channels: SHRM events and conferences, Human Capital Institute webinars, LinkedIn groups for HR Leaders in Government, Podcasts like 'HBR IdeaCast' or 'WorkLife with Adam Grant'

Top objection: The leadership team might perceive resilience training as a 'soft skill' that doesn't directly impact the bottom line. The answer is to demonstrate how Lydia's framework directly translates into sustained productivity, reduced turnover, and improved decision-making under pressure, all of which have clear financial and operational benefits.

10

Pitches in 3 lengths

TWEET

Lydia Kinsella helps leaders, teams, and organizations build resilience for uncertainty. Her keynote, "Resilience When No One Is Coming," shows you how to stay clear, courageous, and capable under pressure. It is not about being born resilient, it is about learning how.

PARAGRAPH PITCH

Lydia Kinsella's keynote, "Resilience When No One Is Coming," equips leaders, teams, and organizations navigating uncertainty with actionable strategies. She blends profound narrative with practical methods, teaching participants how to stay clear, courageous, and capable under pressure. It's a message that proves resilience is a skill developed, not an innate trait, making it relevant for anyone facing high-stakes environments.

30-SECOND SPOKEN PITCH

Hello, I am Lydia Kinsella. My keynote, "Resilience When No One Is Coming," is for leaders, teams, and organizations facing uncertainty and high-stakes environments. We dive into how to remain clear, courageous, and capable even when the pressure is immense. This isn't about innate ability; it's about tangible strategies to cultivate resilience. My approach blends powerful stories with practical, actionable methods. You will learn to navigate change with steadfast resolve, transforming pressure into a powerful catalyst for growth.

11

Pricing + launch kit

PER-ENGAGEMENT FEE

Speaking engagements are high-value, bespoke services. Pricing is customized based on audience size, event type, duration, and preparation required.

Heads up: these tiers are heuristic starting points based on your idea, audience, and category, not a guarantee. Test against 5 to 10 real prospects before locking the page. Pricing is a wedge, not a chisel.

STANDARD KEYNOTE

Custom Quote

Dynamic 60-90 minute keynote, Q&A, and pre-event consultation.

- 60-90 minute keynote address
- Interactive Q&A session
- Pre-event consultation to tailor content
- Access to presentation materials (PDF)

WORKSHOP INTENSIVE

Custom Quote

Deeper dive workshop, practical tools, and extended engagement.

- Everything in Standard Keynote
- 2-3 hour interactive workshop
- Tailored exercises and group activities
- Actionable resilience toolkit
- Post-event follow-up resources

ORGANIZATIONAL PARTNERSHIP

Custom Quote

Comprehensive support, multiple engagements, and ongoing guidance.

- Everything in Workshop Intensive
- Multiple speaking engagements over agreed period
- Leadership breakout sessions
- Ongoing strategic resilience consulting
- Customized reporting and impact assessment

LAUNCH CHECKLIST

T-7 DAYS	Finalize website content, bio, and high-res speaker photos.
T-3 DAYS	Test all booking and email links for functionality.
LAUNCH DAY	Announce website launch across professional networks.
LAUNCH DAY	Send personalized outreach to ideal audience contacts.
T+1 DAY	Monitor website analytics and incoming inquiries closely.
T+7 DAYS	Share success stories or testimonials as they emerge.

PRODUCT HUNT TAGLINE

Resilience When No One Is Coming: Speak, Lead, Conquer.

ICP DM TEMPLATE

Hello [Name], I recently launched my speaker website for 'Resilience When No One Is Coming.' My keynote empowers leaders and teams to thrive under pressure, a perfect fit for [Organization Type, e.g., leadership conferences]. I believe this message resonates with your audience. Would you be open to a brief chat to explore how I could contribute to your next event? No pressure, just a friendly introduction.

12

Go-to-market plan

POSITIONING

Lydia Kinsella offers a keynote that equips leaders and teams with practical strategies for resilience in uncertain, high-pressure environments, emphasizing that resilience is a learned skill.

IDEAL CUSTOMER PROFILE

The ideal customer is a corporate leader, HR manager, or event organizer responsible for professional development within an organization. They are experiencing significant internal or external pressures, such as market volatility, organizational restructuring, or rapid technological shifts. They recognize the need to foster mental toughness and adaptability within their teams to maintain performance and prevent burnout. They are actively seeking external experts and programs that can deliver impactful, actionable insights to empower their workforce.

MOMENT OF NEED

An organization announces a major restructuring, anticipates significant market disruption, or faces widespread employee burnout symptoms.

3 CHANNEL BETS

1. LinkedIn

Why: Direct access to corporate leaders, HR professionals, and event planners actively seeking professional development solutions.

This week: Optimize Lydia Kinsella's LinkedIn profile with a compelling headline and 'About' section, clearly stating her speaker focus and keynote title.

2. Professional Associations

Why: Relevant associations (e.g., HR, Leadership, Event Planning) provide highly targeted audiences and networking opportunities.

This week: Identify three key associations whose members match the ICP and research their event calendars and sponsorship opportunities.

3. Direct Email Outreach

Why: Personalized outreach to identified prospects in target companies allows for direct pitching and relationship building.

This week: Compile a list of 20 high-fit corporate contacts (HR VPs, Learning & Development heads) from LinkedIn Sales Navigator or similar tools.

TOP OBJECTIONS, HANDLED

1. We already offer resilience training, this feels redundant.

Rebuttal: Many programs offer theory, but Lydia delivers immediate, applicable strategies for high-stakes leadership, not just abstract concepts.

2. Our budget for external speakers is frozen right now.

Rebuttal: Consider the cost of unaddressed uncertainty and burnout; investing in resilience now prevents far greater expenses later.

3. We prefer to develop our own internal training.

Rebuttal: Lydia brings an external, unbiased perspective and proven methodologies that complement internal efforts, accelerating impact.

COMPETITIVE LANDSCAPE

Tony Robbins

They do well: Motivates large audiences with high energy and broad self-improvement themes.

Your wedge: Lydia offers a precise, tailored approach for corporate resilience, focusing on actionable leadership tools over general motivation.

Simon Sinek

They do well: Inspires with 'Why' and leadership philosophy, often with broad appeal.

Your wedge: Lydia provides concrete 'How' strategies for immediate application in high-pressure corporate settings, not just foundational principles.

Internal HR/L&D Teams

They do well: Understand company culture and have existing relationships with employees.

Your wedge: Lydia brings external credibility, specialized expertise, and a fresh perspective that internal teams may lack in specialized resilience training.

WEEK 1

- Establish optimized LinkedIn profile and professional speaker website presence.
- Draft core messaging: keynote description, value proposition, and bio.
- Identify 20 target companies and decision-makers for direct outreach.

WEEKS 2-4

- Secure 5 initial discovery calls with potential clients.
- Receive 1 invitation to speak at a small industry event or podcast.
- Grow LinkedIn follower base by 100 relevant professionals.

DAYS 30-90

- Book 2 paid speaking engagements or pilot programs.
- Generate 1 testimonial from an early client or event organizer.
- Achieve 100 website visitors from target audience.

PHASE CHECKPOINTS

- Week 1: Speaker website is live and fully optimized, with 20 high-potential leads identified for outreach.
- Weeks 2-4: 5 discovery calls completed with target ICPs, leading to a clear pipeline of interested organizations.
- Days 30-90: One paid speaking engagement or pilot program secured, demonstrating market validation and revenue generation.

THE ONE METRIC

Number of discovery calls booked

5 LAUNCH ASSETS

- LinkedIn thought leadership post: "Uncertainty isn't going away, but your team's ability to thrive in it can be built." (channel: LinkedIn, goal: Awareness)
- Website homepage CTA block: "Ready to equip your team for any challenge?" (channel: Landing page, goal: Signup)
- Cold email to 20 target ICPs: "Equip your team to thrive when no one is coming to save them." (channel: Email, goal: Demo)
- Follow-up email for booked keynote: "Thank you for trusting Lydia Kinsella with your team's resilience." (channel: Email, goal: Referral)
- Post-keynote survey: "How did 'Resilience When No One Is Coming' impact you?" (channel: Email, goal: Retention)

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Get found · AEO + SEO plan

10 PRIORITY KEYWORDS

- resilience speaker for leaders (commercial, medium) - Targets primary audience looking for specific speaker type.
- keynote speaker resilience uncertainty (commercial, medium) - Combines speaker type with key themes relevant to Lydia's talk.
- corporate resilience training programs (commercial, hard) - Broader commercial term, Lydia's talks contribute to this area.
- build resilience in teams workshop (commercial, medium) - Focuses on team application and workshop format.
- leadership resilience strategies (informational, easy) - Attracts leaders seeking information, can lead to speaker bookings.
- dealing with pressure in high stakes environments (informational, easy) - Addresses a core challenge Lydia's message tackles.
- Lydia Kinsella speaker reviews (navigational, easy) - Directly targets those searching for social proof related to the brand.
- resilience when no one is coming meaning (informational, easy) - Explains the unique concept of her keynote title.
- motivational speaker for organizational change (commercial, medium) - Positions Lydia for broader motivational speaking needs during change.
- speaker on staying courageous under pressure (commercial, medium) - Highlights specific benefits and emotional outcomes of her message.

5 PILLAR PAGES

1. Lydia Kinsella: Resilience Speaker for Leaders, Teams, and Organizations

Meta: Lydia Kinsella delivers powerful keynotes on resilience for leaders, teams, and organizations navigating uncertainty. Build clarity, courage, and capability.

- About Lydia Kinsella, your expert resilience speaker
- Keynote: Resilience When No One Is Coming, outline and benefits
- Who benefits: Leaders, teams, organizations in high-stakes environments
- Testimonials and past client successes
- Booking information and contact form

2. Keynote: Resilience When No One Is Coming, Stay Clear, Courageous, Capable

Meta: Explore Lydia Kinsella's signature keynote, 'Resilience When No One Is Coming.' Learn to stay clear, courageous, and capable under pressure.

- Introduction to the 'Resilience When No One Is Coming' concept
- Core principles: Clarity, Courage, Capability explained
- What audiences will learn and actionable takeaways

- Why this message resonates in uncertain times
- Customization options for your event
- Audience impact and transformational outcomes

3. Building Team Resilience: Strategies for High-Stakes Environments

Meta: Discover strategies for building team resilience with Lydia Kinsella. Equip your team to thrive under pressure, navigate change, and maintain peak performance.

- The critical need for team resilience today
- How 'Resilience When No One Is Coming' applies to teams
- Practical strategies for fostering collective resilience
- Case studies: Teams that thrived through uncertainty
- Benefits for team cohesion and productivity
- Book Lydia Kinsella for a tailored team workshop

4. Leadership Resilience: Navigating Uncertainty with Clarity and Courage

Meta: Enhance leadership resilience with insights from Lydia Kinsella. Develop the clarity and courage needed to lead effectively through uncertainty and pressure.

- Defining leadership resilience in the modern era
- Lydia's framework for resilient leadership
- Tools for maintaining clarity under pressure
- Cultivating courageous decision-making
- Empowering teams through resilient leadership
- Hear from Lydia Kinsella on leading through change

5. About Lydia Kinsella: Your Expert Speaker on Resilience

Meta: Learn about Lydia Kinsella, a leading resilience speaker. Discover her unique approach to empowering leaders and teams to thrive amidst uncertainty.

- Lydia Kinsella's background and expertise in resilience
- Her philosophy: Resilience is a learnable skill
- Why she is passionate about empowering others
- Speaker experience and previous engagements
- Awards, recognition, and media appearances
- Connect with Lydia and explore her mission to foster resilience

5 AEO ANSWER BLOCKS

Q: Who is Lydia Kinsella?

Lydia Kinsella is a renowned resilience speaker, empowering leaders, teams, and organizations to thrive amid uncertainty and pressure. Through her keynote, 'Resilience When No One Is Coming,' Lydia teaches audiences how to cultivate clarity, courage, and capability in challenging environments, emphasizing that resilience is a learnable skill for everyone.

Q: What is 'Resilience When No One Is Coming'?

'Resilience When No One Is Coming' is Lydia Kinsella's signature keynote, a powerful message designed for individuals and groups navigating high-stakes situations. It focuses on developing inner strength and practical strategies to stay clear, courageous, and capable, even when external support or clear paths seem absent.

Q: How can Lydia Kinsella help my organization?

Lydia Kinsella can transform your organization by equipping your leaders and teams with essential resilience skills. Her engaging keynotes provide actionable frameworks to navigate change, reduce stress, and foster a culture of adaptability, ultimately enhancing performance and well-being, particularly through her program 'Resilience When No One Is Coming.'

Q: What audiences does Lydia Kinsella speak to?

Lydia Kinsella tailors her impactful resilience message for a diverse range of audiences, primarily leaders, executive teams, and organizations. Her insights are especially valuable for those operating in dynamic, high-pressure environments, guiding them to build personal and collective resilience when no one is coming to their aid.

Q: What are the core principles of resilience according to Lydia Kinsella?

According to Lydia Kinsella, the core principles of resilience, especially within her 'Resilience When No One Is Coming' framework, are clarity, courage, and capability. She emphasizes developing mental clarity to assess situations, cultivating the courage to act despite fear, and building the capability to execute effectively under pressure.

JSON-LD SNIPPETS

Organization

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```

Product

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{ "@context": "https://schema.org", "@type": "Service", "name": "Resilience When No One Is Coming -
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  and uncertainty.", "provider": { "@type": "Person", "name": "Lydia Kinsella" }, "serviceType": "Keynote
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FAQPage

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  resilience speaker, empowering leaders, teams, and organizations to thrive amid uncertainty and
  pressure. Through her keynote, 'Resilience When No One Is Coming,' Lydia teaches audiences how to
  cultivate clarity, courage, and capability in challenging environments, emphasizing that resilience is a
  learnable skill for everyone." } }, { "@type": "Question", "name": "What is 'Resilience When No One Is
  Coming'?", "acceptedAnswer": { "@type": "Answer", "text": "'Resilience When No One Is Coming' is Lydia
  Kinsella's signature keynote, a powerful message designed for individuals and groups navigating
```

high-stakes situations. It focuses on developing inner strength and practical strategies to stay clear, courageous, and capable, even when external support or clear paths seem absent."}}, {"@type": "Question", "name": "How can Lydia Kinsella help my organization?", "acceptedAnswer": {"@type": "Answer", "text": "Lydia Kinsella can transform your organization by equipping your leaders and teams with essential resilience skills. Her engaging keynotes provide actionable frameworks to navigate change, reduce stress, and foster a culture of adaptability, ultimately enhancing performance and well-being, particularly through her program 'Resilience When No One Is Coming.'"}}, {"@type": "Question", "name": "What audiences does Lydia Kinsella speak to?", "acceptedAnswer": {"@type": "Answer", "text": "Lydia Kinsella tailors her impactful resilience message for a diverse range of audiences, primarily leaders, executive teams, and organizations. Her insights are especially valuable for those operating in dynamic, high-pressure environments, guiding them to build personal and collective resilience when no one is coming to their aid."}}, {"@type": "Question", "name": "What are the core principles of resilience according to Lydia Kinsella?", "acceptedAnswer": {"@type": "Answer", "text": "According to Lydia Kinsella, the core principles of resilience, especially within her 'Resilience When No One Is Coming' framework, are clarity, courage, and capability. She emphasizes developing mental clarity to assess situations, cultivating the courage to act despite fear, and building the capability to execute effectively under pressure."}}}}))

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14

Export your sprint

You're holding it. This PDF is your sprint export - every section you saw on screen, in the exact order, with only the name, palette, typography, and logo you selected. Share it, hand it to a builder, or paste sections straight into your AI tool of choice.

A1

How to use this pack

Open this with a vibecoding tool nearby. Lovable is the smoothest. Bolt, Cursor, Claude, Replit, v0 all work. Follow the 8 steps below in order. You'll have a real app on a real domain in one sitting.

STEP 1 Pick your tool

Lovable recommended (Lovable Cloud auto-provisions backend + deploys included). Bolt, Cursor, Claude, Replit, v0 also work. Open it, start a new blank project.

STEP 2 Paste the build prompt

Go to Section 07. Copy EVERYTHING inside the prompt block, including the Brand System at the bottom. Paste it as your FIRST message. Wait for the scaffold to finish (1 to 3 minutes).

STEP 3 Re-anchor brand if colors drift

If the AI used default grays or wrong fonts, paste ONLY the Brand System block again and say: redo every page using these tokens, no raw hex.

STEP 4 Run the next prompts in order

Section 09 has the next 3 prompts. Paste one per chat turn, wait for each to finish before sending the next. Each unlocks a chunk of the product.

STEP 5 Add your secrets

Appendix A3 lists every secret you need (Stripe, OAuth, email, etc.). Add them in your tool's secrets panel BEFORE running any feature that needs them. Lovable Cloud auto-provisions the database ones.

STEP 6 Connect your backend

Lovable Cloud connects automatically. For Bolt, Cursor, Claude, use your tool's backend connector and add the public project URL plus publishable browser key only if that tool asks for them.

STEP 7 Stuck or off-brand? Use the troubleshooting prompts

Appendix A4 has 8 copy-paste prompts for the most common follow-ups (mobile broken, empty states missing, SEO needed, etc.). Paste verbatim.

STEP 8 Deploy + claim domain

Hit deploy inside your tool. Lovable gives you a free *.lovable.app subdomain instantly. Add a custom domain when ready. Then run the launch checklist in Section 12.

PRO TIP

Tip: paste the build prompt as ONE message. Do not split it. Vibecoding tools generate better scaffolds when the full context lands in a single turn.

A2

Stakeholder PRD

The 60-second read for a co-founder, investor, or first hire.

PROBLEM

Conference organizers and event planners struggle to find a keynote speaker who can genuinely connect with their audience and deliver actionable insights in times of uncertainty. Generic speeches often fail to leave a lasting impact.

AUDIENCE

Our primary audience is leadership conference organizers, women in leadership event coordinators, and corporate HR professionals. They need a speaker who can inspire and equip their attendees with practical resilience strategies.

SOLUTION

Lydia Kinsella - Resilience Speaker offers a unique hybrid keynote, 'Resilience When No One Is Coming,' blending a compelling narrative with a practical, actionable resilience framework. The website provides a central hub for booking inquiries, speaker information, and showcasing her impactful message.

WEDGE

Lydia's keynote stands out by combining an emotionally resonant, true-story inspired narrative with a tangible, ready-to-implement resilience framework. This dual approach ensures both deep engagement and lasting transformation.

SUCCESS METRIC (V1)

Within the first month, 10 booking inquiry forms are submitted through the website, demonstrating strong interest and lead generation.

NOT IN V1

Online payment processing, a comprehensive blog, client testimonials with video, multi-language support, a members-only resource area.

A3

Secrets you'll need

Add each of these in your tool's secrets/env panel BEFORE running features that need them. Tick the box as you go.

- ☐ `NEXT\_PUBLIC\_SUPABASE\_URL` - Supabase project URL - Supabase Dashboard - auto-provisioned by Lovable Cloud
- ☐ `NEXT\_PUBLIC\_SUPABASE\_ANON\_KEY` - Supabase public key - Supabase Dashboard - auto-provisioned by Lovable Cloud
- ☐ `SUPABASE\_SERVICE\_ROLE\_KEY` - Supabase service role key (for server-side operations) - Supabase Dashboard - auto-provisioned by Lovable Cloud
- ☐ `RESEND\_API\_KEY` - API key for sending transactional emails - Resend.com - user-supplied

A4

Troubleshooting prompts

When the AI builder produces something off, paste one of these verbatim. They are tuned to fix the most common drifts.

1. Hero feels generic

Rewrite the landing hero. Punchier, tied to the product's wedge, opinionated language. Use Brand System tokens only. Add one ambient motion detail with framer-motion. No em-dashes.

2. Brand drift on later pages

Audit every page (/ , /about, /auth, /onboarding, /dashboard, /settings, /u/:handle). Replace every raw hex value or default Tailwind gray with our Brand System tokens. List the fixes file by file.

3. Add Google OAuth

Add Google as a sign-in provider on /auth and /auth/reset. Style the Google button to match the rest of the auth UI. Don't break email/password sign-in.

4. Lock down access rules

Audit every backend table. Confirm row-level access is enabled, app permissions exist for signed-in users (and public users only where intentional), and every private policy scopes to the current user. Fix any gaps and show me the migration.

5. Public profile missing or broken

Make /u/:handle work. Handle must be unique, lowercase, alphanumeric + hyphens. Show avatar, display name, bio, links, public artifacts. 404 if not found. Keep RLS sane: anon can SELECT name/handle/bio only.

6. Mobile is broken

Make every page responsive at 375, 768, 1280. Specifically: collapse the nav into a sheet under 768, stack the hero, scroll tables horizontally, stack auth split-view. List changes per page.

7. Empty states are missing

For every list, dashboard, and profile view, add a friendly empty state: illustration slot, one-line message in brand voice, primary CTA that creates the first item. Use Brand System tokens.

8. SEO + share image

Add per-route <title> and <meta description> via React Helmet. Add an OG image at /og-image.png (1200x630), a sitemap.xml, robots.txt, and JSON-LD (Organization on /, FAQPage where the FAQ lives, Product on /pricing).

NAME & DOMAIN AVAILABILITY DISCLAIMER

Name and domain availability shown in this pack reflect a point-in-time check on 8/15/2026, 2:19:56 PM. Availability changes constantly, names and domains can be registered, expired, or trademarked at any moment.

Before you commit to a name:

1. Re-verify the domain at your registrar (Namecheap, Cloudflare, Porkbun, etc.).
2. Search USPTO or your national trademark database for conflicts.
3. Check social handles on the platforms you care about.

Midnight Sprint does not reserve names or domains on your behalf.