



Initial Outreach:

Subject: Book Signing Event, Of Interest to your Membership

Hi XX,

As leaders and entrepreneurs, members of XOrganization's NameX identify first hand with Elise Mitchell's words, "...real, sustained entrepreneurial success almost always takes years of careful planning, hard work and, most importantly unwavering bravery." [Elise Mitchell](#), a writer and speaker on leadership and a passionate advocate for women entrepreneurs, is sharing her success through her first book, *Leading Through the Turn: How a Journey Mindset Can Help Leaders Find Success and Significance*. This is a topic and book your membership could relate to and may be interested in.

DEVENEY invites XOrganization's NameX for a book signing event with Elise on **Thursday, March 30 from 5-7 p.m.**

Guests are welcome to enjoy complimentary wine and hors d'oeuvres while Elise shares her thoughts, advice and experience. Copies of Elise's book will be available for purchase.

If this is an event you think will be of interest to your members, we'll be sure to share the official invitation soon. We can also provide a toolkit for social media purposes as well.

Hope you can make it!

Best,

Lizzy Welch
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New Orleans: 1582 Magazine Street | New Orleans, LA 70130
West Palm Beach: 1025 Sunset Road | West Palm Beach, FL 33401



Junior League

Subject: Book Signing Event, Of Interest to your Membership

Hi **XX**,

As leaders and entrepreneurs, members of the Junior League identify first hand with Elise Mitchell's words, "...real, sustained entrepreneurial success almost always takes years of careful planning, hard work and, most importantly unwavering bravery." [Elise Mitchell](#), a writer and speaker on leadership and a passionate advocate for women entrepreneurs, is sharing her success through her first book, *Leading Through the Turn: How a Journey Mindset Can Help Leaders Find Success and Significance*. This is a topic and book your membership could relate to and may be interested in.

Elise has been a member of the League for over 25 years and will share her story of how she started her company from scratch at a kitchen table and grew it by 500% -- later to sell it to a global organization. She did it largely by building a network of women who all worked for her and were at the top of their game professionally but wanted to maintain a balance with their personal and family life.

Her company, [Mitchell Communications Group](#), was also named one of the 50 Fastest-Growing Women Owned / Led Companies in North America.

DEVENEY invites the Junior League for a book signing event with Elise on **Thursday, March 30 from 5-7 p.m.**

Guests are welcome to enjoy complimentary wine and hors d'oeuvres while Elise shares her thoughts, advice and experience. Copies of Elise's book will be available for purchase.

If this is an event you think will be of interest to your members, we'll be sure to share the official invitation soon. We can also provide a toolkit for social media purposes as well.

Hope you can make it!

Best,

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PRSA

Subject: Book Signing Event, Of Interest to your Membership

Hi XX,

As leaders and entrepreneurs, members of PRSA identify first hand with Elise Mitchell's words, "...real, sustained entrepreneurial success almost always takes years of careful planning, hard work and, most importantly unwavering bravery." [Elise Mitchell](#), a writer and speaker on leadership and a passionate advocate for women entrepreneurs, is sharing her success through her first book, *Leading Through the Turn: How a Journey Mindset Can Help Leaders Find Success and Significance*. This is a topic and book your membership could relate to and may be interested in.

Elise will share the story of how she began her public relations career in Nashville, to later build a company from scratch at her kitchen table. A company which she grew by 500% and later sold to a global organization.

Her company, [Mitchell Communications Group](#), was also named one of the fastest-growing PR firms in the world by The Holmes Report as well as twice named PR Week's agency of the year.

DEVENEY invites PRSA for a book signing event with Elise on **Thursday, March 30 from 5-7 p.m.**

Guests are welcome to enjoy complimentary wine and hors d'oeuvres while Elise shares her thoughts, advice and experience. Copies of Elise's book will be available for purchase.

If this is an event you think will be of interest to your members, we'll be sure to share the official invitation soon. We can also provide a toolkit for social media purposes as well.

Hope you can make it!

Best,

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Good morning **XX**,

What can you learn from a journey-minded leader, entrepreneur, and biker, like Elise Mitchell?

We're reaching out again to promote this fabulous opportunity! DEVENY welcomes you to join us from **5-7 p.m. on Thursday, March 30** for free food and drinks while listening to Elise speak about her book *Leading Through the Turn*. She will be offering her thoughts and advice gained through her successful career as a Public Relations practitioner.

If this is an event you or your fellow associates might find interesting, please find the invitation attached and **RSVP by Wednesday March 29**.

For more information about Elise Mitchell and her book, check out this short video.



We look forward to seeing you!

Best,

Lizzy Welch

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DEVENEY
LET'S MAKE IT HAPPEN



New Orleans: 1582 Magazine Street | New Orleans, LA 70130

West Palm Beach: 1025 Sunset Road | West Palm Beach, FL 33401



Subject: Book Signing Event: Opportunity to Win a Book!

Good morning XX,

We're looking forward to members of ORGANIZATION NAME joining us to learn from a journey-minded leader, entrepreneur and biker, like Elise Mitchell. In addition to free food and drinks, guests will have the opportunity to receive a free book at the event, as well! Upon arrival, we ask that you place your business card into our raffle for the chance to win.

For more information about the event on **Thursday, March 30 from 5-7 p.m.**, please see attached invitation. Please RSVP by Wednesday, March 29.

Check out this short video for more information about Elise Mitchell and her book.



Best,

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