

She Steps-Up

Practical marketing, digital skills training, and mentorship for Women in Business



**The
Step-Up
Hub**



**Supporting Success in
the Third Sector**

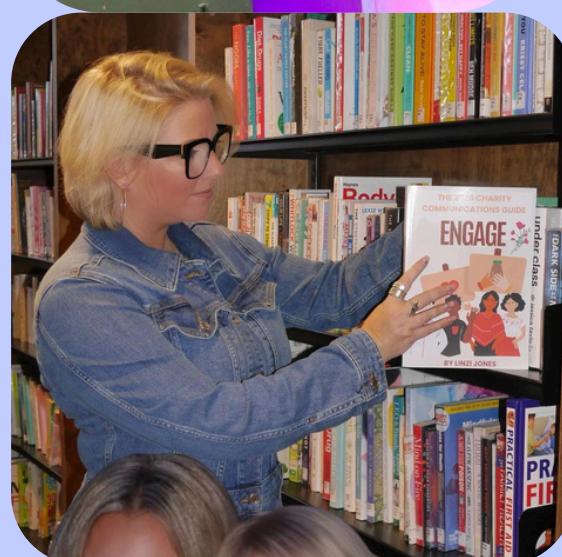
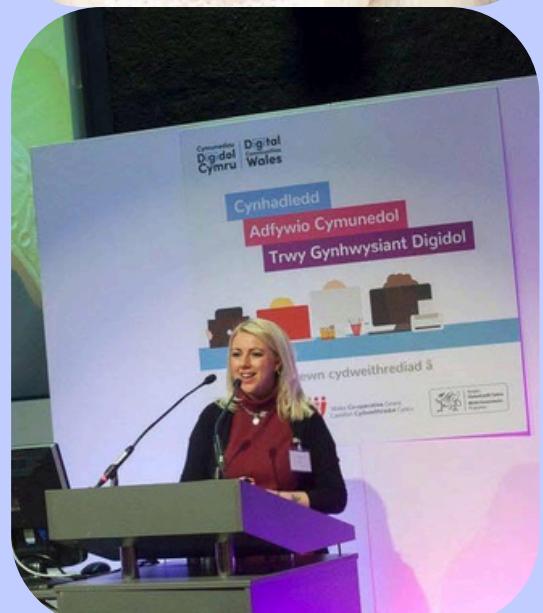
I'm Linzi, the founder of The Step-Up Hub.

I've worked in Marketing and Communications for over 18 years across various sectors. I'm a qualified Digital Practitioner and adult education teacher, and I hold a Master's Degree in Marketing Communications and Public Relations. I am also the author of Engage: The 2025 Charity Communications Guide.

I spent eight years as a digital adviser and trainer on the Welsh Government programme, Digital Communities Wales. In 2017, I won a WCVA award for creating a pan-Wales digital training and delivery programme called Digital Drop-ins.

I have also won awards for my writing, which include an Amazon and Mumpreneur 'The Voice' award for my blog, That Welsh Blonde. I have also won two international screenwriting awards from Screenwriters UK for writing short scripts.

My main area of expertise is in supporting the charitable sector. I've spent five years as a Fundraising and Digital Development Manager for an Armed Forces Charity and worked as a community fundraiser for an emergency services charity. I've also been a Trustee for a Voluntary Services Council, a Governor for a primary school, and served two years as Chair of the Institute of Fundraising Network for North Wales.





Who I work with

- Third-sector organisations
- County Councils
- Female founders
- Individuals who feel overwhelmed by digital tools

Where I work

- In-person, across Wales and the North West of England*
- Online - UK-wide

*Mileage billable outside of
North Wales region



Digital Skills Training

half-day sessions

In-person, Practical, supportive sessions
designed for mixed confidence levels.

Topics include:

- 🌐 Digital Champion sessions
- 🌐 Digital footprint and critical thinking
- 🌐 Google Suite basics
- 🌐 Online job-seeking skills
- 🌐 Online health and wellbeing
- 🌐 Online safety and scams awareness
- 🌐 AI tools for beginners
- 🌐 Social media platforms for beginners
- 🌐 Blogging for beginners
- 🌐 Online communication tools
- 🌐 Money-saving online

Sessions start at £250 for workshops.
They are interactive, jargon-free, and tailored to you
and your organisation.
One-to-one sessions start at £55 for an hour,

Entrepreneurship for Mums

(Quick wins is a shortened version)

This confidence-building workshop is designed for mums who want to start or grow a business in a way that fits around real life, not unrealistic expectations. The focus is on turning ideas into something workable, whether that's a realistic side-hustle or a sustainable full-time career. Sessions are delivered in a mentoring style, shaped around the realities of participants' lives and businesses.

What the session covers

Idea generation and development

Participants are supported to explore, test, and evolve business ideas, whether they're starting from scratch or refining something that already exists.

This includes: -

- Generating business ideas based on skills, interests, and lived experience
- Stress-testing ideas for realism, sustainability, and income potential
- Developing ideas into clear offers, not vague concepts

From idea to delivery

The workshop focuses on moving forward, not getting stuck in planning mode.

Participants work through:

- What "good enough to start" really looks like
- Breaking big goals into achievable next steps
- Making progress that fits around family life

Mindset and being your own cheerleader

Running a business can be isolating, especially in the early stages.

This session supports participants to:

- Build confidence in their ideas and decisions
- Recognise and challenge self-doubt and comparison
- Develop resilience without burning out

Marketing yourself (without the cringe)

Participants learn how to market themselves and their business in a way that feels authentic and manageable.

This includes:

- Talking about what you do with confidence and clarity
- Marketing yourself as a person when you are the brand
- Using social media and networking realistically

Online safety, boundaries, and being visible

When you are your own brand, boundaries matter.

This session covers:

- Online safety and protecting personal information
- Setting boundaries between business and family life
- Handling messages, comments, and enquiries confidently

Funding, income, and support

Participants explore practical routes to income and support.

This includes:

- Early pricing considerations
- Awareness of potential funders, grants, and support schemes
- Knowing when funding is helpful, and when it's not the right step yet

How the sessions work

These sessions are delivered in a mentoring style, not as a lecture. Time is built in for discussion, reflection, and real-world problem solving, with space to share experiences and learn from one another.

The focus is always on your reality, your time, your energy, your responsibilities.

Audience, Story, Strategy

This focused two-day workshop helps organisations build confidence in purposeful marketing skills, audience understanding, and ethical communication.

Rather than jumping straight to platforms or tactics, the workshop starts with the foundations: who you are, who you're trying to reach, and what you need people to understand or do. From there, participants are guided step by step to shape stories, content, and strategy that genuinely support their goals.

The sessions balance structured learning with mentoring-style support, using real examples, case studies, and practical exercises to help teams apply ideas directly to their own work.

What the course covers

Audience mapping & stakeholder insight

Participants identify and prioritise their key audiences, including beneficiaries, funders, partners, volunteers, and the wider public, and explore what each group needs, values, and responds to. This helps organisations avoid mixed messages and focus their efforts where they matter most.

Vision, mission, and purpose-led messaging

The workshop supports teams to reconnect with their vision and mission, and translate these into clear, human messages that guide all communications. This ensures marketing activity is consistent, credible, and aligned with organisational values.

Story development & ethical storytelling

Participants explore how to tell meaningful stories that demonstrate impact without exploiting lived experience. This includes consent, safeguarding, tone of voice, and choosing stories that build trust and understanding.

Engagement, reach, and realistic growth

The course looks at what engagement really means, beyond likes and numbers, and how organisations can grow reach in ways that feel sustainable. Participants learn how to recognise what's working and adjust their approach without chasing trends.

Content creation & campaign thinking

Teams work through how to turn strategy into content, including campaign ideas, key messages, and formats that can be reused across channels. The emphasis is on clarity, consistency, and making content creation feel manageable.

Using AI tools responsibly

The workshop introduces simple, accessible AI tools that can support idea generation, planning, and content development, always with an ethical lens and clear boundaries around use, accuracy, and safeguarding.

Case studies & practical examples

Real-world examples from charities and community organisations are used throughout, helping participants see what good looks like in practice and how it can be adapted to different contexts and capacities.

Audit Your Online Presence

Your online presence is often the first, and sometimes only, impression people have of your organisation. Funders, partners, volunteers, and supporters will look you up long before they contact you, donate, or get involved. This workshop helps organisations understand what their digital footprint is currently communicating, and whether it truly reflects their values, impact, and credibility.

This is a practical, hands-on session that creates space to step back from day-to-day activity and look clearly at websites, social media, and online profiles through the eyes of the people who matter most. Rather than guessing or reacting, participants gain clarity about what's working well, what's confusing or outdated, and what may be quietly undermining trust or engagement.

Seeing your organisation as others see it

Participants are guided through a structured review of their online presence, learning how funders, supporters, and the public typically navigate information. The session explores questions such as:

- What story does our online presence tell at first glance?
- Is our purpose and impact clear within seconds?
- Are we easy to trust, understand, and contact?

From overwhelm to prioritised action

Rather than producing a long, unrealistic to-do list, the session focuses on prioritisation. Participants learn how to identify quick wins, medium-term improvements, and things that can safely be left alone for now. The workshop supports teams to:

- Identify gaps, inconsistencies, and missed opportunities
- Understand why certain content or platforms perform better than others
- Decide where to focus limited time and energy for maximum impact

Clarity, confidence, and consistency

Participants also explore how tone of voice, messaging, and visual consistency affect credibility and engagement. The session helps teams understand how small changes, clearer calls to action, better signposting, or more consistent messaging can significantly improve outcomes without increasing workload.

Peopleing for Non-Peopley People

This session is designed for people who find networking, interviews, and “selling themselves” genuinely draining, including those who are shy, neurodivergent, chronically fatigued, menopausal, or simply low on social battery. It recognises that confidence doesn’t come from being louder or more extroverted, but from feeling prepared, protected, and in control.

Importantly, this is not a role-play session and does not involve awkward icebreakers, forced participation, or being put on the spot. Instead, the focus is on building your armour before you walk into people-heavy situations. Participants learn practical strategies for noisy networking events, meetings, and conversations, including preparing an elevator pitch that feels natural, knowing how to introduce themselves comfortably, and deciding in advance what success looks like, so time and energy aren’t wasted trying to “work the room”.

Rather than performative networking, the session helps participants identify and avoid energy-draining interactions, set clear conversational boundaries, and exit conversations without guilt or discomfort. It explores how to communicate clearly and confidently, gather information, or represent your organisation without feeling exposed, salesy, fake, or emotionally depleted.

Finally, the session supports participants with what happens after, recognising when you’re people’d out, unwinding safely, and recovering energy without burnout or self-criticism. Participants leave with practical tools and strategies that take the stress out of peopleing, allowing them to show up as themselves and still be effective.

Marketing Mentorship

Marketing mentorship is about having a safe place to think out loud and figure things out without feeling rushed or judged. It's for those moments when everything feels tangled and you know you need to move forward, but your head's full, your confidence is wobbly, and you're not sure which bit to tackle first.

Rather than piling on more advice or another to-do list, mentorship gives you a calm sounding board and someone steady to think things through with.

Whether you're running a charity or growing your own idea, this kind of support helps you find clarity, learn what's useful, and decide on your next step without feeling overloaded. There's no expectation to have all the answers. Just practical guidance, reassurance along the way, optional accountability, and support to turn ideas into action at a pace that works for you.

Six to Shine

A 6-month marketing mentorship

Ideal if you need structure, accountability, and confidence over a defined period.

A Year to Thrive

A 12-month marketing mentorship

For deeper, longer-term support and space to reflect, plan, and grow.

As, and When

Hourly sessions

For when your head is mashed, and you need a sounding board

Prices start at £95 per hour



The Step-Up Hub

**Supporting Success in
the Third Sector**



To enquire or book:

 **Email:** linzi@thestep-uphub.co.uk

 **Website:** www.thestep-uphub.co.uk

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Discovery calls available by arrangement