

LEADERSHIP CAPTURE SESSION

You're Booked. Here's What to Expect.

Your session is confirmed. Your content is on the way.

Below is everything you need to know between now and when your content lands in your inbox.

1

Watch for an Email from LaTanya

Within 24 hours of booking and payment you'll receive an email from LaTanya at latanya@herdigitalsquad.com. It will include your confirmed Zoom link, your session date and time, and the reflection questions to review before your call.

- ✓ Check your spam folder just in case.
- ✓ Add latanya@herdigitalsquad.com to your contacts now.

2

Complete Your Pre-Session Reflection

LaTanya will send you a short set of reflection questions before your Zoom. Take 10–15 minutes to think through them. They are designed to help her ask the right questions and pull out your best leadership stories and insights.

- ✓ No wrong answers — just be honest.
- ✓ The more you share, the richer your content.

3

Show Up to Your 30-Minute Zoom Call

Join the Zoom at your scheduled time. This is a conversation, not an interview. You speak. LaTanya listens and extracts. Just show up as yourself — no notes, no slides, no preparation beyond the reflection questions.

- ✓ Find a quiet space if possible.
- ✓ Video on preferred, but not required.

4

Receive Your Full Content Package

Within 72 hours of your session LaTanya will deliver your complete content package to your inbox. Everything created in your voice, ready to post.

- ✓ 8 lifestyle photos + 2 short-form videos
- ✓ Platform-ready captions (LinkedIn, FB & IG)
- ✓ GPT prompts to repurpose your content

WHAT YOU'LL RECEIVE — WITHIN 72 HOURS OF YOUR SESSION

8

Lifestyle Photos

2

Short-Form Videos

3

Caption Sets

GPT

Repurpose Prompts

Watch for your email from LaTanya within 24 hours of booking.

@

Your Zoom link, session time, and reflection questions will all be in that email.

Add the address below to your contacts so it doesn't land in spam.

latanya@herdigitalsquad.com · latanyamartin.com

“

Your leadership is already creating moments worth capturing.

I just make sure the world sees them. — LaTanya Martin

How to Get the Most From Your Session

A few things that will make your 30 minutes more powerful.

BEFORE YOUR SESSION

- **Think of one real moment.**
Pick a leadership moment from the past 30–90 days that stuck with you — a tough decision, a turning point, a conversation that shifted something. You don't need a speech. Just one real moment.
- **Know what you want to be known for.**
Ask yourself: when the right client finds me online, what do I want them to understand about who I am as a leader? Not what you do — who you are. That's what your content will be built around.
- **Come as you are.**
This is not a performance. There are no wrong answers. The more honest and natural you are, the more powerful your content will be. LaTanya will ask the right questions — you just answer them.

DURING YOUR SESSION

- ✓ Speak freely — LaTanya will shape the content from what you say naturally.
- ✓ If something feels small or obvious to you, say it anyway. Your everyday insights are often gold to your audience.
- ✓ You won't see a script or outline. The session flows as a real conversation, not an interview.
- ✓ 30 minutes goes fast. Stay focused and trust the process — she's done this before.

AFTER YOUR SESSION

72-Hour Delivery

Your complete content package arrives in your inbox within 72 hours of your session. You'll receive an email from latanya@herdigitalsquad.com with all assets attached and ready to use.

48-Hour Review Window

Once you receive your content, you have 48 hours to review and request any edits. LaTanya stands behind her work and wants your content to feel exactly like you.

You Own Everything

Every asset — photos, videos, captions, and GPT prompts — is yours to keep, repurpose, and use forever. No restrictions, ever.

Questions?

Reply directly to LaTanya's email at any point. She reads every message and responds within 24 hours on business days.

“

Your leadership is already creating moments worth capturing.

I just make sure the world sees them. — LaTanya Martin