

YO SOY GINA, Y TE PRESENTO:

Speak Up

A Mini Guide to Start Sharing your Voice



soygina.com



My Hope for You

Growing up we were often told, "calladita te ves más bonita" —You look prettier when you're quiet. Our ancestors and parents, navigating a world that demanded silence for survival, had to keep their heads down and work diligently without drawing attention to themselves. Today, in our generation, we wield the extraordinary power to rewrite this narrative, the power to SPEAK UP. Our stories hold significance, and it's a profound privilege to share them, along with the wealth of knowledge we've accumulated. The time has come for us to embrace our voices, for your voice to be heard, what you have to say MATTERS. You possess the ability to make a meaningful impact on our communities and the world. Weather it be through content or public speaking, my aspiration is to plant a seed of inspiration within you —disfruten!

Gina M

Founder, Soy Gina Moreno LLC



My Journey

2016

After a few years in engineering school, I realized that I was a part of the 2% of latinas that made up the industry. I became passionate of diversity advocacy and started being involved at outreach events by sharing my knowledge and encouragement.

2019

I had the privilege of delivering a TED talk on Empowering Latina Women in STEM and leadership. My journey in grad school was demanding, but guess what helped me prepare for the audition? My previous outreach experiences!

2020

I uploaded my first TikTok video, thanks to the "Learn on TikTok" program. I shared my journey as a first-generation American and college graduate, touching on topics career, mental health, and the social mobility that allowed me to explore over 18 countries.

2022

I was featured in news articles from LA Times, Business Insider, Univision, NBC, and more. This recognition opened up new opportunities, and this was the first year I was invited to a conference as a content creator.

2023

I'm excited to continue my journey in content creation and public speaking—now as a new entrepreneur. I'm working on initiatives dedicated to making a positive impact on the world related to Mental Health, and continue my mission to empower latinas— Can't wait to keep sharing!



“In a world where survival was the task that was assigned to our ancestors, enjoy the luxury to pursue self-actualization, purpose, meaning, and fulfillment.”

Start Sharing your Voice

Where to start:

1

Have your Message and “Why” Ready

Before diving in, take the time to define your message and purpose. This will not only create clarity and momentum in your journey, but also ensure you are prepared for when the opportunities arise. Your craft is a combination of your personality, story, and style. Why did I get my TEDx? because I was ready with the material!

Introspection + Action Steps:

- What aspects of my personality, perspective, and style contribute to my unique voice?
- How can I align my message with my values and purpose?
- Identify the pillars of your message (4-6 topics) that resonate with you the most.

2

Know your audience like the Palm of your Mano

Understanding your target audience is crucial for creating a message that resonates. Define your audience demographics, interests, and preferences. Tailor your message to address their needs and challenges. Consider their interests, knowledge level, and expectations.

Introspection + Action Items:

- Who is my target audience? Consider factors such as age, gender, location, occupation, and interests
- How can I address their needs and challenges through my message? How does my message offer solutions, guidance, or inspiration?
- Create Audience Personas: Develop detailed personas representing different segments of your target audience.

3

Quantity Over Quality Relationship

Whether you want to share your voice through public speaking or content, first you will have to focus on quantity. As you get sharper in your message focus on quality, experiment in different mediums and styles and make to BULD IN PUBLIC, people will connect a lot more with you if they can experience your progress and growth.

Additional Info to Consider + Action Items:

- **Platforms:** Use LinkedIn for Professional/Career /Entrepreneurship leads, Tiktok and Reels for greater exposure, Youtube for How-to's, website blogs to be found on google.
- Research the preferences of your target audience on various platforms. Integrate a combination of written and spoken content for a well-rounded approach.

4

Invest in You

Rome was not built in a day, and neither is your knowledge. Continue to invest your resources in learning more and becoming better. Below are a few resources that helped me.

Action Steps:

- Observe videos of people that you look up to in action, what can you take away from them?
- Seek feedback from your target audience

Resources:

- [The Successful Speaker Book](#)
- [The Speaker Lab Podcast](#)
- [Find a Toastmasters Club](#)



5

Rely on a Community

As a public speaker and/or content creator, finding your community offers a reservoir of inspiration, diverse perspectives, and invaluable feedback. It becomes a sanctuary where ideas are exchanged, challenges are met with collective wisdom, and successes are celebrated together. Beyond the practical advantages, being part of a community fosters a sense of belonging, encouragement, and the reassurance that you're not navigating this path alone.



Action steps:

- [Join my discord](#),_ introduce yourself and join a channel of your interest
- Research organizations that align with your message and journey. My current favorite is [WeAllGrow Latina](#).

6

Get your Bag: Monetize your Voice

Who doesn't dream of turning their side hustle into their full time gig? Well, a least that's what I dreamed of and did! Most of my partnerships and speaking engagements have come to me organically, however part of my strategy has been to pitch myself through my speaking kit and social media kit.

If you are interested in getting a template, browse through them below!

[Speaking Kit
Template](#)

[Social Media Kit
Template](#)

About Gina

Hi everyone! I'm a multi-faceted woman who is passionate about elevating the Hispanic community. I went from engineering/tech to doing content creation + public speaking full time to elevate all my initiatives, and businesses. At the moment, my main focus is partnering Colleges/Universities and non-profits to educate first generation trailblazers on Mental Health, Finances and STEM/Tech.

[SCHEDULE A CALL](#)

[SUBMIT A QUESTION](#)

Thank you for taking the time and investing in your growth and knowledge! My mission is always to UPLIFT my community and grow together. I'm excited for this journey together!

Gina M



soygina.com

