

A full-body portrait of Terry Rice, a Black man with a short haircut, standing in front of a large, arched stone structure. He is wearing a dark, textured overcoat over a dark t-shirt. He is holding a small object in his right hand. The background features several large, reflective panels that show distorted reflections of the surrounding environment. The overall tone is warm and professional.

BRAND PARTNERSHIPS · MEDIA KIT

TERRY RICE

SPEAKER · WRITER · CREATOR · EDUCATOR

TERRYRICE.CO

BROOKLYN, NY

ABOUT

YOU'RE NOT HIRING A CREATOR. YOU'RE HIRING PROOF.

Terry helps high performers, entrepreneurs, and anyone ready for change design a life that works as hard as they do. Through storytelling and systems, he shows his audience how to save time, increase revenue, and eliminate decision fatigue so they can focus on what actually matters.

The reason it lands: he is the product. Last week he helped his son with math homework while an AI agent downloaded logos for his website. He vibe codes between sets at the gym. He built a family command center that runs the schedule for five kids across sports, school, and activities in Brooklyn, with a button where his kids grab chores. They race for them now.

He was overweight. He was an alcoholic. He knows what it feels like to shop for clothes to hide how you look. He also knows the other side: 47 years old, in the best shape of his life, sober since 2015, running a business by design when he's not on the road for keynotes. The tools he recommends are the tools that make that life possible.

When his audience sees him recommend something, they've already watched him use it. That trust is what your brand is buying into.



SPEAKER

WRITER

CREATOR

EDUCATOR

PUBLISHED AND FEATURED

Entrepreneur (columnist, 4.7M monthly site visitors) · Business Insider · Fast Company · Good Morning America · SXSW · Prime Video's 60 Day Hustle · Subject of a Kit original documentary

IN THE ROOM

A decade teaching at NYU and General Assembly. Keynotes and trainings for teams at Google, Amazon, EY, Berkshire Hathaway, Walmart, Verizon, Estee Lauder, and L'Oreal.

WHERE YOUR BRAND FITS

HE WORKS, TRAINS, AND PARENTS IN PUBLIC. SO THE TRUST COVERS CATEGORIES MOST BUSINESS CREATORS CAN'T TOUCH.

The most common DM Terry gets is some version of "what do you use for that?" These are the categories where the answer becomes revenue:

AI & PRODUCTIVITY

Agents, no-code builders, automation. He demos them live in corporate rooms and his audience adopts what he adopts.

BUSINESS SOFTWARE

CRM, email, client management, payments. See HoneyBook: 3,012 signups at 2x their benchmark.

FITNESS & RECOVERY

Training gear, wearables, recovery tech. He's 47, trains daily, and his audience watched the transformation happen.

SUPPLEMENTS & NUTRITION

What fuels early training and full days. Credible because the results are visible, documented, and his.

FAMILY & LEARNING TECH

Tools that run a five-kid household and make kids builders, not just consumers. Build With Them is the proof.

WELLNESS & FOCUS

Sleep, stress, mental performance. Ten years sober and open about what keeps him sharp. His audience listens.

THE AUDIENCE

OPERATORS, FOUNDERS, AND BUILDERS WHO ACTUALLY BUY.

12,000+

NEWSLETTER SUBSCRIBERS · THE
REAL WORK, WEEKLY

45%

NEWSLETTER OPEN RATE

30,000+

LINKEDIN FOLLOWERS

275K

MONTHLY LINKEDIN
IMPRESSIONS

5

CHANNELS: EMAIL, SOCIAL,
STAGE, WORKSHOPS, LIVE
EVENTS

B2B+B2C

OPERATORS, FOUNDERS,
CORPORATE LEADERS, WELLNESS

WHO THEY ARE

\$150K+

AFFLUENT, HEAVILY OVER-
INDEXED

College+

WELL EDUCATED

25 to 44

69% OF AUDIENCE

USA

BASED, TREND-EMBRACING

CEOs, founders, and consultants who follow Terry for business strategy, productivity, wellness, and personal development, and who are actively adopting AI tools rather than reading about them.

IN THEIR WORDS

"Your article changed my life. I will forever owe you. I am just so thankful our paths crossed."

NEWSLETTER READER

"I have Terry to thank for so much of my success. I was able to close my first client!"

NEWSLETTER READER

"I just devoured your one-page business plan. It is the best thing I have read this week."

LINKEDIN FOLLOWER

THE TRACK RECORD

3,000+ HOURS OF LIVE CONTENT. ROOMS THAT STAY AWAKE.



DOCUMENTARY

Kit produced an original 16-minute documentary about Terry's life: fired from Facebook, sober since 2015, rebuilt from nothing. Brands don't fund films about spokespeople they don't believe in.

TELEVISION

Featured on Good Morning America. Expert judge on Prime Video's 60 Day Hustle, where entrepreneurs competed for \$100K, alongside Forbes EVP Moira Forbes and Kickstarter CEO Everett Taylor.

EDITORIAL

Entrepreneur.com columnist with a portfolio reaching the site's 4.7 million monthly visitors. Also featured in Business Insider, Fast Company, and Black Enterprise.

EDUCATION

A decade on faculty at NYU and General Assembly, training thousands of professionals, executives, and founders in marketing, entrepreneurship, and AI adoption.

"Something about Terry, man. I swear he knows how to attract the right energy at the right places."

JONATHAN TSUGAWA · CREATOR PARTNERSHIPS MANAGER, STAN

FOUR FORMATS. TWO RECEIPTS.

NEWSLETTER

SPONSORED EDITION

The Real Work goes to 12,000 operators and builders weekly. One sponsor per issue, written in Terry's voice, always relevant to the audience.

SOCIAL

INTEGRATED CONTENT

LinkedIn, Instagram, YouTube. Long-form, short-form, and documentary-style, built on how Terry actually uses the product.

WORKSHOP

SPONSORED AI BUILD LAB

Your product, a live corporate room, teams who leave having built something real with it. The highest-converting format Terry offers.

CAMPAIGN

MULTI-TOUCH PROGRAM

Newsletter, social, and a sponsored lab coordinated over 30 to 90 days. The same person reached in five contexts.

CASE STUDY · CAMPAIGN

HONEYBOOK

3,012

SIGNUPS DRIVEN

26%

WIN RATE

2x

THEIR BENCHMARK

A campaign with the client management platform converted at twice HoneyBook's benchmark, because the audience had watched Terry run his own business on the tools he recommends.

THE HONEST FILTER

Terry only promotes products he actually uses. No get-rich-quick offers, no one-off posts without creative input. The filter is why the endorsement is worth buying.



CASE STUDY

STAN × THE LIGHTHOUSE, BROOKLYN

Title sponsorship of a packed creator event: branded activation, placement across all materials, video testimonials captured on-site, full content package delivered after.

"People didn't even know Stan was a sponsor, they just thought it was part of the program. We left with testimonials from creators already using the product and people genuinely excited to start."

JONATHAN TSUGAWA · CREATOR PARTNERSHIPS, STAN

Past and current partners: Amazon · Verizon · Oracle · LinkedIn · Kajabi · Stan · Kit · HoneyBook · Fiverr · Replit · Teachable · HubSpot · Superpower · Hume · Boost Oxygen · GoDaddy

START THE CONVERSATION

YOUR BRAND, IN FRONT OF PEOPLE WHO **ACTUALLY BUILD.**

Every partnership is custom. Tell Terry what you're trying to do, and he'll come back with the format that fits: a sponsored edition, an integrated campaign, or a room full of your future power users building with your product.

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SOCIAL

[@itsterryrice](https://twitter.com/itsterryrice)