



MARIA SAINZ

BRAND BOOK + GROWTH STRATEGY

Website, Publicity, Content, Business and Lovable Build Blueprint

MARKED BY HIS LOVE. MADE WHOLE. SENT WITH PURPOSE.

Prepared for Maria Sainz
Client Presentation Edition | July 2026

mariasainz.com

Presentation Purpose

This brand book turns Maria Sainz's testimony, ministry experience, creative background and leadership history into one clear public platform. It is designed to guide every expression of MariaSainz.com - messaging, visual identity, website, public relations, content, speaking, mentorship pathways, technology and launch execution.

The Strategic Truth

Maria does not have a credibility problem. She has a packaging problem. The depth is already present; the new platform must make that depth immediately understandable, responsible and bookable.

How to Use This Book

- Use Sections 1-4 to approve the brand position, language and visual direction.
- Use Sections 5-7 as the website, publicity and content operating plan.
- Use Sections 8-10 to guide revenue, measurement and launch execution.
- Use Section 11 as the phased Lovable build blueprint. Do not skip ahead.
- Use the appendices as the working asset list, copy bank and compliance reference.

A powerful brand does not make Maria look larger than life. It makes the life, message and fruit already present impossible to misunderstand.

Brand Direction

Confidentiality and Professional Review

This document is prepared for strategic and creative planning. Draft legal language is not legal advice and should be reviewed by qualified counsel before publication. Medical, mental-health, tax, nonprofit, privacy, telecommunications and accessibility obligations should be confirmed for the final operating entities and technology configuration.

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CONTENTS

The complete strategic system, from message to launch.



Section Map

Section	Focus
01	Brand foundation and positioning
02	Audience and experience strategy
03	Messaging and verbal identity
04	Visual identity and brand standards
05	Website and conversion strategy
06	Speaking, media and publicist strategy
07	Content, email and community growth
08	Business model and offer architecture
09	SEO, technology and measurement
10	Launch roadmap and operating rhythm
11	Lovable phased build blueprint
12	Legal, ethical and compliance framework
Appendices	Copy bank, asset list and verified sources

01

BRAND FOUNDATION

A clear public identity that is powerful, pastoral and credible.

Strategic Positioning

Recommended Public Position

Maria Sainz is an author, speaker, ordained minister and spiritual mentor who helps people encounter the healing love of Jesus, walk in freedom and mature into their God-given identity and calling.

Primary Descriptor

AUTHOR | SPEAKER | MINISTER | SPIRITUAL MENTOR

This phrasing gives producers, pastors, event organizers and new visitors an immediate category for Maria. It is broad enough to open doors and specific enough to build authority.

Primary Tagline

Marked by His Love. Made Whole. Sent with Purpose.

Brand Promise

Maria helps people encounter the healing love of Jesus, walk in lasting freedom and mature into their God-given identity and calling.

Signature Thought

Freedom is not the finish line. It is where calling begins.

Mission

To reveal the healing love of Jesus, teach pathways of spiritual freedom and identity, and mentor believers toward maturity, discernment and faithful activation.

Vision

A generation of believers who are secure in the Father's love, free from destructive bondage, mature in character and equipped to carry the presence and purposes of God into families, churches, communities and nations.

Brand Architecture

Platform	Role	Primary Conversion
MariaSainz.com	Personal authority, speaking, author, media and thought-leadership platform.	Invite Maria, watch testimony, order book, join email list.
RedSealMinistries.com	Ministry house, local gatherings, prayer, freedom ministry, mentorship operations, events and donations.	Attend, apply, receive ministry, volunteer, give.
Social Platforms	Reach, relationship, teaching clips, testimony and invitations.	Visit the correct owned platform.
Email	Long-term relationship, devotionals, event updates and teaching.	Read, reply, register or share.

Language Guardrails

Use	Use Carefully	Avoid as Primary Branding
Healing and freedom minister	Deliverance ministry teacher	The Healer
Spiritual mentor	Prophetic ministry	The Deliverer
Ordained minister	Signs, wonders and miracles	Guaranteed healing
Author and speaker	Activation and impartation	Instant breakthrough promises
Co-founder of Red Seal Ministries	Apostolic equipping	Sensational or combative claims

Why This Matters

The brand should remain spiritually bold while placing Jesus - not Maria - at the center of healing and freedom. Mature language expands trust without diluting conviction.

02

AUDIENCE + EXPERIENCE

Every page must know whom it is serving and what action it is earning.



Priority Audiences

1. Decision-Makers Pastors, conference directors, podcast hosts, television producers, retreat organizers and ministry leaders. They need proof, topics, fit and a frictionless booking path.	2. People Seeking Transformation Believers wrestling with fear, identity, disappointment, spiritual bondage or uncertainty about their calling. They need hope, responsibility and a next step.
3. Emerging Leaders Mentors, ministry teams and spiritually gifted believers who need character, discernment, accountability and formation.	4. Existing Community Red Seal attendees, mentees, book readers, ministry partners and donors who need connection and continuity.
5. Wider Testimony Audience Cancer survivors, creatives, women and people recovering from performance-based identity who may not initially search for deliverance ministry.	6. Local San Diego Community Churches, nonprofits, journalists, ministries and event partners who can strengthen regional authority and visibility.

Decision-Maker Journey

- 1. Arrival: Understand Maria in less than ten seconds.
- 2. Interest: See a compelling story, clear topics and mature theological framing.
- 3. Trust: Confirm experience, testimonials, media, book and ministry history.
- 4. Fit: Identify the right message for the event and expected audience outcome.
- 5. Action: Submit a qualified invitation without hunting for contact information.
- 6. Follow-through: Receive a professional confirmation, press kit and scheduling path.

Transformation-Seeker Journey

- 1. Recognition: Hear language that names fear, broken identity or spiritual stagnation without exploiting pain.
- 2. Hope: Encounter Maria's testimony and the centrality of Jesus.
- 3. Clarity: Understand healing, freedom, identity and activation as a formation journey.

4. Safety: See explicit medical, mental-health and testimonial disclaimers.

5. Next Step: Choose a book, devotional, teaching, Red Seal pathway or event.

Experience Principles

- Clarity before cleverness.
- Warmth without sentimentality.
- Beauty without spectacle.
- Spiritual authority without personality worship.
- Testimony without guarantees.
- Motion without distraction.
- One primary action per page.
- Every claim supported by visible evidence or clearly framed as belief/testimony.

03

MESSAGING SYSTEM

The words Maria repeats until the world can repeat them back.



Message Hierarchy

Level	Message	Purpose
Master Promise	Encounter His Love. Walk in Freedom. Rise Into Your Calling.	Homepage and broad public invitation.
Brand Tagline	Marked by His Love. Made Whole. Sent with Purpose.	Brand memory and visual signature.
Signature Idea	Freedom is not the finish line. It is where calling begins.	Thought leadership and speaking.
Four Pillars	Healing. Freedom. Identity. Activation.	Content, navigation and curriculum.
Proof	Testimony, book, decades of teaching, ministry growth, mentorship and media.	Credibility and conversion.

Voice

Warm Speaks as a spiritual mother and mentor, not a distant institution.	Courageous Names fear, bondage, immaturity and compromise without cruelty.
Biblically Anchored Uses Scripture with context and restraint, not as decoration.	Responsible Never promises outcomes, replaces medical care or sensationalizes private pain.
Artistic Draws on Maria's design, theater and creative history through vivid but clear language.	Mature Emphasizes formation, character and accountability after breakthrough.

Tone by Context

Context	Tone	Avoid
Homepage	Hopeful, elegant, concise	Long theological explanations above the fold
Speaking page	Confident, practical, producer-friendly	Vague inspiration with no outcomes
Testimony	Honest, human, reverent	Triumphalism or medical certainty
Mentorship	Maternal, discerning, structured	Cult of personality or dependency
Social video	Direct, conversational, memorable	Constant intensity and insider jargon
Legal/disclaimer	Plain, calm, unambiguous	Dense fear-based legalese

Elevator Pitch

Maria Sainz is an author, speaker, ordained minister and spiritual mentor helping people move beyond fear, broken identity and spiritual bondage into healing, maturity and purpose through Jesus Christ.

Bio System

25-WORD BIO

Maria Sainz is an author, speaker, minister and spiritual mentor teaching on healing, freedom, identity and spiritual maturity through Jesus Christ.

50-WORD BIO

Maria Sainz is an author, speaker, ordained minister and spiritual mentor who helps people encounter the healing love of Jesus, walk in freedom and mature into their God-given identity. She is the author of *Miracles Still Happen* and co-founder of Red Seal Ministries in San Diego, California.

100-WORD BIO

Maria Sainz is an author, speaker, ordained minister and spiritual mentor known for teaching on healing, freedom, identity and spiritual maturity. Her book, *Miracles Still Happen*, shares her journey through breast cancer and the healing breakthrough she experienced during a mission in Brazil. Alongside her husband, Rick, Maria co-founded Red Seal Ministries, an apostolic equipping community in San Diego. Drawing from decades of Bible teaching, mentorship and ministry, Maria helps people move beyond fear, performance and spiritual bondage into a deeper encounter with the love of Jesus and a mature understanding of their identity and calling.

STAGE INTRODUCTION

Our guest is an author, ordained minister, spiritual mentor and co-founder of Red Seal Ministries in San Diego. Her life carries a powerful testimony of moving from performance and fear into identity, healing and

freedom through Jesus Christ. She is the author of Miracles Still Happen and has spent decades teaching, mentoring and equipping people to walk in spiritual maturity and purpose. Please welcome Maria Sainz.

Approved Calls to Action

- Invite Maria to Speak
- Watch Maria's Story
- Discover Miracles Still Happen
- Explore Speaking Topics
- Download the Press Kit
- Begin the Marked Journey
- Explore Mentorship Through Red Seal
- Bring This Message to Your Community

Phrases to Build Equity Around

- Marked by His love.
- Made whole, not merely managed.
- Freedom that becomes formation.
- The presence of God is not a performance.
- Spiritual gifts require spiritual maturity.
- Healing may begin in a moment; wholeness is walked out in relationship.
- You are not called to remain free for yourself. You are sent with purpose.

04

VISUAL IDENTITY

Sacred warmth, editorial confidence and disciplined beauty.

Creative Direction

Visual North Star

A premium editorial Christian brand - feminine without fragility, supernatural without strangeness, artistic without confusion, and luxurious without vanity.

Logo System



The primary concept is a circular wax-seal monogram containing custom interlocked MS letterforms. The seal represents belonging, authenticity, covenant and a message entrusted for delivery. This concept should be redrawn as a true vector mark before final production.

Mark	Use
Primary seal	Website loading state, profile imagery, cover pages, premium print and event media.
MS monogram	Favicon, social avatar, watermark, mobile header and small applications.
Maria Sainz wordmark	Website header, press kit, book event materials and lower-thirds.
Tagline lockup	Select hero images, presentation endings and event displays.

Color Palette

Seal Oxblood #711F28	Ember #B64A3B	Antique Gold #B89555	Warm Ivory #F5F0E8
Parchment #E7DDCF	Charcoal #242120	Dusty Rose #B98B89	Soft Gold #D7C29A

Color Rules

- Use Warm Ivory or white for most reading surfaces.
- Use Oxblood for authority, primary actions and section anchors.
- Use Antique Gold as a detail, never as the main body-text color.
- Use Charcoal instead of pure black for warmth.
- Use Ember and Dusty Rose sparingly; they are emotional accents, not wallpaper.
- Maintain WCAG 2.2 AA contrast for all functional text and controls.

Typography

Role	Recommended Face	Behavior
Display and editorial	Cormorant Garamond or Noto Serif	Large, elegant, restrained. Avoid excessive italics.
Body and interface	Manrope or Inter	Clear, modern and highly legible.
Signature	Maria's authentic signature only	Use as a personal accent, never for long text.
Bible references	Body sans in small caps	Consistent and quiet; do not imitate illuminated manuscripts.

Photography Direction

Category	Direction
Hero portraits	Direct eye contact, quiet confidence, warm window light, uncluttered editorial background.
Teaching	Real audience, hands, Bible, notes, movement and interaction. Documentary rather than posed.
Prayer and ministry	Dignified, consent-based and non-exploitative. Avoid vulnerable close-ups without permission.
Creative history	Design sketches, theater or ballet references, makeup tools, jewelry craftsmanship and visual art.
Rick and Maria	Covenant, partnership and legacy - warm, natural and not overly staged.
Book and testimony	Book details, travel imagery, Brazil references where licensed, and intimate reading moments.

Graphic Language

- Wax-seal impressions and concentric circles.
- A subtle red thread representing covenant, continuity and calling.
- Fine gold rules and editorial grids.
- Parchment and pressed-paper texture used lightly.
- Small ember or flame details, never a wall of fire.
- Handwritten margin notes from Maria.
- Archival-style dates and location captions for testimony storytelling.

Motion System

Motion	Specification
Initial loader	Maximum one second: gold ring trace, MS reveal, one ember glow, dissolve.
Page entry	Soft opacity and 12-20px vertical movement.
Image reveal	Gentle mask or curtain reveal; no aggressive zoom.
Buttons	2-4px lift, gold edge or subtle warmth shift.
Footer symbols	One heart pulse and one cross glow on hover.
Reduced motion	Disable nonessential motion and preserve all information.

Do / Do Not

Do	Do Not
Use real documentary imagery.	Use generic worship stock photos.
Let whitespace carry dignity.	Fill every gap with effects.
Use one cross where it matters.	Turn every icon into a religious symbol.
Use flame as a restrained metaphor.	Cover the site in orange fire overlays.
Show testimony with context and consent.	Use pain as clickbait.
Design for mobile first.	Assume cinematic desktop effects survive on a phone.

05

WEBSITE + CONVERSION STRATEGY

A beautiful journey that earns trust and makes the next step obvious.



Website Jobs

- 1. Position Maria as a credible author, speaker, minister and mentor.
- 2. Convert qualified podcast, television, church and conference invitations.
- 3. Tell her testimony with cinematic dignity and responsible language.
- 4. Sell and distribute Miracles Still Happen.
- 5. Introduce mentorship and route operations to Red Seal Ministries.
- 6. Build an owned email audience through useful devotional content.
- 7. Create an authoritative, searchable library of teaching and media.
- 8. Protect the ministry through clear consent, privacy and disclaimer systems.

Sitemap

Primary	Support	Legal / Utility
Home	Stories / Testimonies	Privacy Policy
About	Resources	Terms of Use
Speaking	Events	Spiritual + Medical Disclaimer
Miracles Still Happen	Press Kit	Testimonial Disclaimer
Mentorship	Invite Maria	SMS Terms
Media	Contact	Donation Disclosure
Journal / Teachings	Red Seal Ministry Link	Accessibility Statement

Homepage Narrative

Sequence	Section	Purpose
01	Hero	Position Maria and present Invite Maria / Watch Story.
02	Credibility strip	Establish book, ministry, ordination, teaching and San Diego base.
03	Testimony film	Create emotional connection and proof.
04	Four pillars	Explain Healing, Freedom, Identity and Activation.
05	Book feature	Convert book sales and testimony invitations.
06	Speaking topics	Help decision-makers identify fit.
07	Mentorship	Show depth and route to Red Seal.
08	Stories	Build trust with responsibly presented fruit.
09	Media	Demonstrate communication ability.
10	Marked opt-in	Convert anonymous traffic into relationship.
11	Final invitation	Repeat booking and press-kit actions.
12	Footer	Connect platforms, legal and kingdom statement.

Hero Copy

*Encounter His Love.
Walk in Freedom.
Rise Into Your Calling.*

Maria Sainz is an author, speaker, ordained minister and spiritual mentor helping people move beyond fear, broken identity and spiritual bondage into healing, maturity and purpose through Jesus Christ.

Page-by-Page Conversion

Page	Primary Action	Secondary Action
Home	Invite Maria	Watch Maria's Story
About	Explore Speaking	Read the Book Story
Speaking	Submit Invitation	Download Press Kit

Page	Primary Action	Secondary Action
Book	Order the Book	Invite Maria to Share
Mentorship	Explore Red Seal Mentorship	Join Marked
Media	Watch / Listen	Invite Maria
Stories	Share a Story	Explore Resources
Resources	Join Email List	Read / Watch Next
Contact	Send Correct Inquiry	Visit Red Seal

Booking Form

- Full name, organization, role and contact information.
- Event name, type, date, location and in-person/virtual format.
- Expected attendance and audience profile.
- Requested topic, duration and desired outcome.
- Honorarium or budget range.
- Travel, accommodation and recording information.
- Website and additional context.
- Privacy acknowledgment - no automatic marketing subscription.

Booking Workflow

1. Submission is validated and stored.
2. Organizer receives an immediate branded confirmation.
3. Booking team receives a detailed internal notification.
4. Inquiry is scored by fit, date, audience, travel and budget.
5. Qualified inquiries receive press kit and scheduling link.
6. Status changes are tracked: new, reviewing, qualified, call scheduled, proposed, confirmed, declined, closed.
7. Only explicit opt-ins enter email or SMS marketing.

Email Capture

Lead Magnet

MARKED: A Seven-Day Journey Into Identity, Freedom and Calling

This should be a beautifully designed devotional sequence - not a generic newsletter promise. Each day should contain a short Scripture, teaching, reflection, prayer and one grounded action.

06

SPEAKING + PUBLICITY

A repeatable system for moving from testimony to trusted public voice.



Signature Speaking Topics

Miracles Still Happen Faith in the Middle of the Fight - standing on God's promises without denying pain, uncertainty or the need for care.	From Performance to Identity Breaking free from appearance, achievement and approval as the source of worth.
Freedom Is a Formation Why deliverance must lead to discipleship, relationships, character and maturity.	Marked by His Love Identity, covenant and the seal of the Holy Spirit.
Love Triumphs Over Fear Walking with courage and discernment in an anxious age.	Activated With Wisdom Developing spiritual gifts without losing character, accountability or biblical grounding.

Media Story Angles

Angle	Pitch Hook	Best Outlets
Cancer testimony	The five-month journey that changed how Maria understands miracles.	Testimony, women, faith, health-adjacent Christian media.
Beauty to identity	What the beauty industry taught Maria about the cost of appearance-based worth.	Women, culture, creativity, identity and faith.
Freedom and maturity	Deliverance is not entertainment; freedom requires formation.	Leadership, theology, ministry and pastoral podcasts.
Gifts and character	Spiritual gifts without maturity can wound people.	Church leadership and emerging leader platforms.
Home group to ministry	What Rick and Maria learned building from their living room.	Marriage, ministry, leadership and local media.
Art and presence	Beauty, design and the presence of God.	Creative faith, arts and lifestyle outlets.

Press Kit Contents

- 25-, 50-, 100- and 250-word biographies.
- Long-form story and ministry chronology.
- Six speaking topics with audience outcomes.
- Stage introduction and host pronunciation guide.
- Speaker reel, testimony reel and interview samples.
- High-resolution headshots, lifestyle photos and book cover.
- Maria Sainz and Red Seal logos.
- Suggested interview questions.
- Technical and travel preferences.
- Booking contact and San Diego travel origin.

Publicity Operating Rhythm

Cadence	Action
Weekly	Research five aligned shows or events; send five personalized pitches; follow up with prior contacts.
Biweekly	Publish one flagship teaching or interview clip and one testimony/identity piece.
Monthly	Release one substantial article, one email teaching and one media angle package.
Quarterly	Refresh reel, pitch topics, photos, metrics and booked-appearance proof.
Annually	Create a new theme, updated press kit, speaking calendar and flagship campaign.

Sample Podcast Pitch

Subject

Guest Idea: From Performance and Fear to Healing, Freedom and Identity

Hi [Host Name],

I would love to introduce you to Maria Sainz, an author, ordained minister, speaker and spiritual mentor based in San Diego. Before ministry, Maria worked in beauty, fashion and television and learned firsthand the cost of building identity on appearance, performance and approval. Her search eventually led through New Age spirituality and anxiety before a life-changing encounter with Jesus.

Years later, Maria walked through breast cancer and experienced a healing breakthrough during a mission in Brazil, a journey she shares in Miracles Still Happen. Her message is not spectacle: freedom must lead to discipleship, character and spiritual maturity.

We would be honored to explore whether this conversation would serve your audience.

Warmly,
[Name] | MariaSainz.com

07

CONTENT + COMMUNITY GROWTH

Teach consistently enough that trust compounds before the invitation arrives.



Content Pillars

Pillar	Core Questions	Formats
Healing	How do we hold faith and reality together? What happens in waiting?	Testimony, teaching, prayer, book excerpts.
Freedom	What is deliverance? What follows it? What requires professional care?	Myth vs truth, long-form teaching, interviews.
Identity	Who am I when appearance, applause and performance are removed?	Stories, devotionals, creative reflections.
Activation	How do gifts develop with character and accountability?	Mentorship clips, leadership teaching, Q&A.
Legacy	How do marriage, community and spiritual parenting build lasting fruit?	Rick + Maria conversations, ministry history.
Creativity	How do beauty, art and design reveal order and meaning?	Studio stories, jewelry, design and faith.

Content Ladder

- 1. Monthly anchor: 20-40 minute teaching, testimony interview or podcast.
- 2. Weekly article/email: one clear idea drawn from the anchor.
- 3. Short video: three to five clips with one memorable sentence each.
- 4. Quote/image: one branded thought with context.
- 5. Conversation: one question, prayer prompt or behind-the-scenes reflection.
- 6. Conversion: invite the audience to the book, devotional, event, media or mentorship pathway.

90-Day Editorial Themes

Month	Theme	Flagship
Month 1	Marked by His Love	Maria's origin story, identity and the meaning of the seal.
Month 2	Freedom Is a Formation	Responsible teaching on deliverance, discipleship and aftercare.
Month 3	Miracles Still Happen	Cancer testimony, waiting, Brazil and the book relaunch.

Weekly Publishing Rhythm

Day	Content
Monday	60-90 second teaching clip.
Tuesday	Written reflection or carousel.
Wednesday	Testimony, book or ministry story.
Thursday	Podcast/speaking authority post or interview clip.
Friday	Prayer, reflection question or event invitation.
Weekend	Red Seal gathering, community or behind-the-scenes story.

Email Journey: MARKED

Day	Theme	Action
1	Known and marked by God	Name the identity you have been trying to earn.
2	From performance to presence	Practice ten minutes of unperformed prayer.
3	The agreements beneath fear	Write and renounce one false agreement.
4	Freedom and forgiveness	Choose one step toward forgiveness and support.
5	Gifts and character	Identify the character needed to carry your gift.
6	Community and formation	Name who can walk with you responsibly.
7	Sent with purpose	Write one faithful next step and share it with someone.

Social Profile Bio

Recommended Bio

Author of Miracles Still Happen | Speaker + Minister | Healing, Freedom, Identity + Spiritual Maturity |
Co-Founder, Red Seal Ministries | San Diego

Content Guardrails

- Never publish private ministry moments without written permission.
- Never imply that a testimony guarantees another person's outcome.
- Never advise stopping medication or professional treatment.
- Do not use graphic trauma details as promotional hooks.
- Avoid diagnosing strangers through social content.
- Distinguish personal testimony, biblical teaching and professional advice.
- Moderate comments that shame people for not receiving a desired outcome.

08

BUSINESS + OFFER ARCHITECTURE

Build sustainability without commercializing desperation.

Guiding Principle

Charge for structured education, curriculum, time, events and professional delivery - never for access to God or a promised miracle.

Offer Ladder

Level	Offer	Purpose
Free	Testimony videos, articles, podcast appearances, MARKED devotional.	Reach and trust.
Entry	Miracles Still Happen, journal, study guide, signed editions.	Story, discipleship and list growth.
Core	Digital courses, workshops and event tickets.	Structured teaching and formation.
Mentorship	Red Seal mentorship levels and cohorts.	High-touch spiritual development.
Leadership	Church-team intensives, freedom-ministry systems and leader training.	Institutional impact.
Speaking	Churches, conferences, retreats, media and workshops.	Public reach and earned authority.
Support	Tax-compliant donations through the verified Red Seal entity.	Fund ministry and outreach.

Entity Separation

Activity	Likely Home	Control
Personal speaking income	Maria personal/business entity	Contract, accounting and tax review.
Book and commercial products	Maria or designated publishing/business entity	Inventory, sales tax and fulfillment review.
Red Seal mentorship/programs	Confirmed ministry entity	Program terms and accounting.
Charitable donations	Qualified Red Seal nonprofit entity only	Donation acknowledgments and restricted use.
Joint events	Written agreement between entities	Revenue, cost, IP and liability allocation.

Required Professional Review

Before launch, confirm the legal owner of MariaSainz.com, the entity receiving every category of funds, the relationship to Red Seal Ministries, insurance, tax treatment, donation language, intellectual-property ownership and speaker contracting authority.

Key Performance Indicators

Category	Primary KPIs
Authority	Qualified media mentions, backlinks, speaking invitations, branded search.
Audience	Email growth, engagement, returning visitors, devotional completion.
Conversion	Speaking form completion, book clicks, press-kit downloads, mentorship referrals.
Content	Watch time, saves, replies, shares, article completion.
Operations	Response time, inquiry qualification rate, booked-to-inquiry rate.
Stewardship	Donation clarity, consent records, unsubscribe rate, complaint rate.

Initial Targets

- 25 carefully researched media pitches per month.
- 8-12 guest interviews per quarter after the launch runway.
- 2-4 qualified speaking inquiries per month.
- 3%+ homepage lead conversion and 5%+ speaking-page inquiry conversion.
- 35%+ email open rate during early list-building.
- One long-form teaching per month and two to three short-form videos per week.
- Qualified booking responses within one business day.

SEO + TECHNOLOGY

A premium front end supported by a clean, measurable and maintainable system.



Recommended Stack

Layer	Recommendation	Purpose
Build	Lovable with editable code and Git sync	Rapid visual development, ownership and iteration.
Frontend	Lovable-generated React stack	Responsive, component-driven interface.
Backend	Lovable Cloud or Supabase	Database, storage, edge functions and secure forms.
Email	Resend	Transactional confirmations and devotional delivery.
SMS	Twilio only where explicitly useful	Event reminders and requested updates.
Media	YouTube/Vimeo with custom thumbnails	Reliable hosting, captions and performance.
Analytics	Privacy-conscious analytics + Search Console	Conversion and organic-search measurement.
CRM	Supabase pipeline initially; optional HubSpot later	Booking and media opportunity tracking.

SEO Topic Clusters

- Maria Sainz author, speaker and Red Seal Ministries.
- Christian healing testimony and breast cancer testimony.
- Miracles Still Happen book by Maria Sainz.
- Christian spiritual mentor in San Diego.
- Healing, freedom and identity in Christ.
- Deliverance ministry teaching and discipleship.
- Spiritual gifts, maturity, character and accountability.
- Christian women's conference speaker and retreat speaker.

Structured Data

Type	Use
Person	Maria's identity, bio, image, sameAs links and works.

Type	Use
Book	Miracles Still Happen details and purchase offers.
Organization	Red Seal Ministries relationship and official properties.
VideoObject	Testimony, interviews and teaching videos.
Event	Confirmed public speaking and ministry events.
Article	Authored teachings and devotionals.
BreadcrumbList	Clear hierarchy across deeper pages.

Email Deliverability

- Send from a verified branded domain or intentional subdomain.
- Configure SPF, DKIM and DMARC.
- Use bookings@mariasainz.com, media@mariasainz.com and hello@mariasainz.com publicly.
- Keep marketing and transactional consent distinct.
- Handle bounces, complaints and unsubscribes automatically.
- Avoid turning every form submission into a newsletter subscriber.

Accessibility Target

Standard

Build toward WCAG 2.2 Level AA using semantic HTML, keyboard access, visible focus, captions, transcripts, sufficient contrast, labeled forms, understandable errors, appropriate target sizes and reduced-motion support.

Performance Rules

- Do not use an oversized autoplay hero video.
- Load media only when requested or near the viewport.
- Use responsive image sizes and modern formats.
- Limit font families and weights.
- Prevent layout shift with explicit dimensions.
- Keep third-party scripts to a minimum.
- Test on real mobile devices and slower connections.

Analytics Events

Event	Meaning
invite_maria_start	Organizer began the booking form.
invite_maria_submit	Qualified inquiry submitted.

Event	Meaning
press_kit_download	Decision-maker requested assets.
testimony_play_25/50/90	Depth of story engagement.
book_click	Outbound purchase intent.
marked_signup	Owned audience conversion.
mentorship_click	Referral into Red Seal pathway.
red_seal_click	Personal-brand to ministry handoff.

10

LAUNCH ROADMAP

Build the asset library, launch the platform and compound authority.



Required Assets

Asset Group	Needed
Brand	Final vector logo, wordmark, favicon, social avatar, color and type files.
Photography	Hero portraits, speaking, teaching, prayer, Rick + Maria, creative studio and book.
Video	Testimony master, 60-second reel, 2-3 minute speaker reel, six topic clips.
Copy	Approved bios, chronology, speaking outcomes, testimonials, FAQs and page copy.
Proof	Ordination wording, ministry dates, audience history, book data and permission records.
Operations	Booking address, owner entity, nonprofit details, mailing address and policies.
Technology	Domain/DNS access, Lovable, GitHub, backend, Resend and analytics accounts.

90-Day Plan

Window	Priorities
Days 1-15	Approve brand, confirm facts and entities, inventory assets, schedule photography.
Days 16-30	Complete design system, copy, press kit, video plan and project infrastructure.
Days 31-45	Build global components, homepage, About, Speaking and Book pages.
Days 46-60	Build Media, Resources, Stories, Mentorship, forms and backend workflows.
Days 61-75	Add content, legal pages, SEO, analytics, accessibility and performance work.
Days 76-90	Quality assurance, soft launch, outreach launch, book campaign and measurement.

Launch Campaign

1. Reveal the brand with Maria's personal testimony film.

2. Publish the manifesto: Marked by His Love. Made Whole. Sent with Purpose.
3. Send a personal announcement to pastors, leaders, mentees and ministry friends.
4. Release the MARKED devotional.
5. Relaunch Miracles Still Happen with a seven-part story series.
6. Begin personalized podcast and speaking outreach.
7. Publish cornerstone articles for each brand pillar.
8. Host one live online conversation with Rick and Maria about the ministry journey.

Pre-Launch QA

- Every fact and date approved by Maria and Rick.
- Every testimonial has written permission and disclaimer context.
- Every form creates the correct database record and email.
- All links and downloads work.
- Keyboard, focus, contrast, captions and reduced motion tested.
- Mobile layout tested at common widths.
- Metadata, canonical links, sitemap, robots and structured data validated.
- Privacy, terms, disclaimer, SMS and donation language reviewed.
- No placeholder copy, images, contact information or dead event dates remain.
- Backup, Git sync and rollback process confirmed.

LOVABLE BUILD BLUEPRINT

Build in controlled phases. Lock each layer before adding the next.



Why the Phased Method

Lovable's own guidance emphasizes planning first, using real content, defining visual language early, building by component rather than generating an entire site at once, and making one meaningful change at a time. This blueprint follows that discipline.

Build Governance Rules

- Use Plan mode before major architectural changes.
- Sync to GitHub before substantial build work and checkpoint after every approved phase.
- Do not ask Lovable to rebuild the entire site to fix one component.
- Use real approved copy - never lorem ipsum.
- Do not connect production secrets until the visual and data architecture are approved.
- Test desktop, tablet and mobile at the end of every phase.
- Do not advance with visible errors, broken routes or console failures.
- Keep a phase log: objective, prompt, changes, issues, approval and commit.

Phases and Gates

Phase	Build Scope	Approval Gate
0	Account, domain, GitHub, asset and fact readiness.	Access and ownership confirmed.
1	Design system, tokens, global shell and internal brand-system page.	Visual language approved.
2	Header, footer, navigation, loader and reusable components.	Global UI stable on all devices.
3	Homepage built section by section.	Story and conversion flow approved.
4	About, Speaking and Book pages.	Authority pages approved.
5	Media, Stories, Resources and Mentorship pages.	Content architecture approved.
6	Backend schema, forms, Resend and booking pipeline.	Data and notifications verified.
7	CMS/admin workflow and media management.	Maria's team can update content.
8	SEO, schema, analytics, accessibility and performance.	Technical audits pass.

Phase	Build Scope	Approval Gate
9	Legal pages, consent and donation handoffs.	Professional review completed.
10	Content population, QA, soft launch and production launch.	Launch checklist signed off.

Phase 0 - Manual Readiness

- Create or confirm Lovable workspace ownership under the appropriate client account.
- Create a private GitHub repository and connect it before intensive development.
- Confirm MariaSainz.com registrar and DNS access.
- Create a shared folder for approved images, video, copy, permissions and legal data.
- Confirm the legal website owner and public contact information.
- Do not publish or connect payment/donation flows yet.

Phase 1 - Foundation Prompt

Goal

Create the design system and project skeleton only. Do not build the full homepage or connect production services in this phase.

You are building the production foundation for MariaSainz.com, a premium personal-brand website for Maria Sainz, an author, speaker, ordained Christian minister and spiritual mentor based in San Diego, California.

Work in a disciplined, component-first manner. Before changing code, inspect the current project and provide a concise implementation plan. Then implement only the scope below. Do not build the full homepage, backend integrations, admin CMS or production forms in this phase.

BRAND POSITION

Primary descriptor: Author | Speaker | Minister | Spiritual Mentor

Primary tagline: Marked by His Love. Made Whole. Sent with Purpose.

Core promise: Maria helps people encounter the healing love of Jesus, walk in lasting freedom and mature into their God-given identity and calling.

The visual and written brand must remain centered on Jesus. Do not label Maria as “the healer” or “the deliverer.”

VISUAL DIRECTION

Create a premium editorial Christian aesthetic that feels sacred, warm, mature, artistic and quietly powerful. It must not resemble a generic church template or a flashy charismatic event page.

Use these design tokens:

- Seal Oxblood: #711F28
- Ember: #B64A3B
- Antique Gold: #B89555
- Warm Ivory: #F5F0E8
- Parchment: #E7DDCF
- Charcoal: #242120
- Dusty Rose: #B98B89
- Soft Gold: #D7C29A

Typography:

- Display/editorial serif: Cormorant Garamond. Use a strong fallback serif.
- Body/interface sans: Manrope or Inter.
- Do not use a decorative script font. Reserve a future authentic Maria signature asset for limited use.

FOUNDATION SCOPE

1. Establish global CSS variables/design tokens for color, typography, spacing, radius, shadows, borders, container widths and motion durations.
2. Create responsive typography styles for display, H1-H4, eyebrow label, body large, body, small, quote and button text.
3. Create the application route skeleton for:
 - /
 - /about
 - /speaking
 - /miracles-still-happen
 - /mentorship
 - /media
 - /stories
 - /resources
 - /press-kit
 - /invite-maria
 - /contact
 - /privacy
 - /terms
 - /disclaimer
 - /testimonials-disclaimer
 - /sms-terms
 - /affiliate-disclosure
 - /donation-disclosure
 - /accessibility
 - /brand-system
4. Create simple placeholder route pages using real page titles and one sentence describing the future purpose. Do not use lorem ipsum.
5. Build a global page container and section container system.
6. Build the internal /brand-system page as a complete visual reference showing:
 - all colors with names and hex values
 - typography hierarchy
 - primary, secondary, ghost and text buttons
 - light and dark button states
 - cards: editorial, testimony, speaking topic and media card
 - labels, badges and dividers
 - form fields, textarea, select, checkbox, radio, validation error and success state
 - pull quote and Scripture citation styles
 - image aspect-ratio examples and caption style
 - loading, empty, error and success UI states
 - focus, hover, active and disabled states
7. Create a temporary text-based MS monogram component inside a circular wax-seal form. Make it easy to replace with a final SVG later.
8. Create a reusable red-thread divider motif and fine gold-rule component.
9. Create restrained motion utility classes:
 - soft fade/12-20px rise
 - masked image reveal
 - subtle button lift
 - one pulse utility

Respect prefers-reduced-motion and disable nonessential animation.
10. Establish semantic HTML and accessibility defaults: skip link, visible focus, keyboard usability, sufficient contrast, labels and reduced-motion support.
11. Add a README section documenting brand tokens, component naming, route list and how to replace the monogram asset.

DESIGN RULES

- Use Warm Ivory or white for most reading surfaces.
- Use Charcoal instead of pure black.
- Use Oxblood for authority and primary actions.
- Use Antique Gold as a detail, not body text.
- Use generous whitespace, fine rules and restrained texture.
- Avoid generic doves, crowns, lion imagery, glitter, floating feathers, heavy flame overlays, autoplay media, aggressive gradients, glassmorphism and excessive rounded cards.
- Keep corners refined and mostly modest; this is editorial, not a SaaS dashboard.
- No emojis inside the core design system except the future exact footer statement.
- No stock images in this phase. Use elegant neutral image placeholders labeled with the intended approved asset.

QUALITY GATES

- No broken routes.
- No TypeScript or console errors.
- Responsive at 375px, 768px, 1024px and 1440px.
- Keyboard navigation and visible focus work.
- The brand-system page looks cohesive in light and dark sections.
- Every component uses the shared tokens rather than one-off values.
- Do not connect Supabase, Lovable Cloud, Resend, Twilio, analytics or a custom domain yet.

At the end, summarize exactly what you created, list files changed, note any assumptions and provide a compact visual QA checklist for me to review before Phase 2.

Phase 1 Review Checklist

- Does the brand-system page feel premium, warm and spiritually mature?
- Are Oxblood and Gold restrained rather than overwhelming?
- Is typography elegant and readable on mobile?
- Do controls have clear hover, focus, active and disabled states?
- Do dark sections feel rich rather than heavy?
- Is every route present and error-free?
- Is the temporary monogram easy to replace?
- Has Lovable avoided building beyond the approved scope?

Future Phase Prompt Objectives

Phase	Prompt Objective
2	Build the global header, mobile navigation, footer, loader, page hero, CTA band and media primitives.
3A	Build homepage hero, credibility strip and testimony film.
3B	Build pillars, book, speaking and mentorship sections.
3C	Build stories, media, MARKED opt-in and final CTA.
4A	Build About page with chronology and Rick + Maria partnership.
4B	Build Speaking and Invite Maria experience.
4C	Build Miracles Still Happen book page.

Phase	Prompt Objective
5	Build Media, Stories, Resources and Mentorship content architecture.
6	Create database schema, forms, booking workflow and Resend emails.
7	Create authenticated content-management workflow.
8	Complete technical SEO, structured data, analytics, accessibility and performance.
9	Implement reviewed legal copy, consent records and donation handoff.
10	Populate approved media, run QA and launch.

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LEGAL + ETHICAL FRAMEWORK

Strong ministry deserves strong boundaries, records and truthful claims.

Core Principles

- State clearly that spiritual teaching, prayer and testimony do not replace licensed professional care.
- Do not guarantee healing, deliverance, financial, relational or spiritual outcomes.
- Present testimonials as individual experiences and beliefs, not typical-results promises.
- Collect only the information needed and disclose how it is used.
- Use separate, affirmative consent for promotional email and SMS.
- Route donations only through the confirmed qualified entity and use accurate deductibility language.
- Obtain written releases for identifiable stories, photographs and video.
- Provide a dignified process for correction, deletion, consent withdrawal and pastoral escalation.

Draft Spiritual and Medical Disclaimer

The content, teachings, prayer resources, testimonies, mentorship, events and ministry services provided through this website are offered for religious, educational and inspirational purposes only. Maria Sainz, the website owner and Red Seal Ministries do not provide medical, psychiatric, psychological, legal or other licensed professional services through this website.

Prayer, spiritual mentorship, deliverance ministry, religious teaching and personal testimonies are not substitutes for diagnosis, treatment, medication, emergency services or advice from a qualified healthcare or mental-health professional. Visitors should not disregard, avoid or delay professional care because of information presented through this website.

No representation or guarantee is made that any person will experience healing, deliverance, improvement or a particular spiritual, emotional or physical result. Individual experiences vary. Anyone experiencing an emergency should contact appropriate emergency services immediately.

Draft Testimonial Disclaimer

Stories and testimonials describe the personal experiences and beliefs of the individuals involved. They are not guarantees, promises or representations that another person will experience the same or a similar result. Some experiences may be unusual and should not be interpreted as typical. Testimonials are presented for religious and inspirational purposes and do not constitute medical evidence or professional advice.

Draft Email Consent

Email Opt-In

By submitting this form, you agree to receive the requested resource and occasional emails from Maria Sainz. You may unsubscribe at any time. Review the Privacy Policy for details.

Draft SMS Consent

Unchecked Checkbox

I agree to receive informational and promotional text messages from Maria Sainz and/or Red Seal Ministries at the mobile number provided. Consent is not a condition of purchase or participation. Message frequency varies. Message and data rates may apply. Reply STOP to unsubscribe and HELP for assistance. I have reviewed the Privacy Policy and SMS Terms.

Donation Language

Donations linked from MariaSainz.com should be processed by and made payable to the confirmed Red Seal Ministries legal entity. A contribution is tax-deductible only to the extent permitted by law and only when made to a qualifying organization. Payments for books, admission, merchandise, courses or other benefits may not be fully deductible. Final language must match the confirmed entity and transaction.

Policy Set

Policy	Must Cover
Privacy	Data categories, purpose, service providers, cookies, media embeds, retention, rights, security and contact.
Terms	Site use, IP, prohibited conduct, links, disclaimers, limitation and governing law.
Spiritual/Medical	Religious purpose, no professional care, no guarantee, emergency direction.
Testimonials	Individual experiences, atypical outcomes, material relationships and permissions.
SMS	Program description, consent, frequency, rates, STOP/HELP, carriers and privacy.
Affiliate	Compensation disclosure near recommendations.
Donation	Entity, deductibility limits, goods/services and acknowledgment.
Accessibility	Commitment, standard, contact and remediation process.

Professional Review Required

Do not publish final policies until the website owner, entities, mailing address, contact details, processors, analytics, SMS program, donation status and governing-law decisions are confirmed.

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APPENDICES

Copy, assets, verification and implementation references.

Appendix A - Existing Source Inventory

Asset / Source	Strategic Use
Maria breast-cancer testimony video	Homepage testimony film and media proof.
Miracles Still Happen book pages	Book page, purchase links and media angle.
Maria LinkedIn, Facebook and Instagram	sameAs schema, audience migration and content inventory.
Red Seal website and social channels	Ministry history, programs and cross-platform handoff.
Red Seal YouTube channel and embedded media	Media library and teaching clips.
SDVoyager profile	Third-party biography and local credibility.
Studio111 jewelry	Creative-history story and optional lifestyle content.
Rick and Maria biography	Marriage, leadership, ordination and ministry chronology.

Appendix B - Public URLs to Verify Before Launch

Maria testimony video: <https://www.youtube.com/watch?v=3kc8pepztBQ>

Amazon book listing: <https://www.amazon.com/dp/1987480953>

Red Seal direct book order: <https://www.redsealministries.com/new-products/miracles-still-happen>

Maria LinkedIn: <https://www.linkedin.com/in/maria-sainz-269704162/>

Maria Instagram: <https://www.instagram.com/mariasainz111/>

Maria Facebook: <https://www.facebook.com/maria.mcteaquesainz>

Red Seal Ministries: <https://www.redsealministries.com/>

Red Seal YouTube: <https://www.youtube.com/@redsealministries4521>

SDVoyager profile: <https://sdvoyager.com/interview/hidden-gems-meet-maria-sainz-of-red-seal-ministries/>

Studio111: <https://www.studio111.net/>

Appendix C - Verified Platform and Standards Notes

The following official references were reviewed for this July 2026 strategy. Platform interfaces, laws and standards continue to evolve; recheck them during implementation and professional review.

Lovable documentation - Welcome and platform capabilities: <https://docs.lovable.dev/introduction/welcome>

Lovable documentation - Prompting best practices: <https://docs.lovable.dev/prompting/prompting-one>

Lovable documentation - Integrations: <https://docs.lovable.dev/integrations/introduction>

Resend documentation - Managing domains: <https://resend.com/docs/dashboard/domains/introduction>

Google Search Central - Structured data introduction:

<https://developers.google.com/search/docs/appearance/structured-data/intro-structured-data>

W3C - Web Content Accessibility Guidelines 2.2: <https://www.w3.org/TR/WCAG22/>

FTC - Endorsement Guides questions and answers: <https://www.ftc.gov/business-guidance/resources/ftcs-endorsement-guides-what-people-are-asking>

IRS - Charitable contribution deductions: <https://www.irs.gov/charities-non-profits/charitable-organizations/charitable-contribution-deductions>

California Attorney General - CCPA: <https://oag.ca.gov/privacy/ccpa>

Appendix D - Client Approval Checklist

- Approve primary descriptor, tagline, promise and four pillars.
- Approve language guardrails around healing and deliverance.
- Approve logo concept, palette, typography and photography direction.
- Approve sitemap, homepage journey and speaking topics.
- Confirm biographies, dates, ordination and ministry history.
- Confirm the legal website owner and relationship to Red Seal.
- Confirm contact addresses and booking decision-maker.
- Approve Phase 1 Lovable prompt before implementation.
- Assign owners for photography, video, copy, permissions and legal review.

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CLOSING VISION

The message is ancient. The presentation must be worthy of it.

The aim is not to make Maria famous. It is to make the message clear, the testimony accessible, the invitation trustworthy and the fruit easier to multiply.



MARIA SAINZ

Marked by His Love. Made Whole. Sent with Purpose.

Made With Love to Advance His Kingdom