

Hype Yourself

Lucy Werner Biography

Lucy Werner is the author of three books, co-founder of three children, and the founder of HypeYourself.com, a platform that helps self-employed people get seen and get paid. She writes The Hype, formerly a Substack Top 50 global business newsletter.

A PR expert with 20+ years' experience, Lucy has worked with leading creative agencies, high-growth startups and hundreds of freelancers. She now teaches independents how to earn more, work smarter and confidently promote themselves.

Lucy has written for iNews, Creative Boom and Metro, and has been featured in The Times, Stylist Magazine, Forbes and more: with press coverage spanning entrepreneurship, creativity and self-promotion.

Her trophy cabinet includes awards from the Federation of Small Business, The Dots, Alt Marketing Top 100, Startups Magazine and Enterprise Nation. She is also a Domestika instructor and Adobe Express ambassador.

Find her on Instagram, LinkedIn and TikTok at @LucyWernerPR.