

rakhichawla.com — launch announcements

Ready-to-post copy for LinkedIn, email, Twitter / X, and Instagram. Plus a second-wave post for week two.

A. LinkedIn post — launch day

~250 words. Strong hook in line 1; line breaks for readability; soft CTA.

For 12 years, I've been building this work in classrooms, books, and stages.

Today, for the first time, it lives in one place.

RakhiChawla.com is live.

It took me longer than it should have. The truth is, I kept putting it off — because putting yourself online means deciding what you actually stand for. And once you write it down, you have to live up to it.

Here's what I finally wrote down:

- We are preparing children for a world that no longer exists.
- AI can do most of what schools still grade children on.
- The future doesn't need better test-takers. It needs better humans.
- And building those humans is the most important unfinished work of our generation.

The site is a home for everything I've been building toward that — My Story (including why I left tech), The 6 Quotients framework, MathX / TeenX / ParentX / EducatorX, books, talks, essays, and a newsletter for parents and educators thinking about this seriously.

If any of this resonates — if you're a parent, educator, school leader, or organizer who senses something is off about how we're raising this generation — I'd love for you to visit. And if you'd share it with one person who needs to read it, that would mean everything.

■ **RakhiChawla.com**

*P.S. The newsletter, *The Sixth Quotient*, is now open. Two short letters a month, written for people who think about these questions seriously.*

#Education #FutureOfLearning #AI #Parenting #Teaching

B. Email to your network — launch day

Send as a BCC personal email — not from a marketing tool. Feels different.

Subject: Finally — RakhiChawla.com is live

Hi [Name],

A quick personal note — because if you're getting this email, you're one of the people who shaped how I got here.

After putting it off for far too long, my personal site is finally live: **RakhiChawla.com**.

It's the first place where everything I've been building over the last 12 years lives in one home — my story (including the part most people don't know), the 6 Quotients framework, the books, the programs, the speaking, the writing.

I'd love three things from you, if you have a moment:

- **Take a look.** Tell me what's missing, what's off, what's confusing.
- **If something resonates** — a quote, an essay, the speaking page — feel free to share it onward. Personal brand sites live or die in the first 30 days.
- **If you'd be open to a short testimonial**, I'd be honored to feature you. Even two lines would mean a lot.

That's it. No campaign, no funnel — just a note to say: thank you for being part of how this got built.

Warmly,
Rakhi

+91 97603 79122 · RakhiChawla.com

C. Twitter / X

12 years of work. One website. Finally live.

RakhiChawla.com is open — books, talks, essays, the 6 Quotients framework, and the programs I've been building.

Built for parents and educators who sense something is off about how we're raising this generation.

■ [link]

D. Instagram caption

I've been putting this off for years.

Today, RakhiChawla.com is live — the first place where everything I've been building lives in one home.

If you're a parent, an educator, or someone who senses that the way we're raising this generation isn't working — this site is for you.

Link in bio. ■

E. Second-wave post (week 2)

Most launches die in week one. This post keeps it alive.

Two weeks since the site went live. Here's what's surprised me.

The page people are spending the most time on isn't the speaking page. It isn't the books page. It's **My Story** — specifically the part where I write about why I left tech.

I almost cut that section. I thought it was indulgent.

Lesson, for anyone building their own thing right now: the parts of your story you're embarrassed to share are usually the parts that connect with people most.

If you haven't visited yet — RakhiChawla.com. Start with My Story.