



Elevate your Personal Brand.

DEFINE – REFINE – ELEVATE

We are empowering change makers with the clarity, direction and skills required to achieve their mission and create the greatest possible impact in the world.



Who We Are.

We are business strategists, journalists, public relations specialists, content marketers working with you, for you. We believe in the importance of strategy with our mantra “go slow to move fast”. We are all about empowering our clients, teaching them to insource rather than outsource for creative collaboration.

Testimonials.

"Producing content which delivers value and connects with your audience isn't easy, #Writing101 gave me a framework and ideas I can use to produce quality content while being authentically me. Participants were inspired and encouraged to share ideas, resulting in a wonderful mastermind. New ideas were borne while connection and collaborations started."

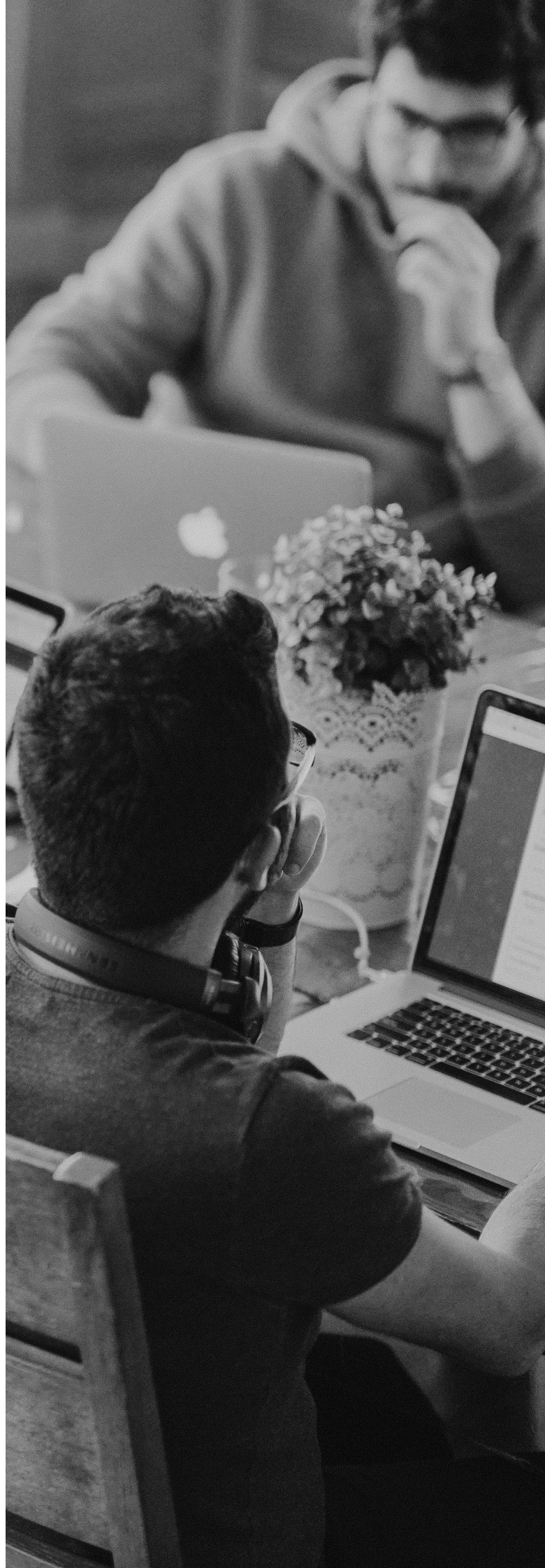
*SARA CAPACCI, DIRECTOR, THE
CONNECTION PROJECT.*

"I feel much more confident delving into writing for my business. The creative energy of Nadine combined with camaraderie built during the programs helped overcome the daunting task of writing. Nadine was clearly able to explain how to structure a story and with her guidance, I was able to write my signature story. She is an expert in her field."

*JODI RECK, DIRECTOR, ENTERPRISE
GROWTH DIRECTOR.*

"Leadership is all about communication. Nadine is passing on her skills in journalism and PR to ensure that leaders have the skills to effectively communicate, protect their reputations and achieve success."

*SONIA MCDONALD, PROGRAM
DIRECTOR, SONIA MCDONALD INC.*





The Challenges.

Our experience has shown us that there are five key challenges purpose driven personal brands need to address to make the positive impact they desire in the world.

STRONG BRAND RECOGNITION

Personal brands while doing great work often struggle to gain traction. This translates to less money in bank and opportunities of influence. Do you have a clearly defined target audience, and can they clearly understand who you are, what you stand for and why you do what you do? If not, you are already 10 steps behind.

CLEARLY DEFINED MESSAGING

Is no one listening to what you have to say? Without clarity in your messaging, you will not become a cutting-edge voice in an age of information overload. Do your friends and family even know what you stand for? If your topic is too broad your message will be lost.

GAINING MARKET ATTENTION

To make a positive impact in this world you need to reach more than just individuals. You need the attention of the corporates, event organisers, speaking agencies and publishers. Gaining recognition and credibility within this sector takes strategy.

CONNECTING WITH YOUR AUDIENCE

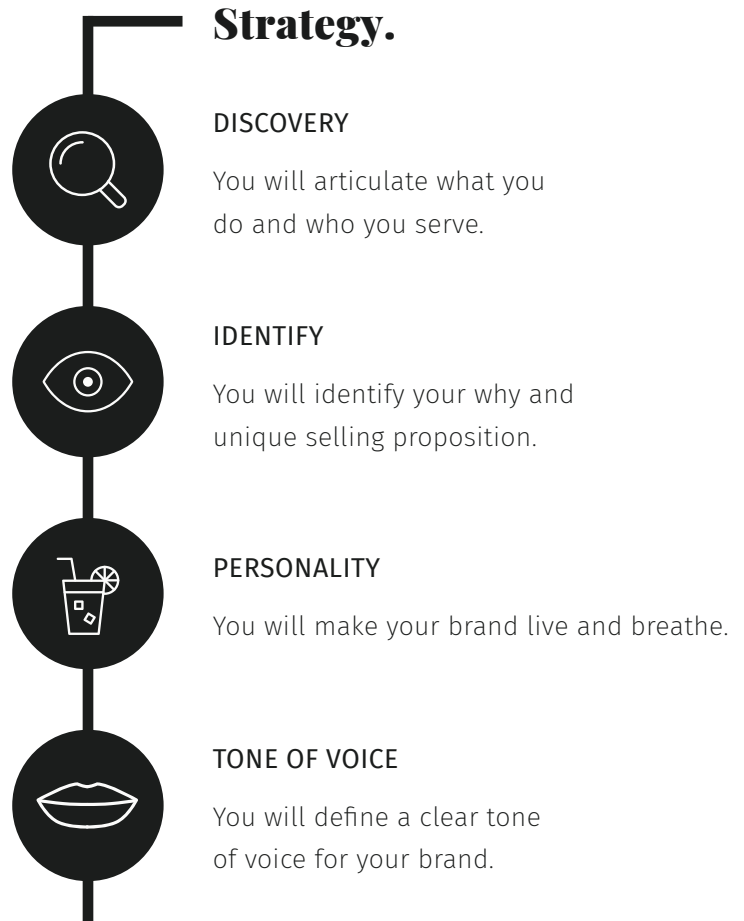
Likes and followers don't always equate to dollars in the bank. You can have a huge audience that loves what you have to say but the bottom line is you have bills to pay and income to make.

BRAND VISIBILITY

You have a great story to tell. You have passion, drive and an admirable mission. For change makers it is important to gain media traction to change the lives of many. How do you pitch a story to get the attention to grow your influence?

Our Solution.

We empower attendees to create positive change through a three-stage process:



Creative Writing.

UPSKILL

You will learn the skills of constructing great short and long form content.



TARGET AUDIENCE

You will learn to write in way to get the attention of your audience.



CREATIVE CONTENT

You will learn to talk to your audience, and we will brainstorm your content plan.



BRAND STORYTELLING

You will learn the art of storytelling and refine your own story.



Public Relations.

NEWS WORTHY

You will learn how to make your story newsworthy.



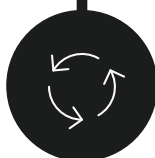
AUTHORITY

You will learn to leverage your professional skills and expertise for exposure.



STRATEGY

You will commence your PR strategy.



PR READY

You will create your bio for speaking or other PR opportunities.



REPUTATION

You will learn why it's better to be proactive rather than reactive with your reputation management.





#PR101

ONE DAY DEDICATED TO PR FOR YOUR BRAND AND RAISING YOUR PROFILE FOR IMPACT.

The #PR101 Program is run by journalist and public relations consultant, Nadine McGrath and her team. Gain an insider's journey and learn step-by-step how to become the one in the spotlight.

WHY ATTEND?

As an attendee you will learn:

- How to make your story newsworthy.
- How to strategies personal brand by playing the long-game to build trust and credibility.
- How the media machine works in the fast-paced digital age.
- To understand how to leverage your professional skills and expertise for exposure.
- To construct a PR strategy.
- To create your bio for speaking or other PR opportunities.
- Why it's important to protect your reputation and how not to damage your brand.

WHO SHOULD ATTEND?

Speakers, authors and those with a personal brand.

Have you ever wondered how your competition got media coverage, interviewed on a podcast or become the go-to expert in their field for comment and opinion? Maybe you've been thinking about investing in PR. This program is specifically designed for speakers, authors and those with a personal brand to assist them gain more influence and impact beyond likes and followers on a social media page. Ensure you understand the principles of PR to make the most of any investment or even have a go yourself.



**Say
hello.**

CREATIVECONTENTCO.COM.AU

HELLO@MCGRATHMEDIA.COM.AU

1300 993 559

6/200 ADELAIDE STREET, BRISBANE 4000

