



## **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**

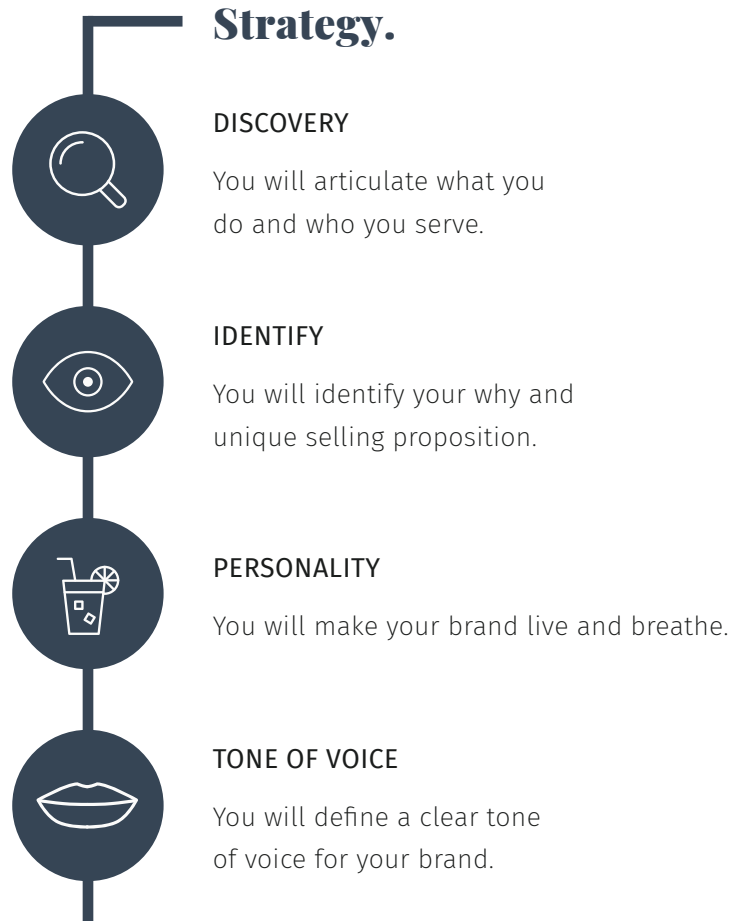
Likes and followers don't always equate to dollars in the bank. You can have a huge audience that loves what you have to say but the bottom line is you have bills to pay and income to make.

### **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.



**Our programs are impactful,  
relevant & hands on.**

## **#BRANDSTRATEGY101**

ONE DAY GUIDED BY KAY BY DESIGN  
STRATEGIST SARA KAY DISCOVERING  
THE ESSENCE OF YOU AS A BRAND.

Why should a person buy from you above all others? Clearly, define your mission, vision and target audience to create direction for your brand grounded in strategy.

### **WHY ATTEND?**

As an attendee you will learn:

- How to differentiate yourself from the pack.
- Why strategy should be behind all content you create.
- To clearly define your target audience to produce content which will resonate with your ideal client profile.
- How to identify your superpower as a brand and strategize this uniqueness into a meaningful direction.



### **WHO SHOULD ATTEND?**

Speakers, authors and those with a personal brand.

This program is specifically designed for speakers, authors and those with a personal brand to assist them gain more traction and grow. It is the essential first in our series of programs to build content and PR because you wouldn't build a house without a blueprint. From this program we will go on to help you learn to create traction for your brand through writing authentic content and public relations.



creative  
content  
co.

**Say  
hello.**

CREATIVECONTENTCO.COM.AU  
HELLO@MCGRATHMEDIA.COM.AU  
0437 447 358

