



# COACHES, CONSULTANTS, AUTHORS & ENTREPRENEURS

GO FROM BEST-KEPT SECRET TO INDUSTRY INFLUENCER



I'M TAKING MY 20+ YEARS OF MEDIA EXPERIENCE AND  
SHOWING YOU HOW TO LEVERAGE THE POWER OF THE MEDIA  
TO GAIN VISIBILITY, CREDIBILITY AND PROFITABILITY



## Step Into Your Star Power

Identify your "IT" factor, move past limiting beliefs and step out from behind-the-scenes with confidence in your business



## Master Your Messaging

Find your authentic voice and craft a clear message that resonates with your soul and the media



## Get Media Savvy

Learn media basics and build your media list to secure opportunities



## Produce Your Pitch

Create press releases and pitches that get noticed by reporters and increase the SEO (search engine optimization) for your website



## The Dress Rehearsal

Nail the media interview with comfort and confidence with on-camera training



## Lights.Camera.Action

Generate a social media buzz with your coverage and multiple pieces of content that increase your visibility

BOOK YOUR FIRST (OR NEXT) MEDIA INTERVIEW & NAIL IT!

**Live Online Training**



Weekly virtual sessions with a limited class size to ensure a personalized coaching experience and more time for Q&A. Plus, you get 1:1 strategy sessions

Hands-on activities and templates to help you implement what you learn and get real-time feedback so you never have to guess if you are implementing the strategies effectively



Learn insider secrets from guest experts. You can also opt for the VIP add-on and get interviewed by The Joy Sutton Show on Facebook LIVE