



# LAUNCH YOUR SHOW WITH SUTTON IMPACT™



## RESULTS:



Produce a polished, professional-sounding show



Develop confidence to own your stage



Establish yourself as an influencer or thought leader in your industry



Market your services and/or products



Increase your reach and impact

## COURSE OVERVIEW

This 1:1 launch package guides you through Joy's 5-step formula, taking you from idea to launch in 20 weeks. Joy and her team of experts provide creative direction and industry insights to help you create a life-changing show with impact.

## COURSE OUTLINE:

- Develop show concept
- Brand your show
- Create seamless production process
- Host like an expert
- Launch the show

## KEY FEATURES:

- Weekly 1-1 coaching sessions
- Customized branding package ( logo, cover art, promotional graphics & social media banners)
- Social media set up (Facebook, Twitter & Instagram)
- Professionally-produced show open and trailer



## YOUR MEDIA COACH

- Former TV journalist turned media coach
- 20 years of industry experience in media, public relations and corporate communications
- Host and executive producer, "The Joy Sutton Show," a spinoff of TV show on CBS affiliate and "Addiction Talk," a Facebook Live show
- Joy helps women own their shine and embrace the spotlight