



Mentoring Program with Sue Currie

PUBLIC RELATIONS TO PROMOTE BRAND YOU

Are you gaining the media coverage and publicity you desire?

Publicity and media coverage grabs the attention of potential customers and clients. You can learn how to create effective public relations strategies to increase interest for your business and gain \$\$\$\$ worth of free exposure.

In this twelve-month online webinar program, you will discover what is unique about you, your product or service and how to promote it. You will understand how to implement an effective public relations campaign. You will know the digital and social tools to use that are right for you and you will gain increased confidence in dealing with all types of media both online and offline.

Sue Currie a highly experienced branding strategist and award-winning public relations consultant, will share strategies and insights gained from over twenty-five years working as a corporate and independent consultant and business woman.

12 STRATEGIES IN 12 MONTHS TO HELP YOUR BUSINESS SHINE

PLAN

1. Know your personal brand and your business brand
2. Know your audience – clients, prospects, influencers and public
3. Understand your USP – point of difference – and key messages

PUBLIC RELATIONS STRATEGIES

4. Know what you want – set objectives to reach your goal
5. Develop your personal PR strategy and choose the tools you will use
6. Social and digital marketing solutions to suit you

PUBLICITY

7. Newsworthy stories and angles
8. Write your media release to get published
9. Let's get personal with video and networking

IMPLEMENT

10. Media relations and contacts
11. Website marketing strategies
12. Content marketing plan



This online program is ideal for anyone who wants to grow their business through the effective use of personal and professional public relations and marketing strategies.

Ideal for consultants, coaches, speakers, authors, business owners, entrepreneurs.

All participants receive a free copy of IMPRESSario – Present and Promote the Star Within You.



**The webinars will be held online every month.
Program commences January 2020 through to December 2020.**

Webinars will commence Thursday 31st January and on the last Thursday of each month unless notified. All sessions will be recorded.

PAYMENT:

\$49 per month online one-hour webinar only. Paid in four equal payments by instalment.

TOTAL: AUD\$588 inclusive GST

AUD\$147 inclusive GST (billed each quarter)

REGISTRATION – BOOK NOW TO JOIN THE PROGRAM!

TAX INVOICE Sue Currie Communications Pty Ltd ABN 73 090 122 222

Name: _____ Company Name: _____

Billing Address: _____

Email: _____ Mobile: _____

Credit card Visa MasterCard PayPal: call +61 417 068 599 for details

Card no ccv

Expiry date / Billing Amount **\$147** Please tick

Name on card: _____

Signature _____ Today's date _____

Please scan and email to shine@suecurrie.com.au or pay online www.suecurrie.com.au/shop