

STEP INTO THE *Spotlight* 2019

**BUILD YOUR BRAND,
PERFECT YOUR PLATFORM & GET PRESS!**



SHINE
ON,
SISTER.

LENGTH OF PROGRAM:

Six months

MEETING DATES:

Tuesdays at 11AM PST/2PM EST
January 15th – June 11th

IN-PERSON MEDIA TRAINING IN LA

April 18 & 19, 2019

THIS PROGRAM IS FOR YOU IF:

You are a woman entrepreneur, consultant or coach who wants to work closely with SheBrand Founder, Liz Denney Sanders, to clarify your message, create a more compelling brand, build a better digital platform and get press & visibility. You're ready for the spotlight!

WHAT'S INCLUDED?

- + 6 focus and goal-setting meetings (you, Liz and a small group of women) where you'll discuss a specific assignment to build your brand and optimize your platform and then set goals for the month (all meetings happen online via Zoom)
- + 6 check-in and accountability meetings (you, Liz and a small group of women) to keep you on track with your priorities and get questions answered
- + 6 1:1 consulting sessions with Liz to discuss your particular needs on creating a more compelling brand, building your audience, attracting more clients, getting more visibility, working with the media and more
- + Office Hours: call in each month to get your most pressing questions answered
- + Media Kit: Liz and the SheBrand team will work with you to create a media kit – your bio, talking points, interview topics, FAQ's, photos etc. – everything a journalist or producer wants to see – all neatly organized and elegantly presented
- + Media Contact List: A list of up to 20 target media outlets (hand-picked specifically for you) that you should pitch, including the person(s) to contact, their email and templates on what to say when you reach out
- + In-Person Media Training in Los Angeles: Learn from some of the best media trainers in Hollywood and hear from journalists, editors and publicists on how, when and what to pitch. Craft a better message so your pitch lands and gets you covered in the media
- + 4+ Bonus Training Sessions with Guest Experts in Copywriting, Productivity, Publicity, Public Speaking and more



MEET LIZ

Liz Denney Sanders is a Brand Consultant and Creative Director based in Los Angeles. She has worked with celebrities like Serena Williams, Kelly Rutherford, Jessica Alba and Sharon Stone, and brands like Ralph Lauren, Escada, Hale Bob, Elyse Walker and the American Cancer Society.

But her greatest passion is working with women entrepreneurs – and helping them claim their power, presence and success. Whether you run a one-woman operation (for now) or a big team of employees, Liz is ready to help you get to the next level and step into the spotlight.

Liz has been profiled in the Los Angeles Times, *The Chicago Tribune*, *The Daily Beast*, *Entrepreneur*, *The Huffington Post*, *The Coveteur*, *AdAge* and more.

With three decades of experience in branding, marketing and public relations, Liz brings an unparalleled level of expertise, sophistication, and powerful industry connections to you.

INVESTMENT

\$8,997 (save \$1,000) if paid in full by January 2, 2019

\$9997 after January 2nd and for payment plans

Via application only and space is limited



shebrand