



## Media Mastery Half Day Workshop

The Media Mastery Half Day Workshop introduces the powerful **end-to-end process** of attracting free media and mastering every media opportunity. This **practical and empowering workshop** will deliver Use It Now strategies you can use over and over again.

### At the end of this workshop you'll understand and receive:

- The end-to-end process of making the media work for you – and why you need to understand the entire process to succeed
- Why it's so important to craft your key messages and 'interesting story' for maximum impact – and specific tools for creating your own
- What you can do to increase the likelihood of your press release being read and actioned (and why so many don't succeed)
- How you not only *can* be your own publicist, but why it's **best** if you are your own publicist!
- Individual input and time to start crafting your media pitch
- Input into preparing so that each piece of media attention you receive is a raving success
- **You'll also receive a copy of the home study program *Media Mastery Workbook for Entrepreneurs*, valued at \$147**

### Who's running this workshop?



**Jill Chivers** has appeared in over 50 media stories since 2010, including 6 appearances on Today Tonight, two appearances on Sunrise and appearances on the Today Show, The Project The Circle, Sunrise, The Morning Show and Ten News. On radio, Jill has appeared on Triple J, Radio National and Mix 106.5 FM in Sydney. In print Jill has appeared in the San Francisco Chronicle, The Wall Street Journal, the San Jose Mercury

That's Life, and Be magazine in France. The collective value of the exposure Jill has received in free publicity is nearly \$1M. Jill is a Certified Professional Facilitator whose client roster includes KPMG, Deloitte, Westpac, Macquarie Group and IBM.

Friday June 7, 2013 | 9.30am – 1.00pm

Doncaster

**\$197** per participant - includes home study program normally sold for \$147

To register for this event, email Jill at [jill@jillchivers.com](mailto:jill@jillchivers.com) with the information below:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Workshop/s Attending:

- Media Mastery only - Friday June 7 for \$197
- Both Media Mastery on June 7 and Workshop Wonderland on Thursday June 6 for \$397 for the two workshops.

If you attend both Media Mastery on June 7 and Workshop Wonderland on June 6, instead of paying \$494 for the two workshops, you'll pay only **\$397 for the two workshops – nearly a \$100 saving!**