

What is Your Media Persona?

You have worked through the
“What is Your Media Persona?” Quiz!

CONGRATULATIONS!

How Fabulous is this?! You have now defined the most prominent form of media for you to be able to express yourself in a way that suits you best. Most definitely, you may have some of the other media traits, but let's explore the one that is in Top Position for you.

In the world of exposure, it is important to recognize that each form of media has its place. If you are comfortable with and have the opportunity to cross and stack your media, you will then compound your success.

What this will reveal to you will increase your Media Score. You will share your message to the right people with more ease, more fun, and with more impact and confidence.

As a fellow colleague, who also loves to educate and impart information that brings value to others, I am excited for you to dig a little deeper into what your specific gap might be so you can experience higher results and be rewarded for your gifts.



Deborah Drummond
Top Performance Media Trainer



What is Your Media Persona?

**Hold on to your seat!
I'm excited for you!
Your results reveal you are a ...**



VOICE OF INFLUENCE

Masters the art of conversation, excelling in podcasting through insightful interviews and thoughtful discussions.

Leverages the power of voice to build a loyal listener base and dive deep into topics of interest.

What is Your Media Persona?

The VOICE OF INFLUENCE



Congratulations on identifying as a **VOICE OF INFLUENCE!** Your skill in crafting engaging conversations makes you impactful in the art of podcasting. You embrace opportunities, like TV/Media coverage and high-profile events, to amplify your impact and connect with a global audience.

Enhance your content and expand your reach through specialized speaker training, networking opportunities to elevate your podcasting journey and magnify your influence!

We will cheer you on so you can continue to shine brighter than ever!

What is Your Media Persona?

Understanding The VOICE OF INFLUENCE Challenges

Let's talk about what's holding you back!

If this is YOU then these are some struggles you may be facing that we can help you overcome:

- You may struggle with finding the right **BALANCE** between informative and entertaining content and growing a listener base.
- You may not be having the **RETURN ON INVESTMENT** in terms of listeners, sales, or leads.
- You may feel like you need to optimize your **CIRCULATION** so more than your audience sees your shows.
- You may feel like you have reduced impact due to lack of **EXPOSURE**.

Can you relate to any of these?

Knowing these hurdles associated with your media score is your first stride in reshaping your business to get the exposure you deserve!



What is Your Media Persona?

Overcoming The VOICE OF INFLUENCE Challenges ...

Let's Talk Solutions!

In response to the challenges posed by your media persona and score, we've got some brilliant strategies lined up. Practical and efficient ways to turn that score into a gateway—a gateway that leads straight to your ideal audience.

Let's dive right into the heart of it and get your media strategy performing at its best!



- **Leverage:** Leverage Media coverage opportunities, book launch parties, and global summits, which are excellent platforms for visibility and to connect with potential podcast guests and audiences.
- **Utilize speaker training** meetings to refine your message and delivery
- **Use networking opportunities** to expand your listener base and collaborate with fellow media-seeking entrepreneurs
- **We are here to help.** Our community will know and share about you. Before you hit the stage, we will cross media reference and highlight you.

What is Your Media Persona?

Your Next Steps

Now you know that it's possible to have better results, an easier career, and a more enjoyable experience overall.

We have prepared an incredible **FREE** Masterclass on **HOW TO INCREASE YOUR MEDIA SCORE.**

We need you to keep doing what you are doing. I have no doubt you have been told this before. It brings you joy, as well as joy to others.

Not everyone has the courage to share one's wisdom, be vulnerable, and put themselves out there for the benefit and betterment of others.

Results do not happen by yourself.

WE WANT ...

- to help you achieve greatness
- to maximize your results
- this to be easier and more fun!
- you to be filled with joy and have more fulfilment from your VOICE OF INFLUENCE Persona
- you to reach more people AND have more people reach out to hire you
- people to seek out your advice, courses, books, donate to your cause(s), hire you for more events ... attract the results you desire, and more!
- you to feel skilled and prepared to achieve the results you so desire.

**WE WANT YOU TO FEEL THAT
YOU ARE NOT ALONE**

**Click here for a FREE TICKET to "How to
Know Your Media Score" Masterclass
\$1500 Value!**



What is Your Media Persona?

What if you could ...

- **Leverage coaching sessions** before summits for content direction and closing skills
- **Benefit from globally renowned summits** with powerful themes. Use the chat room during summits to share podcast episodes and connect with potential guests
- **Take advantage of the media planner** for long-term exposure and increasing podcast reach
- Have a Professional Media friend who sincerely wants to see you become the VOICE OF INFLUENCE you truly want to be
- **Use recognized media badges** on all of your marketing and social media. That will give you the credentials to close bigger deals and get on bigger stages



For a private information conversation, please book a time on my calendar [HERE](#)



Deb Drummond

CEO & Founder

I sincerely look forward to meeting you.

CONGRATULATIONS on reaching for the Media Stars! You're well on your way to transforming your dreams into reality.

Stay Groovy, Deb

