

The Media Magnifier Monica Rosenfeld

Inspiring, humorous and insightful. The audience loved it
Sarah Nally, "Wired for Wonder", Commonwealth Bank

Watch Monica's
Showreel



MAGNIFY ME - MEDIA MASTERY

Become a Recognised Expert, in High Demand
and Stunningly Successful

Monica Rosenfeld can sniff out a news story for any business, anywhere, anytime. She is a media whisperer, exceptional communicator and a lover of helping businesses shine.

She began her TV production career in Europe after which she worked as a Producer on Channel Nine's Getaway and A Current Affair. This is where she learnt how NOT to do PR.

From here Monica created a PR agency, WordStorm PR and for 20 years she's been helping businesses with their biggest problem - how to stand head and shoulders above their competition in a crowded market.

Monica brings over two decades of media experience to her presentations and her insider secrets have taken many businesses to new heights.

Using storytelling and whip-smart humour, Monica has a way of making complex concepts simple and leaves audiences feeling excited and inspired to use her practical frameworks to grow their business.

*The way we consume media is
changing, but our addiction to
consuming media, remains
constant*

Monica Rosenfeld

*If I was down to my last dollar,
I'd spend it on Public Relations*

Bill Gates



Personable, authentic and of the highest quality
Darren Parker, SIRA, NSW Govt



1

5 STEPS TO MEDIA MAGNET

Become your industry's 'go-to' media spokesperson

When we consistently see someone being interviewed by the media, we unconsciously view them as credible and trustworthy.

Monica shares two decades of insider secrets as she teaches your audience:

- **How to capture a journalist's attention by speaking to them in their language**
- **5 newsworthy angle ideas to consistently gain exposure in the media**
- **How to milk your media so that it converts to sales**

2

PIMP YOUR PERSONAL BRAND

How to be remembered, remarked upon and revered

We all want to be remembered, but what does personal branding really mean and how do we do it with punch?

In this insightful presentation, Monica decodes the science of a killer personal brand, showing audiences how to stand out, cut through and leave a memorable impression. They will learn:

- **Monica's unique formula to creating a brilliant and memorable personal brand**
- **Monica's 5 step formula to becoming recognisable through mainstream media**
- **How to pimp your personal brand using your social media platforms**

3

SUPER-POWER YOUR STORIES

Use stories to attract and retain customers

Through the tales we share, we bring people into our world, evoking emotions and creating a bond.

Sharing stories is a powerful way to create loyalty and raving fans.

In this thought provoking presentation your audience will learn:

- **3 powerful stories of their own to retain and attract more customers/clients**
- **Social proof your stories by having them told through mainstream media**
- **How to combine media exposure with social media**

BOOK MONICA ROSENFELD

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