

# The Personal Brandifier Monica Rosenfeld

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

Watch Monica's  
Showreel



## HOW PERSUASIVE IS YOUR PERSONAL BRAND?

Are your people wanting to increase their persuasive power, communicate influentially and lead effectively?

Knowing how to create and amplify a powerful personal brand, can make the difference between successfully achieving your goals or just plodding along in mediocrity.

Monica Rosenfeld is a Personal Branding and Media Expert, who has worked in the industry of image creation and amplification for over twenty years. She is also a comedian, exceptional communicator and a lover of helping leaders, corporate teams and businesses owners increase their credibility, confidence and charisma.

From producing global documentaries, to working as a Producer for Australia's most popular Current Affairs program and running a highly successful PR agency, Monica brings over two decades of trade secrets to her presentations.

As a stand up comedian, she knows how to get your audience laughing and skillfully manages the energy in the room.

Are you delegates leaving to chance how they are perceived by their teams, potential and current clients and managers?

When you lack clarity in your personal brand, your competitors and colleagues get the clients, kudos and career progression, leaving you wondering what they have that you're missing.

If you're looking for a funny, engaging and dynamic personal branding speaker or an MC for your next in-person, virtual or hybrid event, you can count on Monica to inspire, educate and delight your audience.

Using storytelling and whip-smart humour, Monica has a way of making complex concepts simple and leaves audiences excited to use her practical frameworks to create and amplify their powerful personal brand. 255 words. Original was 147

***Branding is what people say  
about you when you are not in  
the room.***

Jeff Bezos - Amazon



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



# 1

## BRANDIFY YOU

How persuasive is your personal brand?

In a world where being influential is paramount, it's vital to master your personal brand to reach your business or organisation's potential.

Monica decodes the science of a powerful personal brand, teaching audiences how to become more influential and persuasive by amping up their personal brand.

Your audience will learn:

- What is a personal brand and why is it essential in business today
- Monica's three step process to formulate a powerful personal brand
- How to use your personal brand to increase your credibility, trust and influence

# 2

## CURE IMPOSTER SYNDROME

For growth mindset & motivated team culture

Is Imposter Syndrome holding your leaders, teams or business back from reaching full potential?

In her presentation, Monica provides a clear framework to start shifting imposter syndrome mindsets to help your delegates get out of their own way of achieving success.

Your audience will learn:

- What is imposter syndrome and how does it help or hinder you reaching your full potential
- Defining your values driven personal brand to shift your focus
- Monica's 3 step framework to overcome imposter syndrome and achieve your goals

# 3

## MEDIA MAGNET

Use the media to become the master of your industry

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

[monica@monicarosenfeld.com](mailto:monica@monicarosenfeld.com)  
0412 574 748  
[www.monicarosenfeld.com](http://www.monicarosenfeld.com)



<VICICT4.WOMEN/>

