



## Keynote Topics List:

### Reimagine Your Marketing Through the Power of Your Stories

The problem with many marketing strategies is that they don't focus enough on the power of stories, to ensure target markets understand the background, the why, and their purpose of a product or service. But what if you reimagine your marketing strategy through the power of sharing your best case studies, and the journey of how you came to be here, in this place and why that matters to your potential customers.

Come on a journey with me to explore how to best identify what to share of those stories and where to put them so that your brand grows through the strength of what you share.

#### This Keynote will focus on:

- How to identify what are your *best* stories to share as part of your marketing.
- How to curate and share great case studies - including confidential ones.
- What your target market most wants to learn about you.
- Creating a content plan as part of your marketing strategy.

**This is a 45-60 minute Keynote presentation** or can be extended into a follow up breakout session or training event.

**Best audiences for this includes** marketing managers, entrepreneurs, industry experts and trailblazing coaches.

#### Key Takeaways:

- How to plan your content
- Where to share it
- What is worth sharing
- Turning facts into memorable stories

#### Resources Shared with Delegates:

- Planning Guides
- Social media posting plan
- Authority Island e-Book
- Follow up Webinar and/or APP access



## Your Authority Journey

How and why a book can fit into your marketing ecosystem and transform your business.

First you need to know that writing a book is not for everyone, but there are a number of common mistakes to avoid, and a critical set of steps to take to succeed in this undertaking. Dixie has assisted in the development, production, and publishing of approximately 200 non-fiction books and understands the Before, During, and AFTER parts of the process extremely well. How to then leverage expertise for authors who write and speak is also part of the Authority Journey, and Dixie is the guide you want most to help you avoid the minefield of expensive mistakes.

**This keynote will focus on** the 10 steps from Idea to Authority. It's fun, story based – because Stories make the facts Sticky, and will leave audiences with practical resources and know how to take away and get started easily.

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