



ALL-DAY MEDIA MASTERCLASS FOR NON-FICTION AUTHORS

Build brand 'you'

to boost book sales & build your business

INCREASE YOUR MEDIA IMPACT – INCREASE YOUR INCOME

Have you noticed that authors who confidently handle media exposure experience a surge in their careers? Some local examples: Cyndi O'Meara, dietician, author, international speaker and columnist; Jane Teresa Anderson, author, media personality and dream analyst; Justine Davies, former financial planner, now author and columnist.

It's not enough just to write your book anymore.

Authors need to be multi-skilled and to actively promote themselves and their work.

The reality today is that if you want to step up to the next level and confidently seize media opportunities which open doors, you need to develop Brand 'You' as well.

In this **all-day media training and preparation Masterclass** with FOUR experienced media professionals you will gain the skills and confidence to seize any media opportunity that is offered, make an impact and achieve the coverage you desire.

MASTERCLASS CONTENT

During the Masterclass you will learn how to front print, radio, television or web media interviews confidently through

- training to help you release tension, breathe and enjoy the moment
- vocal training for strength and clarity that positively impacts both on and off camera
- presentation improvement to maximize your unique image and impact
- on-camera experience and tips for looking good on screen
- interview techniques that ensure you get the coverage you want.

BONUS You also take home a DVD of your on-screen presence, a sound recording of vocal exercises PLUS 'Twenty Top Tips for Getting Media Attention'.

MASTERCLASS TEACHERS

Lyn Kidd – Director, The Actors Workshop (Registered Training Organisation). Lyn has been teaching Acting Technique and Voice Production for 30 years and developed the Advanced Diploma of Film, Television and Theatre Acting. www.theactorsworkshop.com.au

Sue Manger – Casting and Career Consultant, former Casting Director for top Australian dramas for the Grundy Organization, and recently Casting Associate for "McLeod's Daughters", now working freelance in her field in Brisbane. Sue has also trained and/or assisted some very successful Aussies to get in front of the camera - Deborah Mailman, David Wenham, Andrew G amongst them. www.suemanger.com

Jane Teresa Anderson – author of six books, guest on numerous national and statewide TV shows, and host of a new podcast series, The Dream Show. Jane has also mentored and coached many non-fiction authors with writing their books and handling the media. She is now a monthly dream analyst guest on The Morning Show on Channel 7. www.dream.net.au

HOST: Bev Ryan – editor, founder and publisher of Honestly Woman magazine, and host of the monthly HW Non-Fiction Writers' Group in Brisbane.

Saturday 18 July 2009

9.30am to 5pm

The Actors Workshop, Foresters Hall, 18-20 Trinity Lane, Woolloongabba, Brisbane

COST \$250 – EARLY BIRD SPECIAL \$225 if you book and pay by 30 June 2009.

More details are found on www.honestlywoman.com.au/masterclass

BOOK ONLINE at www.honestlywoman.com.au OR email info@honestlywoman.com.au