

Julia-Isabel Davenport, MBA

Helps You

Maximize Your Publicity™

Recognized as an authority on publicity, Julia-Isabel has fourteen years of experience in helping businesses and non-profit associations effectively tell their story to the media. As the owner of Maximize Your Publicity, LLC, Julia-Isabel provides basic building blocks to your publicity success.

Hire Julia-Isabel today to help you Maximize Your Publicity! Attendees learn valuable skills to help their businesses grow and succeed.



**Julia-Isabel D.
Davenport, MBA**

Keynotes ★ Roundtables ★ Seminars ★ Workshops

How to Maximize Your Publicity™ - Workshop

Julia-Isabel equips the audience with basic building blocks of publicity success. Attendees learn to think like a reporter to discover newsworthy angles. Next, the basic release structure is evaluated with participants practicing their skills. The conclusion is revealing secrets of how to plan publicity for a year and how to create a media list.

By using **free** publicity, you can increase your visibility and credibility to **grow** and **sustain** your business.

For people who:

- ★ Own or work in a small business
- ★ Belong to a non-profit association
- ★ Serve in leadership capacity for a non-profit
- ★ Volunteer their time

Attendees learn:

- ★ Eleven newsworthy angles usable for most businesses or organizations
- ★ How to write a press release
- ★ How to plan your publicity for a year
- ★ How to create a media list

Maximize Your Publicity, LLC

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Engaging★Useful Information★Well Structured

Additional Topics Include:

Branding Basics

- ★ What makes your business unique
- ★ How to communicate your uniqueness

Creating a Blueprint for Success™

- ★ The value of expressing and focusing on your goals to create a balanced life
- ★ How to create a Blueprint for Success™ for your business and your life

Entrepreneur Survival Skills™

- ★ Finding and keeping your focus
- ★ Branding basics
- ★ How to maximize your publicity

Hold On To Your Dreams

- ★ An inspirational presentation motivating attendees to persist and overcome

Reasons to Hire Julia-Isabel:

- ★ Participants leave with practical skills they can implement immediately
- ★ Julia-Isabel's training is practical and substantive
- ★ Attendees are inspired and motivated
- ★ She shares secrets of 14 years of PR experience

What Attendees are Saying:

"I received positive feedback from the attendees."
Deidra Gossett, Northwest Valley Chamber

"You presented useful information I can use to gain publicity for my business."
Brenda Schmidt, Diversity Wellness

"Great presentation. I have been wanting to come up with a press release plan. This has inspired me to get busy."
Angela Buchanan, ShapeXpress

"The workshop was clear, practical helpful and stimulating."
Rev. Len Silvester, Church of the Palms

"Publicity people normally like to make publicity into a time consuming, big production. Your presentation imparts an attitude of 'you can do it'."
Ron Abrahams, Team Graphics & Printing

"I didn't realize the creative ways to market myself with publicity."
Kimberly Pearson, Some Semblance of Order

"Everything you said will help us get more people from the community involved with our programs."
Jose Bautista, Clinica Adelante, Inc.

Hire Julia-Isabel D. Davenport, MBA today! For additional information please call, email or visit her website.



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