



TEACH. TRAIN. TRANSFORM.

Lisa Manyon ~ The Business Marketing Architect

has spent well over 20 years in the marketing trenches of advertising agencies, radio stations, nonprofit organizations and entrepreneurship. Her philosophies have been featured in Inc. Magazine and numerous media outlets. Lisa teaches, trains and transforms your audience with Business Marketing Breakthrough Boutiques, interactive speaking engagements, custom workshops, breakout sessions and more. She's created training for Small Business Development Centers and entrepreneurs. Lisa won the People's Choice Award at the California Women's Conference and serves on the Leadership Team of the Women Speakers Association (*a global organization with members in 120 countries and 6 continents*). She is the founder of Write On Creative and offers powerful business tips on her award winning blog.

Learn more about Lisa's speaking experience here

<http://writeoncreative.com/media-page/>

"Lisa Manyon sets the stage for women and men everywhere to share their message and create global change and awareness that mobilizes your audience into action. Manyon is a master at creating community and delivering a message that inspires, ignites and educates her audience. I congratulate her for winning the People's Choice Award at the California Women's Conference where Jack Canfield, Arianna Huffington, Lisa Nichols and JJ Virgin also presented." ~ Michelle Patterson, President, California Women's Conference and CEO of Women Network



The POWER of Publicity: How to Get Ink, Airtime and Face Time in the Media

- Discern the difference between free and paid publicity and why both are important elements of your marketing efforts
 - Gain a better understanding of what is newsworthy and what is not
 - Learn to create newsworthy press releases that get free publicity using the standard press release formula
 - Ways to strategically develop quality in-house media lists
 - Tips to build relationships with key contacts (on their terms)
 - Publicity strategies to get featured by the media (*newspaper, radio, podcasts and television*) including tips from key news contacts
 - Case studies and examples of publicity that works
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