



WHEN

October - November 2018
@19h00 {Mon &/ Weds &/ Thurs}

WHERE

Web Class



FEATURING: 10 #BrandState Masterclasses -

- **Presentation Skills** • Brand Purpose • **Cultivate Your Purpose**
- Brand Perception • **Stress Release** • Maximising Opportunity • **The Art Of Rapport** • Brand Authority • **Deal With Your Limitations** • Be Brand Relevant - info@nadiahearn.co.za

WWW.NADIAHEARN/MASTERMIND.CO.ZA

BOOK NOW

REGISTER NOW
#BRANDSTATE
MASTERCLASS
2018

EARLY BIRD WEB SEATS

R4980 - Incl.10xClasses

{Valid until 24 September}

WEB SEATS

R5980 - Incl.10xClasses

{From 25 September}

**Also Book Individual
Masterclasses**

{Group Discount Avail.}

HOSTED BY

Nadia Hearn -

**{Brand PR Engineer &
Business Ignitor}**

Kevin Britz -

**{Voice & Business
Performance Enabler}**

BENEFITING

Business Owners

Entrepreneurs

ALL Managers

Business Executives

ALL Presenters

#BrandState Masterclass 2018 Information Pack

To make your booking /or to get more information:

www.nadiahearn.co.za/masterclass or/ e-mail: info@nadiahearn.co.za or/

call office telephone: (+2721) 556 3217.

We are launching with ten (10) very niche and focused – *Your #BrandState Masterclasses*. Choose from the package options. You can also simply select the class or classes that will add the most value in new skills you need to develop:

Your #BrandState Masterclasses - Package Prices:

- Early Bird Package – R4980 (valid until 24 September) – includes 10x classes
- General Package – R5980 (25 September onwards) includes 10x classes
- Get discount: 5% when you book 3-5 classes, and 10% when booking 5-9 classes

**Kindly note: The masterclasses may have several sessions per class to allow for practical participation and application. We have included the individual masterclass session prices for you below:*

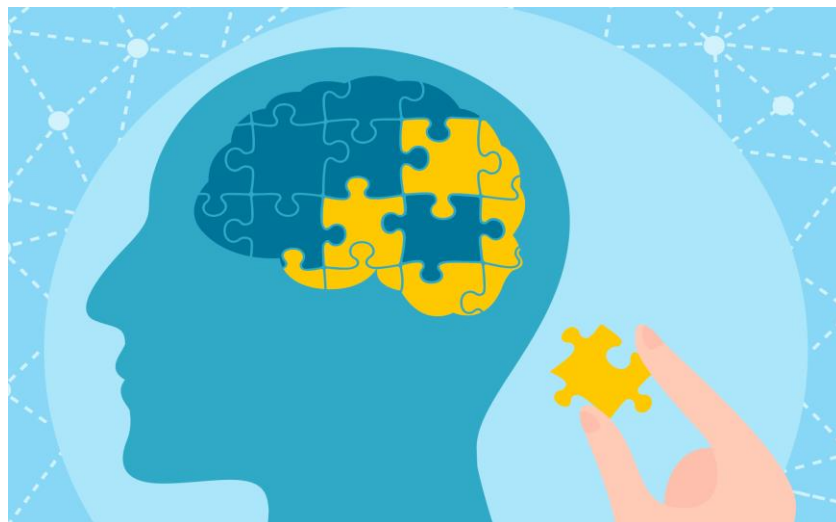
No.	Masterclass Item	Sessions 2018	Value	Price
1	<p>Presentation Skills Masterclass:</p> <p>In this class learn about the importance of the mind, and how the mind uses information.</p> <p>We will cover what it means to be on stage and in-front of people. Presenting oneself, structuring your presentation and how to tell a story</p>	<p>3x Class Sessions:</p> <p>1. 1 hour – 1 Oct 2. 1 hour – 3 Oct 3. 1 hour – 4 Oct</p> <p>Time: Sessions always start @19h00</p>	<p>Takeout:</p> <ul style="list-style-type: none"> Get PDF Manual - on each section of the masterclass Individual video feedback on each presentation – will be sent via video for review 	<p>Early Brid R 1500</p> <p>Standard R 1890</p> <p>Only 10x Web-seats available</p>
2	<p>Brand Purpose Masterclass:</p> <p>Connect with your personal purpose, and the brand. Learn why and how to separate your personal and business brands.</p> <p>Difference between business brand and personal brand. Create your brand purpose statement to emotional connect your ideal client/audience.</p>	<p>3x Class Sessions:</p> <p>1. 1 hour – 8 Oct 2. 1 hour – 10 Oct 3. 1 hour – 11 Oct</p> <p>Time: Sessions always start @19h00</p>	<p>Takeout:</p> <ul style="list-style-type: none"> Get PDF Understanding Emotional Branding Template to write your own brand purpose and statement – connect your audience with your story 	<p>Early Brid R 1500</p> <p>Standard R 1890</p> <p>Only 10x Web-seats available</p>

3	<p>Cultivate Your Confidence Masterclass</p> <p>This class we show you how to transform your nervous energy into enthusiasm, while you learn what confidence really is and how to step into that confident mind state regularly.</p> <p>We will understand state of self and how this effects our behaviour. Look at what confidence is, built on and how to cultivate more of it</p>	<p>3x Class Sessions:</p> <p>1. 1 hour – 15 Oct 2. 1 hour – 16 Oct 3. 1 hour – 18 Oct</p> <p>Time: Sessions always start @19h00</p>	<p>Takeout:</p> <ul style="list-style-type: none"> • In this class you will practically do 2x exercises • Receive your own value and brand perception manual in PDF 	<p>Early Brid R 1500</p> <p>Standard R 1890</p> <p>Only 10x Web-seats available</p>
4	<p>Brand Perception Masterclass</p> <p>Learn how this perception is created, changed and managed.</p> <p>Brand perception comes down to how and what others think and say (feel), about you and your brand</p> <p>This perception is the actual brand, and relationship your target market has with your brand.</p>	<p>2x Class Sessions:</p> <p>1. 1 hour – 22 Oct 2. 1 hour – 23 Oct</p> <p>Time: Sessions always start @19h00</p>	<p>Takeout:</p> <ul style="list-style-type: none"> • Get a PDF brand perception guide, that will cover brand promise and brand value • In this class you will practically do 2x exercises 	<p>Early Brid R 1100</p> <p>Standard R 1490</p> <p>Only 10x Web-seats available</p>
5	<p>Stress Release Masterclass</p> <p>In this session we will learn how to understand stress and how to relieve stress easily.</p> <p>We will also show you effective mind mapping around stress and stepping into confidence - (Confidence Timeline)</p>	<p>2x Class Sessions:</p> <p>1. 1 hour – 25 Oct 2. 1 hour – 29 Oct</p> <p>Time: Sessions always start @19h00</p>	<p>Takeout:</p> <ul style="list-style-type: none"> • Gain access an online mind mapping of confident self-exercise • After you will also receive a hypnosis MP3 with the exercise on for your personal use 	<p>Early Brid R 1100</p> <p>Standard R 1490</p> <p>Only 10x Web-seats available</p>

6	<p>Maximising Opportunity Masterclass</p> <p>Learn about different types of branding and how to tap and create brand opportunities</p> <p>Finally look at innovative potential opportunities - that you've been sitting on or may not have seen yet!</p>	<p>2x Class Sessions:</p> <p>1. 1 hour - 31 Oct 2. 1 hour - 01 Nov</p> <p>Time: Sessions always start @19h00</p>	<p>Takeout:</p> <ul style="list-style-type: none"> • Get a check list on brand opportunities - to ensure you not missing anything • Do 2x exercises to develop new and innovative brand opportunities 	<p>Early Brid R 1100</p> <p>Standard R 1490</p> <p>Only 10x Web-seats available</p>
7	<p>The Art Of Rapport Masterclass</p> <p>In this class we will learn why the art of rapport is an essential part of communication, how to know when you have it and how this influences mind, state and behaviour</p> <p>This is key to connect with your message and audience</p>	<p>3x Class Sessions:</p> <p>1. 1 hour - 05 Nov 2. 1 hour - 07 Nov 3. 1 hour - 08 Nov</p> <p>Time: Sessions always start @19h00</p>	<p>Takeout:</p> <ul style="list-style-type: none"> • Take home video links on rapport and a Harvard study on how the body influences the mind and vice versa. • 2x Homework exercises around building rapport to ensure you practice! 	<p>Early Brid R 1500</p> <p>Standard R 1890</p> <p>Only 10x Web-seats available</p>
8	<p>Brand Authority Masterclass</p> <p>Learn how to build brand on becoming a brand authority (through leader & perceived expert) in your industry and market.</p> <p>Also absorb what you must know about brand consistency - how it unlocks brand trust and credibility and create your plan. We will show you how to create a speaker's or public profile and needed content that will support your brand goals</p>	<p>3x Class Sessions:</p> <p>1. 1 hour - 10 Nov 2. 1 hour - 12 Nov 3. 1 hour - 13 Nov</p> <p>Time: Sessions always start @19h00</p>	<p>Takeout:</p> <ul style="list-style-type: none"> • Template on speaker pack and brand build plan with timeline • Tick list: What content you will need to be a public speaker / figure • 2x Exercises to work on and write you speaker profile and pack etc. • You will get back comments and notes on work done 	<p>Early Brid R 1500</p> <p>Standard R 1890</p> <p>Only 10x Web-seats available</p>

9	<p>Deal With Your Limitations Masterclass</p> <p>In the class you will learn 3 action - processes on combating limiting false beliefs around self and business potential. Yes, reprogram you brain langue.</p> <p>We will then look at summary of everything learned in the class, so you get solid feedback and progress</p>	<p>2x Class Sessions:</p> <p>1. 1 hour - 17 Nov 2. 1 hour - 19 Nov</p> <p>Time: Sessions always start @19h00</p>	<p>Takeout:</p> <ul style="list-style-type: none"> • Get access and apply 3x powerful processes on re-language your brain - to get unstuck and to unlock blocked potential 	<p>Early Brid R 1100</p> <p>Standard R 1490</p> <p>Only 10x Web-seats available</p>
10	<p>Be Brand Relevant Masterclass</p> <p>In this class learn why the relevancy of your brand will make or break it? What impacts your brand, and how you can manage the consequences.</p> <p>We will work on specific tactics in the class - such as content topics, news and trend story angles that will support your specific brand strategy</p>	<p>2x Class Sessions:</p> <p>1. 1 hour - 24 Nov 2. 1 hour - 26 Nov</p> <p>Time: Sessions always start @19h00</p>	<p>Takeout:</p> <ul style="list-style-type: none"> • Get your basic brand positioning guide • Create you brand positioning plan • Develop your news-jack content ideas and plan 	<p>Early Brid R 1100</p> <p>Standard R 1490</p> <p>Only 10x Web-seats available</p>

Outcomes for #BrandState Masterclasses will be to cover areas in great detail that need to be worked on to achieve personal growth and better representation. We also want to empower you and give you a practical workable strategy on how to develop your skills in the selected areas mentioned above.



ABOUT Your #BrandState Masterclasses Mentors:



About Nadia Hearn *CPRP* – A local brand authority and recognised PR brand engineer, she enjoys igniting business brands to enable them to grow and move-up to the next level. Nadia is a radio presenter, national speaker on topics such as emotional branding and how it is the answer to reach the ideal client. She is also an entrepreneur, national speaker, trainer and author of her e-book: understanding emotional branding. Nadia is a certified MoretoLife mentor facilitator.

www.nadiahearn.co.za, nadia@nadiahearn.co.za, LinkedIn: nadia-hearn,
Facebook: meetnadiahearn, Twitter: @nadshearn, Instagram: nadiahearn

About Kevin Britz – One of South Africa’s best voice trainers, and finds it rewarding to motivate teams with practical tips and business performance techniques. He is a national top speaker on topics such as brain language and how it influences results, experienced team and business performance coach. Kevin is also an entrepreneur and certified NLP master practitioner.

www.voicebydesign.co.za, kevin@voicebydesign.co.za, LinkedIn: kevin-britz,
Facebook/Twitter: @voicebydesign, Instagram: body_languagesa



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