

M. Shannon Hernandez



MEET SHANNON

M. Shannon Hernandez is not your average entrepreneur. After a 15 year public teaching career, she jumped feet first into her journey as a business owner, and within just a few years, she had built a multi-six figure business.

A sought after expert in the world of content marketing and strategy, Shannon is known globally as the creator of the Content Personality Wheel. She is a voice and role model for Thought Leaders around the world, teaching them how to market their innovative ideas in a way that honors who they are and what they believe.

In 2016 Shannon founded The Content Strategy Academy, where she champions and rallies entrepreneurs, teaching them how to market their businesses from a place of intuition and integrity—and create a life they love waking up to every.single.day.

Shannon has been featured on CBS, ABC, The Boston Globe, The Huffington Post, FOX, Identity Magazine, and NBC. When she is not speaking and teaching globally, you will find her practicing yoga, snuggling her cat, hiking the hills of central Costa Rica, and whipping up new recipes in her kitchen, with her husband Michael.

To learn more about M. Shannon Hernandez and discover how she can help you market yourself as a Thought Leader in a way that feels good and honors who you are and what you believe, visit www.mshannonhernandez.com/speaking

www.MShannonHernandez.com

646•397•1234 ~ HQ@MShannonHernandez.com

M. Shannon Hernandez

Keynote Topic

Is Your Content Making You Cry?

Hate blogging? Then stop! Hate creating videos? Then stop!

Are you overwhelmed by all of the things you are “supposed” to do for your business—from videos, to social media, to podcasts, to workshops? What if you didn't do anything the experts are telling you that you HAVE to do, and you could still grow a thriving business?

In Shannon's presentation, you will discover your unique Content Personality™ and learn how you can use the content you already have to build your brand and be a Thought Leader in your market.

The Take-Aways

- Find your unique Content Personality™ type so you can create Thought Leader content that is aligned with who you are and captivates your ideal audience who is seeking the solution that YOU provide.
- Discover how Thought Leader content will create more time and freedom in your business, and position you as a go-to expert. .
- Learn how to how to stand in your expertise and brilliance by creating content that showcases your unique personality.

M. Shannon Hernandez

Hands-On Workshop Topics

In addition to delivering powerful keynotes, I also facilitate hands-on workshops for groups. Participants walk away with an actionable, detailed plan for their marketing--not just learning about it.

Create Your Thought Leader Manifesto

How does real attraction happen, and how do you build a business that captures people's attention? Your manifesto is the first step to putting your stake in the ground, showing up as the powerful Thought Leader you already are, and naturally attracting the right people to your vision.

When you know what you stand for, you give others something to believe in, too. And, when people have something to believe in, they become enthusiastic fans, customers, and clients. Your manifesto is the catalyst behind all of your sales and marketing!

In this workshop, Shannon will help you discover the essence of what your brand stands for, so people can get behind it, and naturally want to be a part of your community and/or movement. You will learn how to really your tribe around your mission and give people a deeper experience of the value you bring when they work with you.

Note: The time needed for this workshop is a minimum of four hours and can be hosted either in-person or virtually. A minimum number of 6 paid participants is required.

M. Shannon Hernandez

Crafting Stories That Sell

Storytelling is one of the most powerful ways to breathe life into your brand—and it is a crucial component to your content marketing strategy. When you use authentic, inspirational, and creative stories to market your products and services, you take your target audience on an emotional journey and share a unique experience with them. It's no secret that how people feel about your brand determines whether they buy from you or not. How can your personal stories get the right clients to purchase?

In this workshop, Shannon will help you uncover and create engaging stories to use in your marketing, as well as how to position them to sell your products and services. You will learn how to take your prospective clients on a journey with you through the power of storytelling.

Note: The time needed for this workshop is a minimum of three hours and can be hosted either in-person or virtually. A minimum number of 6 paid participants is required.