

**MASTERCLASS**



The Power of PR:  
How to Position  
Yourself As An Expert  
with Candice Meisels

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**HER  
MASTERCLASS**



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**Suzi Dafnis**  
CEO, HerBusiness



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**HER  
BUSINESS**

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## The 8 Growth Zones



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## Today's Growth Zones



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## What You'll Learn in the Masterclass:

- What is PR?
- What is PR not?
- How to unleash your brands PR Power
- How to position yourself as an expert by boosting your credibility
- Overcoming Imposter Syndrome



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## Candice Meisels



**candice meisels pr**  
PR CONSULTANT AND STRATEGIST



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## Who am I?

- Born in South Africa
- Studied Marketing
- Worked in Video Game Marketing in SA but for UK and European Video Game Publishers
- Was asked to start a PR Dept
- Moved to London and worked in PR Strategy for Disney: UK, France, Italy, Germany, Spain and Nordic Region
- Moved to Sydney 9 years ago, where I freelanced and then set up Candice Meisels PR, 6 years ago
- Educator and I love working with SMEs and especially female CEO's and founders
- Wrote a book for Start Ups and SMEs on The Power of PR (Amazon, Booktopia)
- Mum of 5



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## What is PR?

- PR is the way that a brand or business communicates with its external and internal stakeholders.
- Internal Stakeholders: Employees
- External Stakeholders: Customers, Target Audience, Media, Suppliers, Shareholders



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## PR is..

- PR is an unpaid, credible media mention on TV, Radio or Podcasts, Online or in Print Publications such as magazines, newspapers, journals.
- PR is a journalist, producer or reporter sharing WHY your Product or Service is great.
- PR can catapult your brand and business into the media.



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## PR is not...

- An advert in a magazine or newspaper where you can control the message or image
- An online advertorial or sponsored post
- An advertorial that has been placed and paid for in a print publication



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## PR is Powerful



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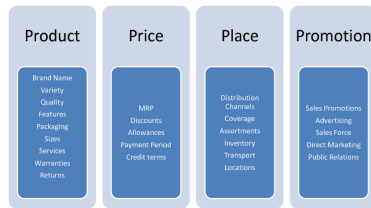
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## PR is Marketing

### Marketing Mix – 4P's



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## How to unleash your PR Power?



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## How to position yourself as an expert?

### 1. Personal Branding

- You need to look, feel and live the part.
- You need to 'be' the expert and your brand
- You need to dress a certain way to add credibility to your expert brand status.
- Your website, Marketing collateral such as business cards, email should be that of an expert e.g no gmail, Hotmail, a professional website
- Great quality head shots
- Beautiful quality lifestyle photos of your service or product



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## How to Position Yourself As An Expert

### 2. Building Credibility On Your Blog, Social Media & EDM

- Write expert blog posts on your website and share these to your social media
- Post often on social media about current topics
- Share interesting industry related links on social media
- Share news on social media
- Use your existing email database to share blogs, news and content
- Existing email database to share blogs, news and content



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## How To Position Yourself As An Expert

### 3. Building Credibility: PR and The Media

- Research media that your target audience uses:
- Contact the journalist or editor about submitting expert guest content or exclusive articles
- Articles must be fresh content and not be published elsewhere
- Include a paragraph bio at the end of your article
- Send a high res head shot or two (portrait and landscape) to the journalist
- Share the link when it's published in the media
- Your SEO will also organically be boosted by the back link to your site



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## How to Position Yourself As An Expert

### 4. Building Credibility: Become a speaker and author

- Becoming an author can instantly boost your credibility and expert status
- You can use the content in your book for articles, PR, guest posts and talks
- Offer yourself as a speaker at networking events, industry related conferences, co-working spaces
- Identify possible places you would need to speak at to build your credibility



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## How To Position Yourself As An Expert:

### 5. Overcoming Imposter Syndrome

- It is normal to feel nervous or anxious about putting yourself out there.
- 70% of people suffer from imposter syndrome at some stage.
- 80% is enough. You don't have to be perfect.
- You have to stop thinking that you are an imposter.
- You got here for a valid reason
- You are an expert in your field through either experience or qualifications and hard work or all of the above
- The only way to overcome this is to change your thoughts...
- Write down your STRENGTHS.
- Emotions are NOT Facts. They are FEELINGS.



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## MEMBER QUESTIONS



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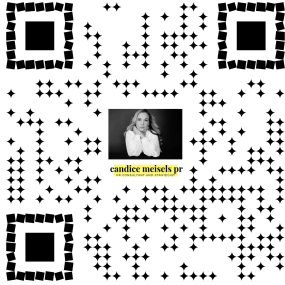
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## Member Offer

- Scan the QR code on your phone to get freebies:
- 1. Pitching Guide
- 2. Overcoming Imposter Syndrome Tips, Quiz and Facts
- Or text HI to 0480 027 077 to get your free downloads

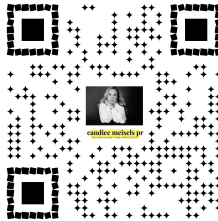


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## Contact Me:

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- Facebook: @candicemeiselspr
- Linked In: Candice Meisels
- 0481 369 484
- Open your camera and scan the code



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## Thank You



**candice meisels pr**  
PR CONSULTANT AND STRATEGIST



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