

COMMUNICATING WITH POWER

When you are COMMUNICATING WITH POWER you are boldly, unabashedly yourself. You feel grounded in your voice and the uniqueness you offer to the world. You are communicating the deep *why* behind your work rather than the surface level *what*, and you are building lasting, emotional connections that drive impact.

In this 6-month mastermind group, you will dive into the world of values-based marketing, an approach focused on communicating from a place of feeling. Using a group coaching model you will come together with a small group of women to learn, work and share as a group and then have focused time at home to prepare for the next session. Led by practitioner and coach Leah Hurley, Founder of Craft.

WHO

- Female Entrepreneurs
- Established Ventures
- Mission-Driven Focus

WHY

- Find clarity and focus in your voice and strategy
- Carve out time to intentionally focus on communications and marketing
- Grow through group support + accountability

WHAT YOU'LL WALK AWAY WITH:

- Power in your voice
- Ease and focus in execution
- An understanding of values-based marketing and how it can be a tool for your business
- 6-12 month communications plan and near term action plan

WHEN

- January - June 2020
2nd Thursday, 10am-12pm

WHERE

- 142 High Street, Suite 220, Portland, ME

INVESTMENT

- \$990 for 6 months
- 2 hours/ month together +
2 hours/ month individual work

January 9, 2020 - Message: Getting Clear on What Matters to You

Introducing the core components of values-based marketing and building the practice of deepening communications.

February 13, 2020 - Understanding Your Audience and Their Perspective

Why knowing your audience is so important and simple tools to better understand them.

March 12, 2020 - Knowing Your Marketplace

This session carves out time to develop an understanding of the market you operate within, and look objectively at your role and top competitors.

April 9, 2020 - Developing a Cohesive Communications Plan

This session is an interactive workshop reviewing goals and developing a 6-12 month Communications Plan.

May 14, 2020 - Designing for Clarity

Featuring graphic design guru India Menninghaus, covering why design matters, how to identify your strengths and developing tools that work for you.

June 11, 2020 - Leaning Into Vulnerability, an Action Plan

This session builds on the learnings from the program, developing an action plan to execute key components from your Communications Plan over the next 2-3 months.

About Leah: Leah is a communications strategist and coach with a focus on social impact. She helps clients get clear on what matters to them and build tools and strategies to share that with the world. Questions: leah@crafttomorrow.com