



# THE ART OF AUTHENTIC SELF-PROMOTION

HOW TO CLAIM THE SPOTLIGHT IN YOUR CREATIVE WORLD

## BRIEF DESCRIPTION

It's true that you may not find yourself on the red carpet of a Hollywood premiere or center stage in a Broadway play yet, but that doesn't mean you can't become a star. Are you ready to seize your moment? Are you ready to leverage your hard work to steal the show? In today's competitive media-everywhere world, you have to be purposeful in how you promote your talents and do it in an authentic way. Audiences want something real and they want you to be real in delivering it.

## KEY TAKEAWAYS

- Discover techniques to promote yourself with authenticity
- Create a look and messaging that align your image with your career objectives
- Define your irresistible offer and learn how to communicate it with ease and clarity

## JESS PONCE III

Shine when you need to most. Discover how to stand out using key celebrity-style promotional strategies from international branding expert, author, and Hollywood media coach, Jess Ponce III. Jess has produced and developed content for ABC, Fox, Warner Bros., E! Entertainment, TV Guide Network, and more. Brand leaders such as Lucasfilm, Disney, LinkedIn, and BNP Paribas have called on Jess to coach their executives, spokespeople, and talent.

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# CUSTOM TRAINING



## Jess Ponce III

BE SEEN. BE HEARD. BREAKTHROUGH.



**Programs available in half day, full day, multi-day, and 90-minute sessions, in-person or online.**

Internationally known brand leaders call on Jess Ponce III to coach their spokespeople and talent.



Results are profound.

Jess offers custom solutions that amplify the power of one's personal presence on camera, online, at live events, and in high-energy meetings. The author of "Everyday Celebrity" and "A.W.E.S.O.M.E.: 7 Keys to Unlock the Speaker Within," Jess works with executives of Fortune 500 companies, creative professionals, TEDx speakers, and others to strengthen presentation, leadership, and media skills for business events that regularly include press interviews, internal communications, conferences, and corporate conversations. Abroad, Jess is a top speaker and workshop facilitator with the Awesome Group in Taipei and its affiliates in Hong Kong and Mainland China.

An outstanding communication coach as well as business opportunity manager and personal branding expert, Jess is the creative force behind Media 2x3, a U.S. based media-company that develops and packages personality, entrepreneurial, and media talent. He has produced and developed programming for ABC, Fox, Warner Bros., E! Entertainment, Style, TV Guide Network, and MTV. He is a keynote speaker on signature topics that include personal branding secrets from Hollywood, the art of authentic self-promotion, and harnessing the true power of being seen and heard.

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