

M. Shannon Hernandez



MEET SHANNON

M. Shannon Hernandez is the founder of The Writing Whisperer. Her mission is to help business owners and authors become thought leaders, through the use of strategic content, so they can positively impact more people. The Writing Whisperer was named one of Top 100 Websites for Writers by The Write Life in both 2014 and 2015. Shannon continues to inspire others as a content strategist and copywriter through her blog, speaking engagements, and podcast appearances.

In addition to business writing, Shannon's memoir, *Breaking the Silence*, chronicles her exit out of public education, after 15 years. Shannon is the host of the *Courageous Living Show*, and she is currently working on her second book, where she is exploring what it means to live courageously and create a life she LOVES. Throughout her travels, volunteer work, and everyday experiences, she is facing personal fears and examining the feelings associated with those fears. She continues to explore her role in society and reveal what she learns about humanity along the way.

Shannon has been featured on CBS, ABC, The Boston Globe, The Huffington Post, FOX, Identity Magazine, and NBC. She travels the nation and speaks regularly at conferences, association meetings, and networking events. Her presentations are dynamic, engaging, and interactive.

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MOST REQUESTED WORKSHOP, TRAINING, AND RETREAT TOPICS

My topics are fully customizable to your particular audience.

Get Seen and Get Paid! How to Gain More Visibility for Your Business

How are you using content to remain visible to past and potential clients? Are you harnessing the power of visual marketing on sites such as Facebook and Instagram using images that "say a 1000 words"? Have you embraced video and shown your brand via YouTube? It's time to start thinking about how you can get seen and get paid! Use the power of content marketing to propel your business to new heights.

The Take-Aways:

- Understand why you must stay visible to past and potential clients.
- Discover how to create content "on-the-go" that is both engaging and brands your business online.
- Learn some quick tips for using video with YouTube and Periscope to increase your business exposure.
- Recognize ways to turn everyday events into writing that captivates and sells.

Your Business Blog Matters!

If you have a business, blogging is one sure-fire way, when done correctly, that will help you stand out among the noise of the internet crowd. Blogging also helps define your personal branding voice, vibrancy, and visibility to your business.

The Take-Aways:

- Learn how to rise above the internet noise through blogging.
- Discover why quality content, when published consistently, gives you a huge advantage in the marketplace.
- Engage your audience through social media using the content you write.
- Build your personal brand through blogging.

Digital Storytelling: Your Stories Matter in Business Writing

Regardless of age, gender, culture, or economic status, we are all connected through stories. When businesses use the art of storytelling to convey information for their products and services, they see results. Prospective clients want to know how the product or service being offered will solve their problems. They also want to hear from past clients who are satisfied because this act builds credibility and trust. What better way to deliver all of these necessary aspects than through storytelling?

The Take-Aways:

- Create a profile of your target market and the specific words which speak to your audience.
- Explore pieces of your brand story which will relate to your target audience.
- Write several pieces which share your company's products and services in compelling, story format.
- Learn how to use social media to harness the power of digital storytelling.