

# MAGNETIC INFLUENCE

Captivating Decision-  
Makers to Propel Your  
Business Forward



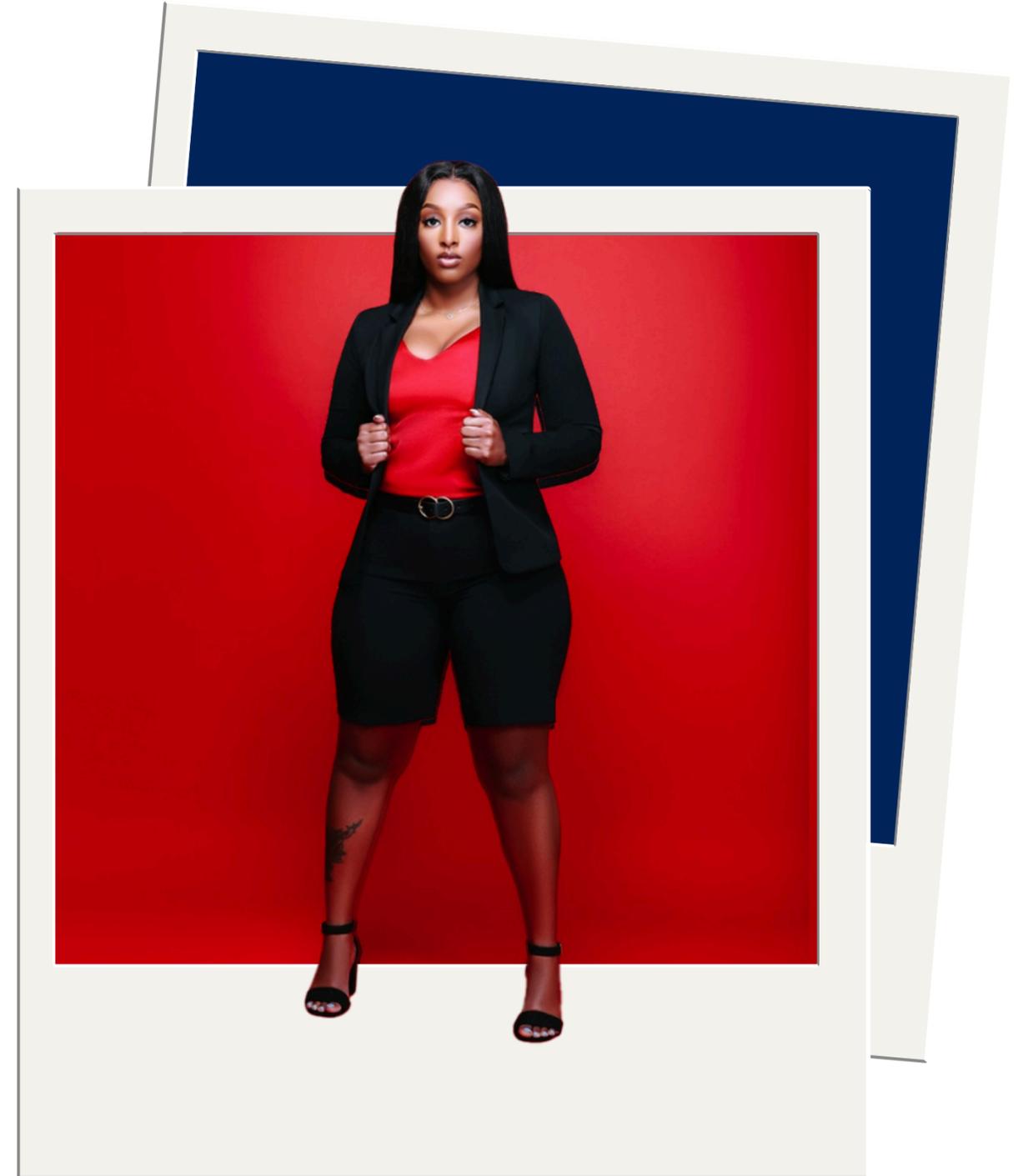
JOIN

**Neshia Brown**

Founder and Idea Strategist

# Meet **NESHA BROWN**

-  Seasoned Founder, Idea Strategist; Management Consultant
-  Expertise in grant writing, project management, and business development
-  Track record in securing partnerships and funding



# **ENGAGING & IMPRESSING** *Decision-Makers*



## **CREATING LASTING IMPRESSIONS:**

- Develop a strong personal brand and professional presence on LinkedIn, Google, and your website.
- Follow up with personalized messages and meaningful engagement.



## **DRIVING BUSINESS FORWARD:**

- Focus on value creation and mutual benefit., apply the 80/20 rule.
- Demonstrate reliability, expertise, and innovation.

# **STRATEGIES FOR** **ATTRACTING** *Decision-Makers*



## **PRESENTING IDEAS COMPELLINGLY:**

- Craft clear, concise, and impactful content.
- Use storytelling to connect emotionally with your audience.



## **BUILDING INFLUENTIAL NETWORKS:**

- Identify and connect with key industry players.
- Leverage social media and networking events.

# **TRANSFORM YOUR APPROACH:**

## *Key Takeaways*

- Learn proven strategies to make your business irresistible.
- Gain insights into building powerful networks.
- Elevate your business by engaging key decision-makers effectively.



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