

# Raquel Eatmon

*CEO Rising Media  
LLC*



RAQUEL EATMON

*Possibility Broker™*

# IT'S PERSONAL: Sharing Your Brand with the Media



# 3 Parts

1. IDENTIFY brand messaging
2. PREP your message
3. RELAY to media/public



# nd vs Your Organizatio





**Raquel Eatmon**

REATMON@NBC15ONLINE.COM









# Featured in O magazine... What brings you joy? Gotta Love #LifeClass



What brings you joy?



# 3 Parts

1. IDENTIFY brand messaging





# Emotional Intelligence

L  
E  
A  
D  
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S  
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I  
P

## Awareness

Self-Confidence &  
Assessment

TIP: Record thoughts

## Regulation

Self-Management,  
Transforming thoughts &  
feelings

TIP: Value &  
Accountability

## Motivation

Use your emotions to cause  
positive actions

TIP: Boundaries, know where  
you stand

## Social Skills

Nurturing Relationships  
Empathy

TIP: Conflict Resolution

# Front and Center

A person is sitting on the front of a boat, looking out over a calm lake. The sun is setting behind a range of mountains, creating a bright, glowing light that reflects on the water. The sky is a deep blue, and the mountains are silhouetted against the light. The overall scene is peaceful and serene.











How do YOU  
SEE YOU?





# How Others See Us







**BUILD**

Honesty	Clean Language	Happiness	Success	Confidence
Open Communication	Power	Loyalty	Challenge	Excellent Health
Spirituality	Religion	Politics	Helping Others	Family Time
Beauty	Living Purposefully	Security	Fulfillment	Food
Personal Growth	Integrity	Ethical Behavior	Money	Humility
Being Respected	Drama-Free Home	Debt-Free Living	Education	Innovation
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# Value Assessment



# 3 Parts

**2. PREP** your message







# WORDS VS. BODY LANGUAGE







**SAY WHAT ?**



# GETTING CLEAR









C  
L  
E  
A  
R

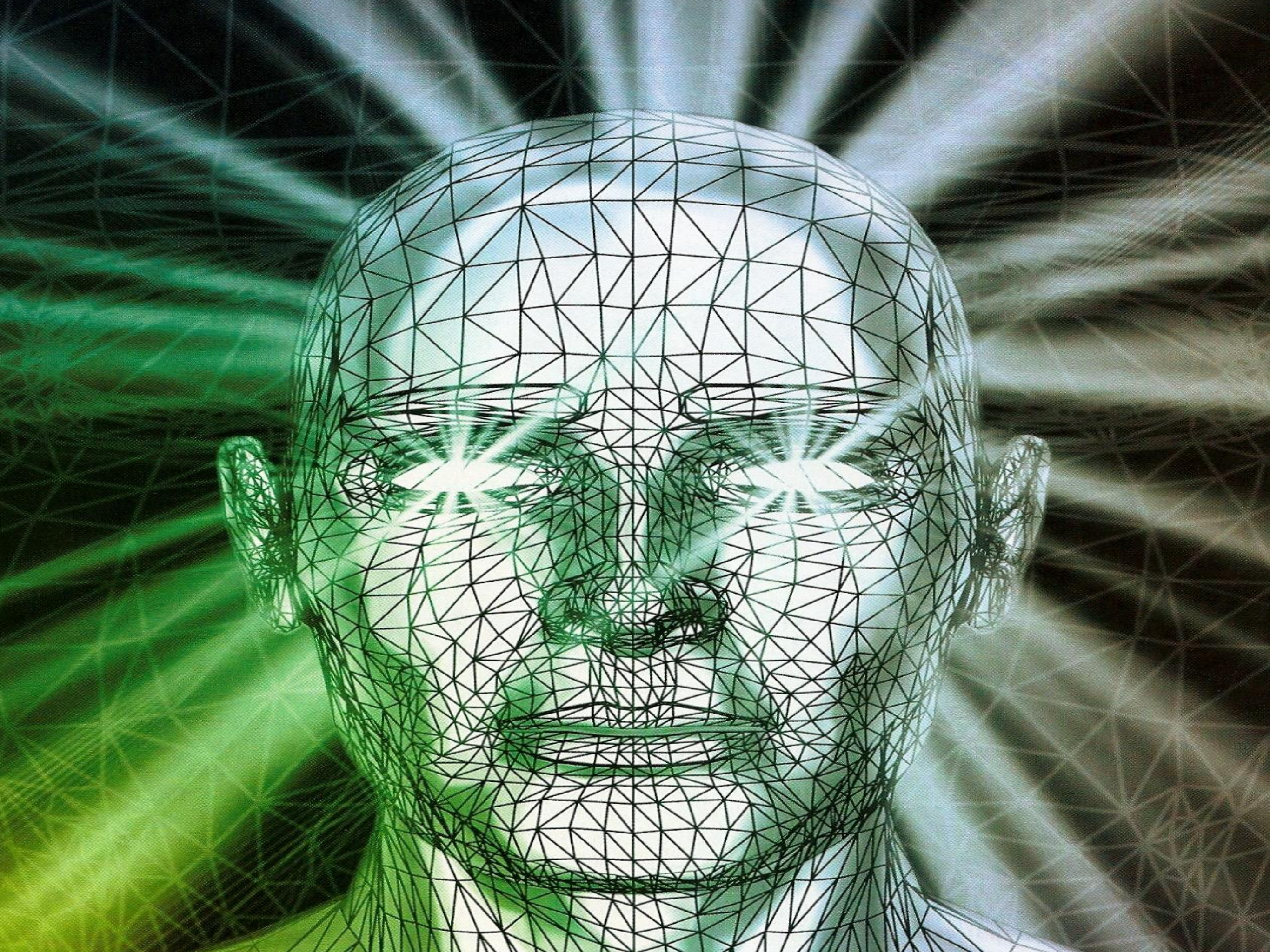
**CLUTTER**



# WHY









# 3 Parts

## 3. RELAY to media/public





**V + B + 5w's**





# MEASURE VALUES



**WHAT DO YOU  
BELIEVE?**



**WHY x 5**





**ALIGN**



**MEASURE  
VALUES?**

**WHY x 5**

**WHAT DO YOU  
BELIEVE?**



# MESSAGING









**GET ROOTED IN  
WHAT WORKS.**



# SOUND BYTE (OR BITE)



# PUBLICALLY COMMIT







Thank You

YOU ROCK!

#NAVIGATEYOURFUTURE

Let's Tweet @RaquelEatmon

# RAQUEL EATMON

"A beautiful book that made me laugh out loud, shed a tear, and turn page after page."  
Jeanne Porter, Founder and President, Women in Business Network



*Strut Your Stuff*

PRINCIPLES IN PURPOSE, POWER, AND POSITION

[RaquelEatmon.com](http://RaquelEatmon.com)



PROJECT

HEARD

**Your Voice.** *Our Forum.*

DIGITAL MAGAZINE FOR ACHIEVING WOMEN



**April 9-10, 2017**  
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# Raquel Eatmon

*CEO Rising Media LLC,  
Author, Speaker,  
Conference Innovator,  
Happiness & Wellness  
Advocate*



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*Possibility Broker™*