



JULIEMASTERS

*“Julie’s presentation triggered immediate activity.  
It made a huge impact – AON*

## BIO

### **Julie Masters has spent a career decoding influence.**

She co-founded ODE Management, the world’s largest dedicated speaker management agency with offices across the USA and Australia.

Julie is now the Founder and CEO of Influence Nation, working with business leaders and organisations to become the voice of authority in their space. She is also the host of the popular Inside Influence podcast.

Over a 15 year history as a leading authority in the speaking world, she earned a reputation for launching and advising some of the worlds most respected thought leaders. Clients include industry leading CEO’s, speakers, best-selling authors and media personalities – voices which have reached millions of people globally through speaking, publishing and digital channels.

Having won numerous communications industry awards across the USA, Australia and Europe, Julie now regularly advises CEO’s, entrepreneurs and executive teams on how to dominate their marketplace by turning their expertise into influence.



SIZZLE REEL



THE POWER OF TRANSLATORS



EPIC STORYTELLING



PROCESS VS PERFECT

# TOPICS

## THE NEW AGE OF INFLUENCE

**We are living in radically new times. The economy and the landscape is ever shifting. Add to that a sudden leap into the digital deep end - and the rules of influence have once again been completely rewritten.**

In this highly interactive presentation, Julie translates how this new age has transformed the manner in which we attract the best opportunities, why we need trusted authorities more than ever before and how to stand out as an expert in a new digital age.

In this presentation attendees will learn:

- How to identify the unique space you want to own
- How to translate what you know in order to stand out
- The new rules of epic storytelling
- How to forget confidence and focus instead on certainty

*"Highly recommend for anyone looking to dramatically improve the way they stand out as an influencer in the marketplace."*

– NUDIE JUICE

## CAPTIVATE — THE ART OF EPIC STORYTELLING

**The rise of a new age of influence has created a new horizon in storytelling. As attention spans continue to drop and our screen time increases, the ability to captivate is now a make or break skill.**

In this presentation, Julie dives deep into the world of epic storytelling, including how Netflix has rewritten the rules of engagement, why we now care more about passion than perfection and what we can learn from the new breed of digital storytellers.

In this presentation attendees will learn:

- How to use storytelling to immediately create action
- The three rules of epic storytelling
- How to identify and create powerful stories
- Why passion beats perfection every time

*"The magic balance – energy, engagement – with real tools to implement."*

– KAO/GOLDWELL

## INSIDE INFLUENCE

**No matter how good you are, if you don't understand how to stand out in this new world, you are destined to get lost amongst the noise.**

The good news? More than ever before we need trusted authorities - the humans behind the brand, those able to translate the path forward with clarity and certainty.

Combine these skills with the power of digital networks, and these will be the influencers of the future.

In this presentation attendees will learn:

- How to build a reputation as a micro authority
- The three keys to rapidly accelerating your digital network
- How to use collaboration to expand your reach
- How to beat Imposter Syndrome

*"Dynamic, engaging and a true professional. Leaves people with an incredible fire in their belly to take action."*

– DIGITAL LIVE

Working with inspiring leaders





Julie creates the strongest  
influencer brands on the planet...

## Extra momentum

### INFLUENCER CODE MASTERCLASS



*This 'ask me anything' session is an ideal option for small groups of top performers - usually those that have seen the keynote in action and are on fire to take action. In these sessions the focus is 100% momentum. Focusing on putting all the enthusiasm and ideas into concrete plans. In addition to being able to ask any questions about influence in a highly interactive setting.*

*"Thank you once again for what is probably the best, most useful training session I have ever done. The next level of claiming your influence."*

– REALESTATE.COM.AU

### LIVE INTERVIEWS



*As the host of the Inside Influence podcast (Click Here). Julie is available to conduct live stage interviews or panel facilitation. Possibilities include company CEO's, leading performers, speakers or sponsors. Helping to explore their vision and expertise in an intimate setting. This content can then also be used online or for those unable to attend the event.*

*"I just listened to your interview with James Kerr and sent it to my whole team. It was magic. Keep up the amazing work."*

– CEO MAJOR LISTED COMPANY

### THE INFLUENCER PACK



*An ideal gift for attendees to keep the momentum going.* These travel size USB packs contain an entire library of Julie's articles, podcasts, videos and ebooks - in addition to a seven part Influencer Code video masterclass usually unavailable for sale. Designed for anyone wanting to put their new ideas into action as soon as they get home.

*"I have watched your videos four times now – and every time I pick up something new. Thank you."*

– CONFERENCE ATTENDEE