

A photograph of Susan Lindner, a woman with blonde hair, wearing a dark blazer over a red top, speaking at a conference. She is gesturing with her hands. In the background, there is a screen displaying the word 'AGENDA' and some faint text. Two men are visible in the foreground, listening to her.

# SUSAN LINDNER

Speaker, CEO, & Founder  
Emerging Media

## MASTERING THE MESSAGE™

Just having a great product or service is not enough to gain traction with customers, influencers, investors, partners, suppliers or the media. You need to know your message and own it. Your message needs to show how you are not just improving your customers' lives, but rather *transforming* it.

### This workshop will give you:

- The formula to begin to understand your "WHY" and how it fits with your message.
- The algorithm to craft your message in three easy sentences and speak it clearly to your audiences.
- The tools to transform your message into killer web copy, marketing collateral and talking points for the press. It's the foundation of your sales and marketing communications.

**Get ready to dig deep and find your message!**