

Business is a grand Adventure!

*Presentations that spark emotion,
speak to mind and spotlight what
will ignite your business with passion and purpose.*

• Keynotes • Conferences • Workshops

Diane A. Curran



• Marketing
& Branding
Strategist
• Author & Speaker

Topics

Branding for Real

Take the lead naturally with your authentic strengths, so that your brand properly represents you and attracts the clients you actually want. Claim brand momentum using 4 Branding Game Changers.

Networking with Power

Networking has grown pervasive. If you are in business, in any industry, at any size, then networking must be done skillfully and consistently, with on-the-spot frequency as demanded by 20-second attention spans. Claim 3 core Networking Message Game Changers.

Stand Out: Creating a Powerful Speaker Profile

You are a bona fide expert in your field... but are you presenting your knowledge effectively when you speak professionally? Are your sound bites compelling and concise? Claim the 16 Points of Great Speaker Presentations, plus the 16 Points of Effective Promotional Media Kits.

Get Growing: Six Marketing Essentials for Success

Use them all and your business will grow. Ignore even one, and the impact will be felt. What's common to every start-up, growing business, or maturing practice, is this: the marketing development cycle is not a one-time process. Leverage your success in marketing using these Six Essentials.

Profitable Pricing for the Professional

Identify optimal targets & support your growth with sales goals, price increases, incentive offers. Build profitability using a clear and simple pricing matrix.

All the Time in the World! The 24/7/365 of Satisfaction

Claim power over your commitments and create a conscious relationship with time. Discover new priorities, or refresh neglected ones. Provides an easy-to-use reality-based format to focus yourself on what matters now.

Additional Topics:

- Deal Yourself In: 13 Marketing Strategy Secrets
- Strong Suits: 6 Cards to Play for Smart Marketing
- Claim the 9 Audiences Every Business Has
- Being On Purpose: Creating Compelling Vision & Mission Statements
- The Entrepreneurial Spirit: What Does It Really Take?



To book Diane A. Curran:

call 818.789.5115

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/woudiane



/dianeacurran

Diane A. Curran



What People Are Saying...

Marketing & Branding

“ I don't know what I'd do without you!!! You are truly my master brander!!!”

— W.S., *Natural Wellness Spa and Salon Owner*

“ Diane Curran is exceptionally talented, intuitive, and creative. At my Association of Image Consultant International Conference, my business card was chosen as the most perfect brand representation among my professional colleagues.”

—D.O., *MA, AICI, CIP, Image and Etiquette Consultant*

“ I wouldn't dream of ever putting my name on a product that has not first been branded by Diane Curran.”

— L.M. C.Ht., *Hypnotherapist*

“ Finally, a Marketing Plan that make sense, one I can actually do! Thank you Diane!”

—P.N., *Real Estate Broker, Dolce & Associates*

Speaking & Training

“ Thank you for a wonderful morning of info, charm, exuberance and oh-so-much more, in the unique Diane Curran manner. All were thoroughly engrossed in your presentation, as was I. You are fabulous!”

—S.P., *Residential Placement Services for Seniors, Co-Chair M.A.P.S.*

“ Expertly done from the get go. After 30 years, you have truly changed my organizational abilities and skills! A new skill set as simple as can be. This keeps me focused and monitoring on a case-by-case basis the people that I meet through networking groups. I owe this to you!”

—M.W., *IRA & 401(k) Specialist, Investment Protection Advisor*

“ You packed a lot of information into 2 hours. Whereas before my vision of the future for my practice was vague and haphazard, now, for the first time, I feel as if I have a plan to create a successful and enduring practice. For someone like myself, one who loves their work but has never ventured into marketing, one for whom marketing has always seemed somehow distasteful, this program was a real eye-opener. The homework from the first session, questions on my branding history, goals, purposes, and visions, changed my whole notion of what marketing is.”

— J.B., *CMT. Neuromuscular Therapist and Massage Therapist*

- Marketing & Branding Strategist
- Speaker & Author

About...

Diane has been fascinated her whole life by the power of marketing to impact our ideas and dreams within any medium it touches. Fortunate to leap early into her marketing career, she started with 15 years at Hub Mail Advertising, a pioneer in full-service direct marketing in Boston. She managed client service and outside list marketing, then rose to become a Senior VP & Account Manager, while serving clients such as Public Television, the U.S. Olympic Committee, Fidelity, Polaroid, Sony, American Repertory Theatre and an extensive list of major regional banks, non-profits, B2B, B2C, and high tech companies.

Going solo since she moved to California in 1987, Diane's consultancy specializes in small business & professional practices, bring her diverse portfolio of expertise directly to hands-on business owners.

As both host and guest, she has been a TV & radio commentator and writer about the creative arts and film, and a frequent speaker on marketing communications topics. Diane's eBooks include her recent title “Six Marketing Essential for Success” available free by subscription on her websites.

A spirited Docent at The Getty Museum, Diane leads unique gallery tours drawn from the Getty Collections of Art, for the public and VIP groups.

Author of *The Marketing Deck*, scheduled for publication in October 2016, she speaks before business groups, engaging them in a variety of marketing and direct media topics in live seminars and via tele-conference. Diane happily lives the creative life in Los Angeles.

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