

# JULIE MASTERS

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## **“NEW AGE OF INFLUENCE”**

LEADING AUTHORITY IN COMMUNICATIONS  
SKILLS FOR LEADERS & ORGANIZATIONS.  
FOUNDER & CEO, **INFLUENCE NATION**.  
HOST THE ITUNES TOP 100 PODCAST **INSIDE INFLUENCE**.



**Own your voice and you have the power to change the world.**

**Julie Masters** has spent a career decoding influence. As a leading authority in communications skills, she has earned a reputation for launching and advising some of the worlds most respected thought leaders.

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## TOPICS

- ✓ **New Age of Influence**
  - ✓ **3 Keys to creating influence in your market**
    - ✓ **Why it's critical to own your space**
    - ✓ **Become the translator for your audience**
    - ✓ **The Influencer Code (Workshop)**
  - ✓ **Captivate: How to create action with epic storytelling**
    - ✓ **How to create influence through collaboration**
    - ✓ **Why we don't care about perfect**

Co-founder of **ODE Management**, the world's largest dedicated speaker management agency across the USA and Australia, she is now the Founder and CEO of **Influence Nation**, working with business leaders and organisations to become the voice of authority in their space.

Clients include industry leading CEO's, entrepreneurs, speakers, best-selling authors and media personalities – the voices of which have reached millions of people globally through speaking, publishing and digital channels.

Julie also hosts the **iTunes Top 100 podcast Inside Influence**, interviewing global thought leaders on the tools and strategies to owning your voice and using it to drive an industry, a conversation, a movement or a nation. Julie is available to conduct live stage interviews or panel facilitation. Possibilities include company CEO's, leading performers, speakers or sponsors.

In age where 96% of all of the online content we consume now comes from people - and not brands. Including 93% of all our purchasing decisions now being influenced by this content. Harnessing the ideas and expertise of the people behind the brand is the new competitive advantage.

**«The traditional brand relationship has been redefined. We now expect to see and connect with the leaders, innovators and passionate advocates behind the brand. That's the key to trust in a new age of influence».**

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 stand out in their marketplace by turning their expertise into real influence.

All programs are available as a keynote presentation, workshop or fully interactive virtual masterclass.