

Rachael Sullivan

Marketing the Alexander Technique

50-Minute Keynote Presentation with Q&A

Partner //Content Strategist //Behavioural Psychologist
3rdSpace Communications

For many AT will be a life long passion. It may have changed your life and you want to share it with others. But is it providing you with enough income to live the life you dreamed?

When you are a sole trader or running a small AT practice the important thing to remember is whether you are activity marketing your business (or not), everything you do (and don't do) is sending subliminal messages to potential customers.

Aligning your offering with the values of your potential customers

Between your brand and your consumer is the space we call the third space. This is the space of shared purpose. Where your purpose aligns with the beliefs and values of your customers.

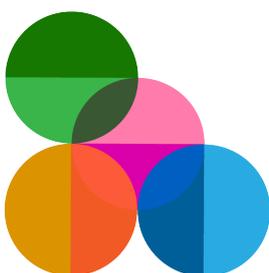
This talk will focus on why creating purpose driven content is essential for brands in today. Giving you simple tips and tools to how to communicate the benefits of AT, to people who need it most. By taking you through the STAT rebrand story Rachael will demonstrate how you need to turn the things you know about marketing on their head. And for those already actively marketing we'll look at new insight and ideas to attract new customers through story telling online and story living in real life.

Why come to this talk?

In covering the fundamentals of marketing a service business, Rachael will share the 6 content drivers required to engage potential customers today. Rachael will share insight and data about what content is being published and shared at a global level and how you can use this content and knowledge in cost efficient ways. All to get you thinking about the outcomes you want for you business, and how you can better create successful outcomes for yourself and your clients.

About Rachael

Rachael has 20 years experience marketing for some of some of the world's leading brands. With a BSc in Marketing and a Masters of Science in Coaching Psychology, Rachael combines creativity with insight and psychology to create purpose driven brands that have a positive impact on society. As well as being instrumental in leading the STAT rebrand in 2018 she's worked on Vodafone, British Airways, Qantas, adidas, Reebok, BUPA, RSA, BOXT, EY, NEC, LinkedIn, News Corporation and many more. She also understands the joy and passion, pressures and struggles, of having your own business. In 2015 Rachael launched Scaffold Coaching a leadership development consultancy which she still runs with her business partner today. In 2020 she also became a partner in 3rdSpace, a global content company that helps brands with purpose, connect with purpose driven consumers.



3rdspace