**CREATIVE BRIEF:  
Sensational Self-Leadership**

**TONE:**

Audience:

* 30 to 50 year old women professionals
* Highly accomplished in business
* Work for medium to large American companies
* Emotionally sensitive (but not always outwardly; they’re very composed, but feel a lot of emotions)

The 3-month program this postcard promotes needs to convey feelings of:

* Clarity
* Emotional safety
* Practical/simple (the three month program)
* Groundedness
* Playfulness and curiosity
* Revolutionary in terms of making emotions front-and-center in business

To get a feeling for the program this postcard will promote, visit [**www.sensationalshift.com/leader1**](http://www.sensationalshift.com/leader1)

**COLORS:  
See the Sensational Shift style guide:**<https://dl.dropboxusercontent.com/u/7323264/Sensational%20Shift%20Style%20Guide.pdf>

**SIZE OF POSTCARD:**

**4” x 6”**

**To be printed by GotPrint.net**

**Please give me Illustrator or Indesign or Photoshop files to edit, plus a final in PDF format**

**Find their 4” x 6” template here:**[**http://gotprint.net/g/showStaticPage.do?page=download\_templates-pc.html**](http://gotprint.net/g/showStaticPage.do?page=download_templates-pc.html)

**TEXT & GRAPHICS FRONT OF THE POSTCARD:**

**Sensational Self-Leadership**

The revolutionary 3-month experience that empowers smart, emotionally sensitive women professionals to be strong and confident -- in any business situation

**September 12 - November 18, 2015**

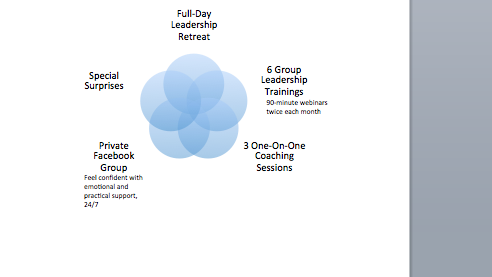
**Hosted by Dr. Susan Bernstein  
Executive & Leadership Coach**

*<<Both sides need to say:>>***get all the details at www.sensationalshift.com/leader1**

**or call 415.508.8250**

*<<Include these five elements, maybe as a venn-diagram (like below), but these could also be icons or some kind of clean and clear graphic:>>*

* **Full-Day Leadership Retreat – September 12, 2015**
* **6 Group Leadership Trainings – 90-minute webinars twice each month**
* **3 One-on-One Coaching Sessions  
  Private Facebook Group – for 24/7 support**
* **Special Surprises**



**TEXT AND GRAPHICS BACK OF THE POSTCARD:**

You’re likely an emotionally sensitive professional woman if you…

* frequently **doubt** yourself
* **wind up crying** when you know it’s not wise
* **worry** about how you’re being perceived
* get **angry** or **resentful** when you’re ignored or excluded
* **feel unsure** about how to stand up for yourself
* feel the need to **toughen up** or **become less sensitive**

Sensitivity is *not* a stigma. **It’s the most critical skill of the new economy.** And it’s in short supply. So when you harness the energy of your emotions, you’ve got unstoppable superpower.

Sensational Self-Leadership is a 3-month experience that gives you one-on-one **coaching**, supportive **community**, plus proven **tools** and **techniques** so you can…

* **step up** **as the leader** you’re meant to be
* **speak up for yourself, powerfully,** even in confrontations
* **stand up for what you believe** and enthusiastically engage people
* **manage your emotions** so you feel more confident, relaxed, and natural
* **respond gracefully,** even when people around you are angry or upset
* **be your authentic self** at work

September 12 – November 18, 2015

*<<Both sides need to say:>>***get all the details at www.sensationalshift.com/leader1**

**or call 415.508.8250**

<<*Needs a nice graphic. Here are some examples from Stocksy. If I go with your design, make a comp and once I approve it, I’ll buy the image. Or, if you already have a graphic that you own that’s as good or better than these, feel free to use it*>>

<https://dl.dropboxusercontent.com/u/7323264/LeadershipFlyer/1562.jpg>

<https://dl.dropboxusercontent.com/u/7323264/LeadershipFlyer/164728.jpg>

<https://dl.dropboxusercontent.com/u/7323264/LeadershipFlyer/228187.jpg>

<https://dl.dropboxusercontent.com/u/7323264/LeadershipFlyer/272077.jpg>

<https://dl.dropboxusercontent.com/u/7323264/LeadershipFlyer/601009.jpg>

<https://dl.dropboxusercontent.com/u/7323264/LeadershipFlyer/601021.jpg>

<https://dl.dropboxusercontent.com/u/7323264/LeadershipFlyer/608901.jpg>

<https://dl.dropboxusercontent.com/u/7323264/LeadershipFlyer/613322.jpg>

<https://dl.dropboxusercontent.com/u/7323264/LeadershipFlyer/621256.jpg>

<https://dl.dropboxusercontent.com/u/7323264/LeadershipFlyer/634402.jpg>

<https://dl.dropboxusercontent.com/u/7323264/LeadershipFlyer/693763.jpg>

<https://dl.dropboxusercontent.com/u/7323264/LeadershipFlyer/693764.jpg>

<https://dl.dropboxusercontent.com/u/7323264/LeadershipFlyer/693768.jpg>

<https://dl.dropboxusercontent.com/u/7323264/LeadershipFlyer/693769.jpg>

For colors, please be inspired by the style guide, but feel free to also deviate if that’s more in keeping with the look and feel I’ve described that I want:

<https://dl.dropboxusercontent.com/u/7323264/Sensational%20Shift%20Style%20Guide.pdf>