



Contact Katherine Morales, APR, today to help your business group discover their **authenticity**, connect with their **purpose** and reach their **inflection point!**



**Inflection Point Communications** helps purpose-driven entrepreneurs to discover the **Authentic Brand** and **purpose** behind their business so they can ignite their best marketing, connect with their **Right Someones™** and fuel the growth of their business & its **impact!**

### MEET KATHERINE MORALES

**Katherine Morales, APR, Authentic Brand Strategist™**, is an award-winning, accredited PR/marketing consultant, specializing in authentic brand building, reputation management and strategic communications planning. As founder of **Inflection Point Communications**, she helps entrepreneurs and small businesses to **connect the purpose of their business with the effective promotion of it**. Katherine leverages her background working with major corporations including Chick-fil-A, Hewlett-Packard (HP) and Bayer CropScience, as well as her experience and insights as an entrepreneur and business owner, to help budding and established businesses to naturally stand out and find their **intentional path** to grow their brands too!

As a dedicated advocate and volunteer, Katherine works to advance the ethics and conscience of communications, as well as its next generation of leaders. She served four (4) years on the Universal Accreditation Board (UAB) and a year on the board of the Public Relations Society of America (PRSA) Georgia Chapter. In 2019, Katherine was **recognized as a "trailblazer" in the communications industry** as well as an inaugural recipient of the PRSA Georgia Chapter's 40 Under 40 Award.

You can follow her on LinkedIn and YouTube **@AuthenticBrandStrategist**.

#### ●●●● KATHERINE'S PAST SPEAKING ENGAGEMENTS INCLUDE:

- Access to Capital for Entrepreneurs (ACE)
- B Local Georgia
- DeKalb Chamber of Commerce
- eWomen Network (CT & NY)
- Georgia State University
- International Coaching Federation (ICF) Georgia
- *Latina Style* Business Series
- Public Relations Society of America (PRSA) National
- PRSA Georgia Chapter
- Religion Communicators' Council
- Tech Square Labs
- University of Georgia
- Utah Women in Sales
- Women's Professional Development Network (WPDN)

"I asked Katherine to moderate a marketing panel for a regional conference on the topic of 'Branding Your Purpose.' Her ability to guide the conversation and keep the audience engaged influenced my decision to book her again for a workshop where we could share the microphone together! **As a speaker, Katherine is charismatic, intelligent and delivers her message in a manner that is actionable, yet thought provoking for the audience.** I highly recommend her as a keynote or breakout session speaker. She will undoubtedly increase the value of your event."

~ **Nathan Stuck**, speaker & chairman of B Local Georgia



## ●●●● KATHERINE'S SPEAKING TOPICS INCLUDE:

### Authentic Marketing: How to Find Your Flow So You Can STANDOUT & Grow Your Business

Everyone wants to stand out with their marketing; but why is it then, that the multitude of activities you're engaging in aren't easily attracting your best clients & customers? You're putting in the time, money and energy; so, isn't it time you stand out in a bigger way, make a bigger **impact** and see the ROI? In this **interactive** discussion, **Authentic Brand Strategist™ Katherine Morales, APR**, shows you how to effectively market your business, stop waiting for your success and start making it!

You'll learn how-to:

- Discover the power of your own **authenticity**,
- Choose the right marketing channels to grow your business,
- End the marketing hustle & pressure to find your drive and **flow**,
- And finally, see how to effectively market & take your brand to the next level!

### Marketing With Purpose: How Your Business Can Create Real IMPACT

**Purpose**; it's a powerful word that stretches much deeper in your business and the work you (and your team) do each day. It's something that drives you forward; so why shouldn't it also drive you upward? In this **interactive** workshop, **Authentic Brand Strategist™ Katherine Morales, APR**, shows you how **purpose** may be all your marketing really needs!

You'll discover how-to:

- Simplify your marketing & make it easier,
- Carve out your own **path** to growth,
- And tap into the **impact** your business can truly make!

### Standout Marketing: How to Claim & Convey Your Value NOW!

Trying to stand out with your marketing can be even more challenging these days as we're all living/engaging more online! While it's always been about cutting through the noise, now there are even more distractions for your clients/customers. In this **interactive** discussion, **Authentic Brand Strategist™ Katherine Morales, APR**, helps you to create standout marketing. She'll share how you can claim your **unique value** and effectively convey it to attract more qualified leads for your business.

You'll discover how-to:

- Feel empowered when you market your business,
- Gain presence & attention among your prospects,
- And build resonance with your audiences to **inspire** action NOW!

### Reignite Your Brand: How to Build Fans, Not Just Customers for Your Business

Does your brand match where you know it can be? Are you presenting your best self when you show up to share your business with others? Brands evolve just as people do. And who you know and believe your business is and can be, is fully what should be presented to the world (or at least your target market). Yet too often, you let the visual of your brand go (e.g., logo and imagery) and the verbal changes (e.g., messaging) as quickly as a new wind blows. In this **interactive** presentation, **Authentic Brand Strategist™ Katherine Morales, APR**, shares how you can **reignite your brand** and turn your base of customers into loyal fans!

You'll see how-to:

- Be seen for your full & greatest value as a business,
- Elevate your brand for greater positioning & **impact**,
- Attract (and keep) your best customers,
- And finally, turn your brand's being into its *becoming*!

## CONTACT US

TO FIND OUT HOW KATHERINE CAN SHARE GREAT VALUE & **INSIGHTS** AT YOUR NEXT EVENT, WRITE TO **CONNECT@INFLECTIONPOINTCOMMS.COM** OR CALL **678-304-9555**.



"Katherine did a fantastic job speaking to De la Cruz Law, LLC's Small Business Roundtable audience. As the inaugural speaker for the series, **she captivated the audience with her presentation!** Her **storytelling, interwoven with her practical advice and tips about marketing** for the small business owner, resonated with the audience."

~ **Cherish De la Cruz, Esq.**, partner & founder of De la Cruz Law, LLC