

A hand-drawn poster on a scroll-like background with a black outline. The background is filled with soft, blended watercolor washes of light blue, lavender, and pink. The text is written in a mix of bold, blocky, hand-drawn capital letters and a cursive script. At the top left, there is a small black circle representing a scroll binding. At the bottom left, the scroll edge curls upwards.

TWC

The Women's  
Collective

July

QT HOTEL  
CANBERRA  
10 OCT

ILLUSTRATED BY LEONIE DAWSON



UNCONSCIOUS  
Jealousy

OR TALL POPPY  
SYNDROME  
is Really

Ugly  
Envy

NERIO COMMUNICATIONS





DON'T  
*Celebrate*  
YOUR  
SUCCESSSES

alone in a ROOM.

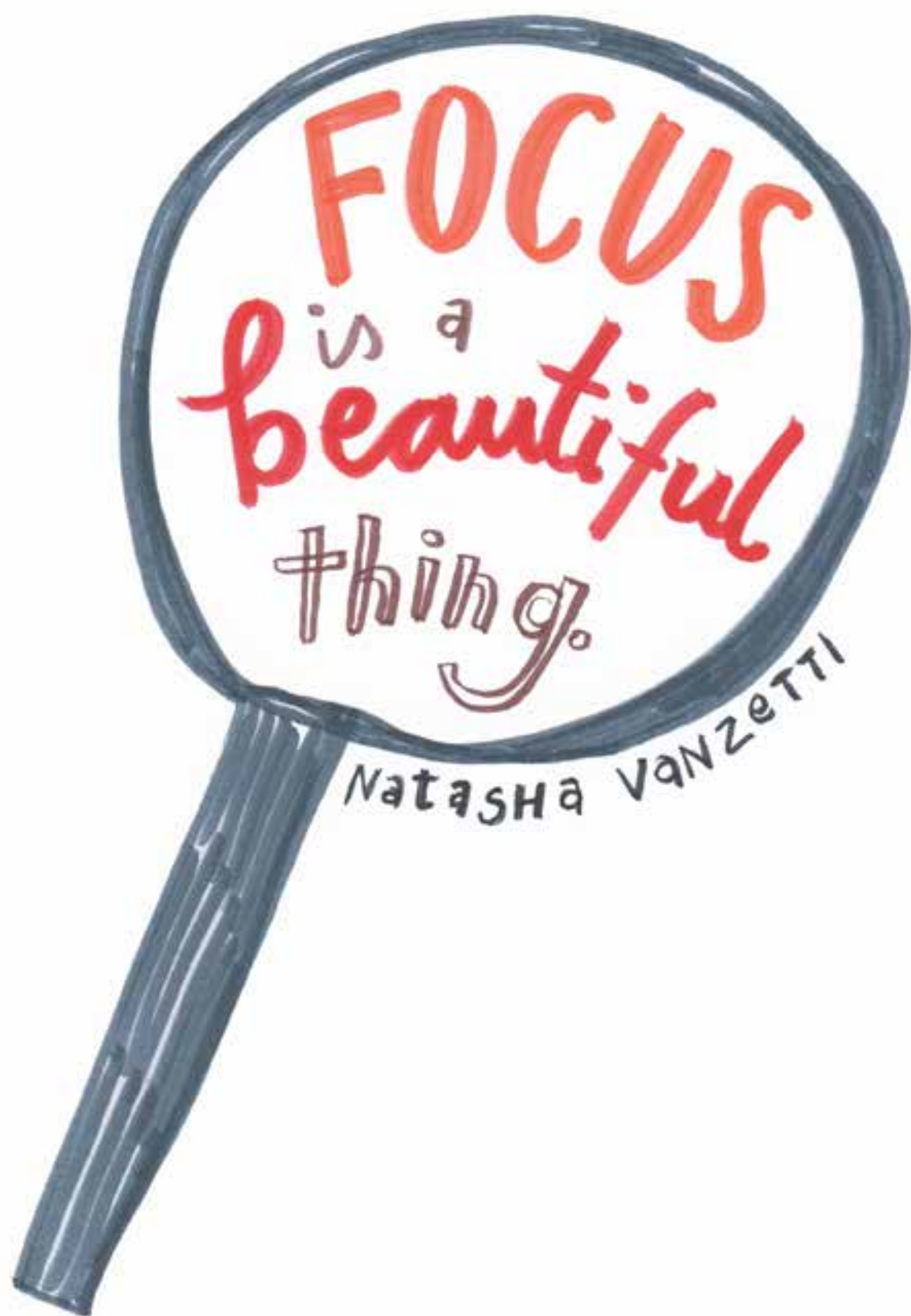
*Celebrate* YOURS +  
YOUR  
FRIEND'S SUCCESSSES  
~ together ~

HIRE  
PEOPLE  
better  
Smarter  
&  
HARDER - WORKING  
than YOU.

~AMY NERIO~

YOU NEED TO  
Admit  
WHAT YOU  
Want.  
VOICE YOUR  
dreams.

-Natasha  
Vanzetti



FOCUS  
is a  
beautiful  
thing.

NATASHA VANZETTI





I'm so glad  
I got to  
meet the  
person  
I've become

• Natasha  
VANZETTI



Take  
**SMALLER**  
**STEPS**

to get to your

**BIG**  
dream.

Take them.

Today.

NATASHA  
VANZETTI



## SET POSITIVE FINANCIAL HABITS

- ☒ CHECK IN  
REGULARLY
- ☒ UNDERSTAND  
YOUR POSITION
- ☒ BE FULLY  
AWARE OF  
YOUR FINANCIALS  
GOAL.

Natasha Vanzetti

SOCIAL MEDIA SUCCESS

BE YOU

BE CONSISTENT

QUALITY CONTENT

- inspire
- educate
- engage

HAVE CALLS TO  
ACTION

# social media

\* FOCUS ON CONTRIBUTION  
NOT YOUR VANITY  
STATS

\* LESS FOLLOWERS >  
MORE FOLLOWERS  
WHO ARE LOWER  
QUALITY

\* DON'T COMPARE -  
COLLABORATE!

Work with PEOPLE  
with Same AUDIENCE.



 **KINDLE** branding

**BRANDING** is how people  
**EXPERIENCE**  
your **BUSINESS**  
THROUGH EVERY  
**touchpoint.**



# The Heart



-KINDLE BRANDING

your  
BRAND  
VALUES  
are the

Core  
Values

BY WHICH YOUR  
business

LIVES + WORKS BY.

-KINDLE BRANDING





## About the Creator

Leonie Dawson is the best-selling author behind the 2016 Create Your Shining Year In Life + Biz goals planners which sells in over 100 countries, and the creator of the Shining Biz + Life Academy with thousands of members from around the globe.

Her practical advice + spirited wisdom are highly coveted by the 200 000+ women in her mailing list + social media audience.

Leonie was a grand prize finalist for the 2015 Ausmumpreneur of the Year Awards, and has had worldwide media coverage including on ABC Radio and the Huffington Post.

Leonie lives in Canberra, Australia with her two mermaid daughters + one hunky husband. In her spare time, she likes to perve on said husband + sexually harass him in the workplace.

"LEONIE IS A GIFTED GODDESS AND ILLUMINATED CREATOR.  
I HAPPILY RECOMMEND HER AND HER LITTING WORK"

- SARK, BEST-SELLING AUTHOR OF  
"SUCCULENT WILD WOMAN + 17 OTHER BOOKS"

"WOT DA FUQ IS DIS CHICK ON?"  
- RANDOM YOUTUBE COMMENTER

[WWW.LEONIEDAWSON.COM](http://WWW.LEONIEDAWSON.COM)