



DR. NATASHA NORRIS

VETERAN ENTREPRENEUR · AUTHORITY ENGINEER

“Visibility is cute. Conversion pays the bills.”

Most founders don't have a visibility problem; they have a positioning problem. I help founders refine their message, elevate their positioning, and build strategic visibility that converts into real authority, sustainable revenue, and long-term brand equity.

Founder & CEO, The Media Collective · Founder, Skincare by CMG

ON THE STAGE

Dr. Natasha delivers keynotes and working masterclasses for corporate audiences, conferences, and entrepreneur summits. Every session ends with tools attendees can implement the next morning not notes.

SIGNATURE KEYNOTES

- **Visibility Is Cute. Conversion Pays the Bills.** Turning visibility into measurable revenue through positioning, media, and messaging.
- **The Best Business Doesn't Always Win.** The business with the right visibility strategy does.
- **Become the Authority Before You Become the Celebrity.** Credibility creates opportunities long before popularity ever will.
- **Build a Business That Doesn't Depend on You.** Systems, partnerships, and operational excellence that scale without you.
- **When God Rewrites the Mission.** Purpose, transition, and faith when the path changes.
- **The VISIBLE Framework.** Seven moves from invisible to in demand, taught as a keynote or a seven-day challenge.
- **Burnout Is Not a Business Model.** Self-care for busy business women, rest as infrastructure, not a reward for finishing.
- **Still Carrying It.** Overcoming the fear of facing childhood trauma. Delivered with care, and with support resources made available to the room.

SIGNATURE MASTERCLASS

PRESS WORTHY — BUILT ON THE PRESS METHOD

A working session on getting booked by the media. Available in 20 and 45-minute formats.

Position · Ready · Entry Points · Send · Sustain

Attendees leave with an Expert Sentence, a media-readiness audit, a five-line pitch template, and a pitching timing calendar.

THE MEDIA COLLECTIVE — STRATEGIC VISIBILITY

- **8-Week Authority Experience:** A structured program aligning brand positioning, pitching readiness, and media outreach for long-term leadership.
- **Private VIP Day Experience:** An 8-hour 1:1 intensive deep audit, refined messaging, revenue leaks found, and a 90-day action plan.
- **Strategic À La Carte:** Media guides, boutique and retail placement, TV prep, and campaign design.

SKINCARE BY CMG — SELF-CARE IN A BOTTLE

- **Luxury Plant-Based Formulas:** Consciously crafted, cruelty-free, vegan skincare that protects the natural skin barrier.
- **Recognized Excellence:** Awarded ‘Best Luxury Natural Skincare Brand’ and featured in leading media.
- **Mission-Driven:** Veteran-founded; active partnerships support non-profits helping homeless veterans.

WHO THIS IS FOR

- **Established Businesses:** Founders with established brands ready to scale strategically and turn presence into leverage.
- **Done With Noise:** Entrepreneurs tired of being ‘visible’ without conversion, or busy without tangible results.
- **Growth Investors:** Leaders ready to invest in serious implementation and sustainable brand-equity growth.

THE PROBLEMS WE SOLVE

- **The Positioning Gap:** Being seen but not taken seriously or featured in major media but not getting paid.
- **Unaligned Messaging:** Disjointed brand presence and communication that amplify confusion instead of trust.
- **Inconsistent Outreach:** Random pitching replaced with a structured, strategic visibility ecosystem.

WHY WORK WITH DR. NATASHA

- **Award-Winning Agency:** Honored as ‘Best Emerging Media & Visibility Agency 2025’ for outstanding work in positioning.
 - **Media Polish:** 26 years of mission-critical leadership; featured as a strategist across 3,000+ national and regional network placements.
 - **Veteran Champion:** Every purchase of Skincare by CMG supports non-profits helping homeless veterans.
 - **Proven Client Conversion:** Custom roadmaps designed to convert from day one.
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LET'S BUILD YOUR STRATEGIC AUTHORITY TOGETHER

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