



## Dolores Hirschmann

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**Dolores Hirschmann**, ACC, CPCC, is an internationally recognized strategist, coach, speaker, and founder of Masters in Clarity, a coaching practice that helps clients clarify their idea worth sharing and implement business growth systems.

She has over 20 years experience in helping clients realize their potential through clarifying their vision, message, and market. **Dolores** leads mastermind groups, workshops, and speaks internationally about effective communication and audience engagement. As a speaker coach and TEDx organizer, she brings the TED speaker model to all levels of communication in business. She has written two books, *New Beginnings* and *18 Minutes of Impact: Moving Your Audience to Action the TED Way*, and her articles have been featured in publications such as *Creativ Magazine* and *LinkedIn*. She has been a guest on podcasts like *The Unmistakable Creative* and *Women Worldwide*. She is accredited through the *Coaches Training Institute* and the *International Coach Federation* and has a business degree from the *Universidad de San Andres, Argentina*.

“It was amazing.  
My favorite presentation  
from the community  
summit. Good content.  
Good presentation style.  
Very nice job of  
engaging the audience.”

Jennifer Stout

Originally from Buenos Aires, **Dolores** speaks fluent Spanish, English, and French and lives in Dartmouth, MA with her husband and four children.

### As Seen On



To book Dolores for your next event, contact [jw@mastersinclarity.com](mailto:jw@mastersinclarity.com)



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## THE IDEA METHOD: A Framework for CLARITY in Business Growth

The IDEA METHOD introduces participants to a method that allows them to align their marketing, sales, and overall communication tactics to the CORNERSTONE IDEA of their business. The audience will understand how to re-anchor themselves with the core purpose of their business in order to move forward in an assertive and cohesive way.

### KEY TAKEAWAYS:

- 1) The opportunity to clarify the core message of their business so that it better communicates the true essence of what the company does
- 2) A framework that offers consistent clarity for action and decision making
- 3) The ability to deliver coherent messaging, brand awareness, and presence for their company in the marketplace
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## TRUST FUNNELS: Creating a TRUST BASED customer journey that inspires clients to buy!

This topic introduces participants to the concept of TRUST FUNNELS. They will understand how to create an environment where a sale happens as a natural process of building a successful trust-based relationship. The audience will walk away with clear action items they can implement in their business right away.

### KEY TAKEAWAYS:

- 1) How to create an environment where a sale happens as a natural process of building a successful trust-based relationship
- 2) How to invite a potential lead to a conversation, rather than just marketing to an audience
- 3) How to create a well implemented TRUST building strategy in order to convert a lead into a client

## 18 MINUTES OF IMPACT: Moving from delivering information to engaging your audience

Participants will learn a step-by-step framework that will help them create presentations that engage and move their audiences to action. They will understand that they are responsible for an EMOTIONAL experience, and they will learn how to craft the message AND the experience into a seamless talk that uses both relevant storytelling, data, and case studies.

### KEY TAKEAWAYS:

- 1) Participants will craft a talk they can present to the world
- 2) Participants will learn how to put presentations together easily and the best practices in effective presentations including the use of stories and how to integrate data and statistics while keeping the engagement
- 3) Participants will discover that the first 60 seconds of a presentation are the most important to ensure the audience is engaged and invested in what they have to say

She was able to keep the audience's attention the entire time.

Debbie McHargue

As a entrepreneur who built and launched three companies, an Argentinean mother living in the US, a writer, and a performer, Dolores brings to the stage a combination of fast paced engagement, humor, practical tactics, and advice, combined with a special Latin warmth through her gentle accent. Dolores will captivate and engage your audience like no other speaker has before!