

INFLUENCE MEDIA NEWS

December 2024

Produced by Influence Media: PSI TV

Building a Nom de Valeur

Why a personal brand is worth more than big donations.
Election style (pg 2)

FEATURED on PSI TV

Teresa Sebastian, lawyer ad author: Slavery's Grip: Uncover Current Hidden Influences
#blackinamerica (pg 4)



Did you notice that in the recent US 2024 election, both sides counted on endorsements?

The endorsement is more powerful than a donation.

This is the power of building a **Nom de Valeur** (French - a name of value).



Rather than wealth, choose a good reputation, esteem over silver and gold.

Proverbs 22:1

Influence Media: PSI TV realized long ago that while TV was our primary platform, we were really in the business of influential reach. Our vision and services expanded to match the hopes of our guests in the interview chair, who came to us to broaden their exposure to a new audience authoritatively. We upped the game so experts and business owners, especially those 45 years and older, would be supported in building their digital presence currently dominated by their younger, less experienced, less credentialed peers.

Ready to get found and famous for what you do?

[Learn More](#)

YOUR SHOT
TO TV FAME
#BEONTV



Forget Ads!
Share Your offer to a TV audience.

PSI TV Launches Automated, Be on TV Opportunity!

\$97. Available 24/7.
Easy to Record your offer for a 5-minute segment on Influence Media PSI TV.
Perfect for Authors, Businesses, including Restaurants.

TV may be our primary platform, but Influence Media: PSI TV is in the business of influential reach. It is our mission to support your efforts to be FOUND and FAMOUS for what you do! We take this mission of Knowledge Distribution seriously!

Learn More



Launching Profit Breakthrough Media: The Next Big Thing

PSI TV celebrates delivering a new TV Channel Build for Profit Breakthrough Media. [Watch the interview here](#)

Unlock the secrets to business success with the launch of Profit Breakthrough Media!


Join founders Christy and Josh Wilson as they unveil their dynamic new TV channel on Roku and Amazon Fire TV. This is not just another channel; it's a game-changing platform that brings cutting-edge profit strategies to your living room. Christy and Josh, the masterminds behind several successful ventures, now leverage their expertise to help you achieve your business dreams. Connect with Christy and Josh via <https://woosit.com/>

Whether aiming to scale past seven figures or start your entrepreneurial journey, this channel offers indispensable insights and strategies. Discover how


Profit Breakthrough Media is revolutionizing business education by integrating diverse media platforms to elevate both their brand and those of their clients.

Tune in for actionable tips, leadership guidance, and inspiring stories that promise to transform your business and life. Don't miss out on this opportunity to connect, learn, and grow. Subscribe now and be part of this exciting journey!

PSI TV Stats for this episode

 1168 views, 167 likes, 16 comments

 506 likes

 1600 views



Growth and Change an Exciting Frustration.

Dr. Trudy, the Adventure

Dr. Trudy Beerman is a new identity taking shape. This experience has changed, stretched, excited, and frustrated me simultaneously. I am not sure I would recommend it to anyone. I am often asked why I bother to pursue my doctorate. I include the word ‘bother’ because that is the word choice of those asking. They see this path as a waste of entrepreneurial energy. Had I been an academic educator, I doubt that question or its phrasing with the word ‘bother’ would come up.

Obtaining the doctorate has interrupted my entrepreneurial progress and does not promise new opportunities for additional income since my employer is me. So why ‘bother’?

On My Back to the Future

In October 2020, I came down with a strange illness that is yet to be diagnosed. Both my feet had what appeared to be ‘flesh-eating’ bacteria wounds that were etched to the shins of both legs. Despite multiple blood draws, biopsies, and other tests, no explanation was found, although they suggested a remote possibility of Stevens-Johnsons syndrome, a crazy skin reaction to new medication.

A BIG change came with this experience.

After weeks in the hospital, followed by months of dermatological and physical therapy, I decided to make use of the time I was lying on my back in bed. I considered my future growth and figured now was a good time to check on [READ MORE](#)



Be a Guest on PSI TV

Get in front the PSI TV audience at our channel presence on Apple TV, Roku TV, Amazon Fire TV, and VIDAA TV. We also repurpose the TV interview for an expanded exposure to our ever-growing audience on YouTube, Facebook, IG and more. [Learn More](#)



Get Found and Famous for What You Do!

Build your influential reach and become the name people know for the thing you do. This course/consultation/resource package is designed to get you an expanded, authoritative audience reach. [Learn More](#)



Go From YouTube to TV in 30 Days

Experts, Podcasters and business owners who create video content now have the opportunity to share their content to a TV audience with a branded TV channel. If you want to step away from the competition, be on TV. This is also a 'baller' move that establishes authority to your brand. [Learn More](#)



Trudy Beerman, CEO

PSI HQ
2801 W. Busch Blvd,
Suite 200
Tampa, FL 33618



Categories:

- [Featured Guests](#)
- [PSI TV News](#)
- [Technology](#)
- Misc.
- [Influential Reach](#)
- [Past Issues](#)
- Guest Submissions (COMING SOON!)