

INFLUENCE MEDIA NEWS

April 2025

Produced by Influence Media: PSI TV

**New TV Channel
Drop!** (Pg 4)

NOM
DE VALEUR

Because appearing on our show will be
more than an ego stroking experience.

Build Your Nom de Valeur
(Pg 2)



Building a Nom de Valeur (French - Name of Value) as a Sales Strategy

If you are in business, you are in one of three broad offer categories: Health, Wealth, and Happiness. For example, real estate falls in the wealth category, while Disney Land falls in the happiness category. Some offers straddle categories. For example, if you are a health coach who has worded their offer as helping CEOs perform at their peak, it may be perceived as a wealth and health strategy.

So what?

The competition is fierce! Because there are many options for what you offer within your niche, **standing out becomes imperative!**

What you need is a Nom de Valeur! A name of value is why the left invited Beyonce to the election stage and the right invited Elon. Their presence on the stage had more value than any donation they could have given.

When you become known, liked, and trusted in your space, you become the preferred, the priority, the purchase over other options.

Influence Media: PSI TV realized over time that guests in our interview chair wanted a TV experience and exposure. More so, they wanted to expand their influential reach. They wanted to be known, liked, and trusted. They were building their Nom de Valeur - even if they did not realize they were doing so.

Beyond the PSI TV appearance, we realized we were positioned to use our expertise to offer further value to our guests. The Nom de Valeur program is an intensive dive into a personal brand to optimize it for digital exposure.

The digital world will never recognize your expertise or your experience. It only recognizes your visibility. Without a strong digital presence, you will not be offered as the solution to those looking for what you do. Your younger, less experienced, but tech-savvy competitors are being presented as options for consideration, leaving the true experts hidden, invisible, and unchosen.

Enter the Nom de Valeur program and tiny



~~challenge~~ Masterclass.

The TINY Challenge Masterclass is an introductory opportunity to experience the Nom de Valeur program and what it is like to work one-on-one with Trudy Beerman.

The Tiny experience offers three distinctive outcomes that offer visible before-and-after results. Participating in the Tiny experience is counted as a deposit for those choosing to further optimize their digital presence with the full Nom de Valeur experience.

The goal is to become the preferred choice, the priority over other options, the one people will actually purchase from in the sea of competitive options.

No matter how experienced you are, no matter how credentialled, if you are invisible to those searching for what you offer, you are not an option for them to consider.

FACTS!

The 45+ age group is suffering the most regarding digital visibility. You are the experts. You are the experienced. You are the digitally invisible!

Little Suzie, who has had an iPad since birth, has tons of content of pranks, dances, and silly content - becomes a Real Estate agent and makes a few posts and BAM! The internet tells the searcher that Suzie is the expert they should contact simply because Suzie has so much digital juice pointing to her.

Many of you 45+ experts may not realize that posting on social does not get you found in a search! What happens on social stays on social. Your Facebook post is not findable when someone searches for your service. A few minutes after posting on Facebook, that post is buried and hidden unless you have an incredible response from your top audience in the first 24 hours.

Build your digital presence now. Build your Nom de Valeur. I can help! Join the Tiny Challenge Masterclass today.



Build a Brand
people WANT
to buy from.

Get Found & Famous for What You Do.





New Channel Drop! Liza Marie Garcia Goes Live on Roku

Built by PSI TV

**LIZA MARIE
GARCIA™**

PSI TV



New TV Channel for Business Brand Just DROPPED!

Liza Marie Garcia, a nine-year book publisher in Tampa, has added [Liza Marie Garcia TV](#) to her clients' distribution channels. Authors want their books promoted to expand market exposure and sales beyond book development and publication. This new Roku TV channel is expected to enhance the publisher's efforts.

As CEO of CEO Book Publishing, Garcia has helped many authors complete their book drafts, edit and format them, publish them in physical and E-Book form, and market and promote them. Garcia realized that once a book was published, authors wanted an answer to the question, "What's Next?" Garcia anticipates this new Roku TV channel will add authoritative and broad exposure to collaborative work between her and her clients.

This new Roku Channel will be available in North America, South America, and Europe, with the strongest viewer reach in the USA. In addition, those without [a Roku TV](#) or

smart TV with a [Roku Stick](#), can view Liza Marie Garcia TV [on her website](#).

The TV media industry is male-dominated. Garcia is among a minority of female TV channel owners and TV producers in the USA, and especially in Tampa, Florida. The channel was developed by [PSI TV](#), a leader in brand visibility.

Garcia believes that, as a Publisher, adding TV channel owner/Producer to her resume strengthens her company brand while increasing the audience reach for her clients.

PSI TV Stats for this episode



1318 views, 58 likes,



1171 likes



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](#)



5X Profile Maxxing! Get Found & Famous.

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 Here](#)



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](#)



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Tools I Use!

I use Get Response to send emails, including the one I used to send you this publication. I also build my funnels and courses here.



I use TAJA to optimize my YouTube videos and to turn a video into multiple types of content. For example, having made the video, it will repurpose it into multiple short form videos and a blog post.



 GetResponse

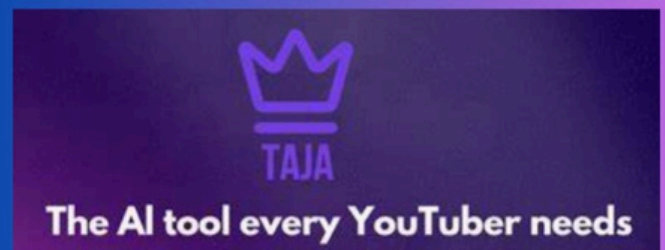
Turn Knowledge into Revenue

GetResponse AI Course Creator

BUY NOW →



Turn ONE Video into Multiple Social Post!



I use this
AI tool
DAILY!



Automatic Shorts
Blog posts
Thumbnails
and more!