

MM MEDUSA MEDIA GROUP

Advisory, marketing and training firm for
experts, authors, speakers, and academics.

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Medusa Media Group is a thought leader advisory and training firm helping experts become household names. Our vision is to **achieve gender parity** in cultural, economic and social authority.

We help professionals **grow profitable audiences, attract lucrative opportunities,** and **become recognized authorities** in their field.

Via advisory, content, LinkedIn and email marketing services, our clients become sought-after experts with thriving online platforms.

Our mission is to see women and nonbinary leaders and culture shapers take more than half of the seats as bestselling authors, top-rated podcast hosts, and highest-paid speakers.

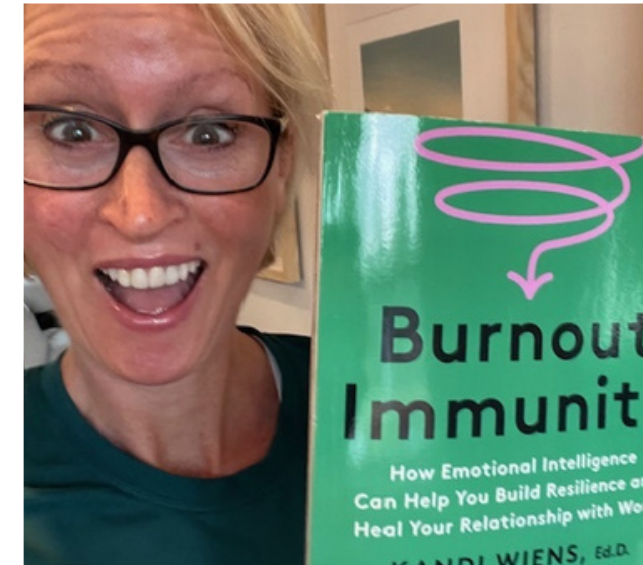


WHAT WE DO

To make *intellectual* and *emotional* impact, your body of work must be **articulated and distributed.**

We bring 10+ years of writing, social media and content marketing experience to expand your thinking, reach, and authority.

- Over 80% of decision-makers say excellent thought leadership increases their respect, perception of capabilities, and trust in an organization.
- High-performing thought leadership strikes a balance between being authoritative and provocative yet fun and human in tone.



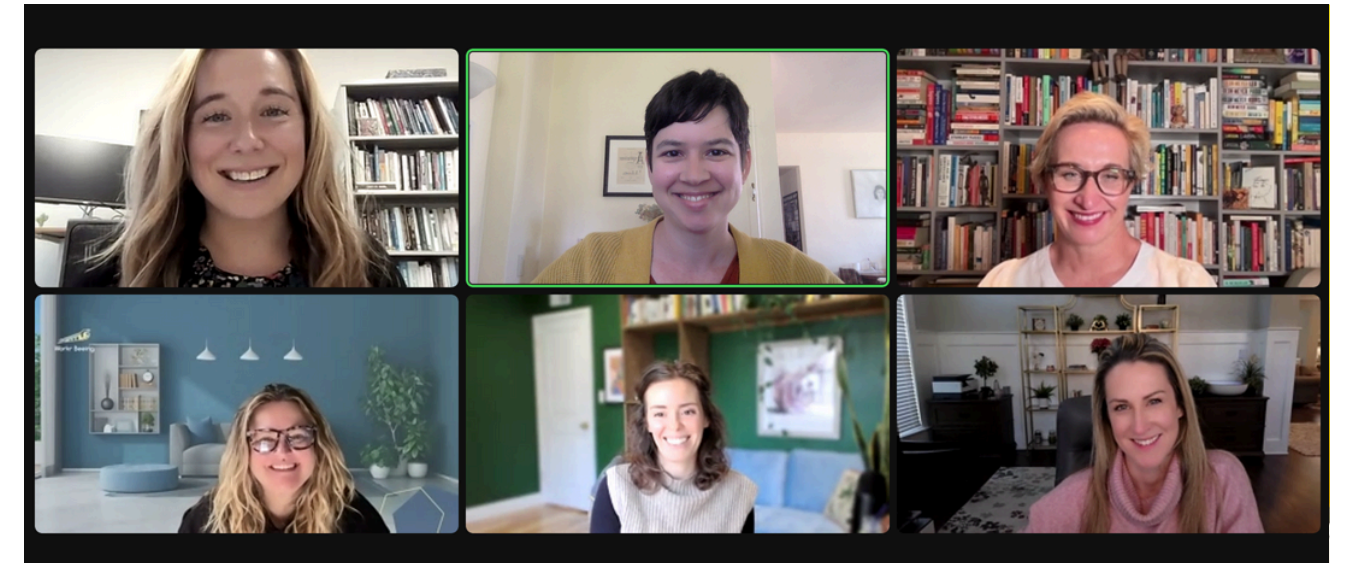
"I knew I needed a partner to share my thought leadership with excellence and consistency. Eva and her team were exactly that partner. I am proud of the engagement we created, particularly starting a weekly LinkedIn livestream, growing my LinkedIn newsletter to nearly 100K followers, and reviving my email list. Regularly producing and distributing my content led to a huge increase in engagement and recognition, including being named a LinkedIn Top Voice and having my LinkedIn newsletter featured as One to Explore and Idea of the Day." - Charlene Li, author, speaker, advisor & coach

*Clients pictured clockwise from top left:
Kandi Wiens, Stacey Gordon, Charlene Li, Selena Rezvani*

WE HELP PROFESSIONALS

1. Grow engaged & profitable audiences *that*
2. Attract lucrative opportunities and establish authority *leading to*
3. Bestselling books, premium speaking fees, awards and recognition, podcast invitations, confidence and authority, and strong networks of fellow thought leaders

Our specialties include content writing, LinkedIn and email marketing strategy and execution. **Clients** come to us when they are ready to market less, earn more, and/or launch books. We work with academics, entrepreneurs and leaders (c-suite and mid-level) as well as authors, speakers, and educators, often in the fields of diversity equity and inclusion, leadership, and professional development.



“Thought leadership, and social media especially, used to drain me. But since completing Medusa’s thought leader program I see a different way forward. Eva showed me and my team an intentional, steady approach that feels right—it’s sustainable and genuine. Over the weeks the changes were subtle, but like a ton of feathers adding up, by the end my entire philosophy and approach had changed for the better. If you’re feeling overwhelmed, working with Medusa is a must.” - Dolly Chugh, professor and author

*Clients pictured top, clockwise from left: Katina Sawyer, (Eva), Niven Postma, Patricia Grabarek, Melina Cordero, Elizabeth Whitney
Bottom: Dolly Chugh, Amy Gallo*

CLIENT RESULTS

- **Audience:** 94% avg audience growth on LinkedIn after 1 year; 109% after 2 years
- **Engagement:** 38% avg email open rates; 344% avg increased engagement on LinkedIn in first quarter
- **Books:** *USA Today*, *Wall Street Journal*, and #1 Amazon best sellers
- **Awards:** *Top Voice* and *Thinkers50*
- **Revenue:** 200% increased base speaking fee within 1 year with Medusa
- **How clients feel:**
 - *Before:* “dread, overwhelmed, inconsistent, hiding, stuck”
 - *After:* “confident, proud, genuine, sustained, energized, authentic”



“During our time together, my LinkedIn audience grew by over 460% and I was named among LinkedIn’s Top Voices for Gender Equity. I was also honored to be invited for significant media opportunities like as a guest on Brené Brown’s podcast. I further worked with Medusa on the launch of my book. Being able to build interest for the book through Medusa’s brilliant guidance made it so popular that it was backordered for a month. If you’re keen to grow your platform and earn bigger opportunities, I highly recommend Medusa Media Group.” - Ruchika T. Malhotra, author & speaker

*Clients pictured clockwise from top left:
Ruchika T. Malhotra, Simone Ahuja, Muriel Wilkens, Jay Moon Fields*

WORK WITH US

Thought Leader Program

- Become renowned for what you do with content writing, LinkedIn and email marketing strategies that turn heads, win hearts, and grow engaged audiences.
- Receive personal advisory and feedback from Eva as you apply the learnings in real time.

Private Services

- Work with Eva and the Medusa team 1:1 and end-to-end, from advisory and ghostwriting to growing an engaged email list and LinkedIn audience.
- *Launch a Bestselling Book*: focused on pre-sales by leveraging your network, our book launch services complement what traditional PR and publishing houses offer.

Signature Workshops

- *Grow an Engaged & Prosperous Email List*
- *Stop the Scroll: Build Authority on LinkedIn*
- *Scale Intimacy with Virtual Roundtables*



Book a discovery
call with Eva

ABOUT

Eva Jannotta (she/her) is a thought leader advisor and strategist and the founder of Medusa Media Group, as well as a writer and researcher. She earned degrees in Gender and Women's Studies and English from the University of Maryland, Baltimore County. It was at the tender age of five when she was told she "threw like a girl" (does that sound like a compliment? It wasn't) that she recognized sexism was a problem. Since then, Eva's been adamant that achieving gender parity in authority (and everywhere else) is a priority. In daylight, Eva works with experts, authors, speakers, and academics to become household names. In moonlight, Eva reads romance and fantasy novels, listens to space science podcasts, and sometimes lifts really heavy weights (her deadlift PR is 260#). Eva grew up in Silver Spring, MD, lived in Phoenix, AZ for seven years, and now resides in Baltimore, MD with her family.



READY FOR MORE OPPORTUNITIES, AUDIENCE & AUTHORITY?

Reach out at hellomedusamedia@gmail.com or [click here](#) to schedule a discovery call to discuss your goals.

Cia Farnell

