



## CHARLI FELS

International Best Selling Author|  
Publisher | Brand Strategist| Activating  
Leaders+Entrepreneurs to embrace  
the OSTRICH180 EFFECT, build brands  
that strut, disrupt, create global  
impact+influence+income their way.

**OSTRICH<sup>180</sup>**  
PUBLISHING

## BOOK CHARLI AS YOUR NEXT GUEST SPEAKER

### SPEAKING TOPICS

- Play Big, Be Bold: 3 Secrets to Building your Personal Brand as an Author
- Unleash the Hidden Author within
- How to Get Started in Writing your Book
- Activate the Brand in YOU
- Authentic Communication
- The 6 Secrets to Building an Irresistible Brand
- What are Brand Archetypes and Why They Matter
- AMPLIFY YOU with Clarity & Certainty: 3 Keys to Strut Unapologetically (Strutology™)

### QUESTIONS TO ASK

- What does it take to build a brand?
- How do you define branding?
- What does the word 'home' got to do with your brand?
- What does humanise your brand really mean?
- Articulating your WHY, where do you start?
- STRUTOLOGY™ - How is this going to catapult my business?
- Why FLOW writing needs to become the epicentre of your business?
- Can a brand persona really create impact?
- Brand Archetype: What's the next move?
- How do you overcome writer's block?
- What's the story behind OSTRICH180?
- How do you use emotion to propel you forward?



## ABOUT CHARLI FELS

Charli Fels is an International #1 Best-Selling Author; the Creator of Strutology™, and the CEO and founder of OSTRICH180 PUBLISHING. OSTRICH180 Publishing is a hybrid publishing house flipping traditional publishing on its head, providing innovative and affordable publishing solutions. Charli ignites dreams, designing author success through strategic brand building and positioning as expert authority. OSTRICH180 Publishing specialises in non-fiction, soul stirring poetry and multi-author books for innovative and creative entrepreneurs.

As a world leading Identity Designer, the Art of Feminine Presence Coach, Scientific Hand Analyst, and a few decades in the Education Sphere, Early Childhood Educator, an innovative education expert in digital pedagogy, Charli applies a holistic approach to personal branding through studying the Brand's State of Being. This is the mind, body and soul of the brand. She is known for her innovative mindset, practices and approach to life and business. Working with the most exciting Leaders and Entrepreneurs she empowers the strut to evolve, embodying the inner icon, aligning the true genius and stepping into the audacious power; for designing your success is designing your very own Strutosphere.

As a mother of two daughters, one with a disability; decades working with students and clients, Charli has witnessed the growth and power when one surrenders and releases past limiting beliefs and stories, trusts the source and one's internal connection. Through Charli's own inner wrestles and healing, she audaciously gives permission for soul expression and stands for the unleashing of voices.

Charli believes in connectedness and prompts us to dig deep as the brand starts with a connected leader who is connected to self, the brand is from within. She ignites the integration of self, soul and strategy in designing success.

- #1 BEST SELLING Author: *'Innovation Secrets'* co-authored book 2021
- Launching Solo Book: Jan 22 *"SHE STRUTS: How To Activate Your Personal Brand From the INside OUT"*
- Charli's current Multi-Author Book Projects launching in 2022:
  - \**SHE STRUTS UNAPOLOGETICALLY: Women Creating Impact.*
  - \**SOUL STIRRINGS: Divine Words From Poets Impacting Souls Across the Globe.*
  - \**THIS IS EDUCATING: How Innovative Expert Educators Are Impacting the Next Generation of Leaders.*

## CONTACT

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