



Communicate Your Value in Less than 30 Seconds

Topic Description

What happens when someone asks you, “So... what you do?”

You may start frantically thinking you need to explain how your business works, your approach and specialty, create interest in the person you’re speaking with AND communicate your value so they’re willing to pay you what you’re worth. (or maybe you just freeze up!)

That’s a LOT of pressure... but there IS a better way. What if you could communicate the value of what you do quickly, concisely and confidently?

In this workshop-style presentation, participants will:

- Create an introduction that clearly communicates your value, and immediately gets an ideal client’s attention so they say “I need you!”
- Collaboratively explore smart strategies to leverage your introduction and create magnetic marketing to attract great clients everywhere: in person, on the web, social media, in print and more.
- Learn how to skyrocket your business by adding a simplified client generation system designed to double your income and cut your work hours in half.

Bio

Mary is a Client Generation Expert and International Speaker who works with driven, busy coaches around the world to help them fill their practices with great clients without working nights and weekends. Using her methods, the majority of her clients quickly increase their income 50-100%.

Thanks to the freedom her proven business systems afford her, Mary spends much of her time focused on family with her husband, Adam, on the beautiful central coast of California. She’s also an avid roller coaster enthusiast and a kayaking volunteer for a wildlife protection program in Morro Bay.

Speaking Credentials

- NAWBO (National Association of Women Business Owners): Tucson, Phoenix and Sedona, AZ; Spokane, WA; San Francisco, Silicon Valley, San Diego, Ventura, Sacramento, Inland Empire, Santa Barbara, and Los Angeles, CA; National Leadership Development Trainer & e-Learning Series Presenter

- ICF (International Coach Federation): San Francisco (live presentation) & Sacramento (virtual presentation), CA; Tennessee (virtual); South Florida (virtual); Phoenix, AZ (live)
- ACTO (Association of Coach Training Organizations) National Conference: Toronto Canada
- Entrepreneur's Edge Event: Sacramento, CA
- Women Entrepreneur's Small Business Boot Camp Event: Phoenix, AZ
- American Marketing Association: Reno, NV
- Arizona Small Business Association

Kudos

"Our members are constantly overwhelmed by the demands of our industry, so Mary's laser-focus on simplifying was exactly what we needed. Her interactive approach immediately engaged our members, kept their attention, and equipped them with solid business skills they could implement right away. If you're looking for a speaker who grabs your group's attention and quickly gives them a valuable shift in perspective, I highly recommend Mary."

– Tiffany Brown, President of the Reno American Marketing Association

"Mary's presentation was fantastic! Her delivery was energetic and interactive, her content powerful and thought provoking and she left us with dynamic, effective strategies to clear out what is standing in the way of our success and keeping us from being brilliant."

– Denise McCreery, Owner, d'Vine Gourmet & Chair, Chandler Chamber Women in Business