

Stephanie Walters

Business Owner. Author. Mentor. Speaker.

Social Media Strategist

As a professional speaker and trainer, Stephanie will add spark and energy to your conference through practical advice and humorous insights. As she shares her experiences, wisdom and knowledge, Stephanie will show your audience that being in business and marketing that business can lead to an extraordinary, exciting experience.



POPULAR SEMINARS, TRAINING AND WORKSHOPS:

Hidden Profits: How to Use Follow Up Marketing to Uncover Increased Profits at your Business

- Why you need to focus on monetizing current customers—not just marketing to new ones
- How to maximize the revenues and profits you are getting from your existing customers through effective reselling, up-selling and cross-selling
- 4 crucial automation tools (and strategies) for efficiently mining your backyard and growing your business FAST

Owning your own business should be fun. Through my various workshops and presentations, you'll start working and marketing smarter, getting back to the fun!

~ Stephanie

How to Optimize Your Marketing to Maximize Your Revenue Growth

- How search engines, social networks and mobile devices (e.g. smartphones) have changed the game dramatically for local (yes, local) businesses
- The four key marketing systems that need to be optimized in order to maximize growth in today's hyper-competitive marketplace
- Examples of the handful of businesses that are really pulling away from the pack, and those that are falling behind
- What local businesses can do to drive growth in a strategic and sustainable way—without distorting their business model or reinventing the wheel

PARTIAL LIST OF SPEAKING CLIENTS:

- ✓ *Lansing Area Chamber of Commerce (IL)*
- ✓ *eWomenNetwork*
- ✓ *National Sales Network - Chicago*
- ✓ *Blue Top Pop Series – Marketing Q&A*

Call To Book Stephanie Today!

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A Bit About Stephanie:

Stephanie L. Walters started her first business at the age of 13, and has been a serial entrepreneur ever since. Through the school of hard knocks, she has learned how to start, grow and market her businesses. Through Blue Top Marketing, she's dedicated to assisting other business owners in growing their businesses using 21st century techniques.

Additionally, Stephanie has founded the Destiny Builders Group. This online resource's sole mission is the education and support of business owners both near and far. From one-on-ones, webinars, seminars and workshops to blog post from Stephanie and other in the industry, Destiny Builders Group is dedicated to the success of all business owners, one step at a time.

As a speaker, Stephanie is humorous and entertaining while still sharing vital facts and statistics that business owners need...**Patrice Turner**

ADDITIONAL PRESENTATIONS:

12 Surefire Ways to Protect Your Reputation – While Promoting Your Business

- 5 Core Principles of Online Reputation Management
- How to leverage free tools to monitor, manage and protect your good name
- What online reputation management entails

Top 10 Ways to Use Video to Market Your Business....And Why Every Business Should!

- The top business benefits of video marketing—with some compelling stats
- How video can generate more traffic, more engagement and a better search engine ranking
- 10 proven ways that businesses are using video with GREAT RESULTS!!!

Top 7 Social Media Mistakes You're Making, And You Don't Even Know It!

- Learn why you should social media in your business and it's benefits
- Why you should care and how it's costing you money not to include it in your marketing

Top 10 Strategies to Optimize Your LinkedIn Profile

- Learn the key elements to a fully optimized and searchable profile
- How to take full advantage of the platform used by over 2 million C-level executives and over 1 million small business owners



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