



## DESCRIPTION

We are walking billboards for our company whether you like it or not. Are you maximizing your exposure? As you enter the room, can people guess what you do? After a brief encounter will they remember you tomorrow, next year, next decade? Jolene answers, “yes.” If you answered “yes” to these questions, you are a marketing maven, if not we will save you a seat. Jolene will share with you how to build credibility and customer confidence by defining your company’s uniqueness and milking it.

This session includes “hot seats.” A handful of volunteers will be selected to get feedback on their business cards and overall presence from Jolene and the audience. Does their image reflect their company’s culture, mission and personality? We will run through processes to help build their brand, so at the end of the class, everyone will know how to rethink and get clarity for their brand.

People have changed their business cards after hearing Jolene’s ideas. A few years ago, Jolene attended a conference and interacted with several attendees. After a few hours together Angela’s life changed. One year later because of Jolene, Angela transformed into a bubbly, happy, confident, outgoing person. She changed her perspective on life in general and her business.

Because Jolene loves what she does and it shows, it is not uncommon for people to be inspired to shoot for their dreams or at least get one step closer.

## DELIVERABLES

1. Learn the magic questions
2. Understand the value of consistency
3. See the payoffs of creativity
4. Deepen your knowledge of branding

## AUDIENCES

Small Businesses  
Marketing  
Sales  
Not For Profits

## FORMAT

1 hour Keynote or 3 hour workshop

## SESSION REQUIREMENTS

- Requirements
  - Stage 8’x16’ with a skirt, 12”-24” height
  - Black pipe and drape behind the stage
  - 2 -8 foot black skirted banquet Tables
  - 1 – square 24” black skirted table for the computer
  - Modified Chevron Seating
  - 2 easel flip charts
- AV Requirements
  - Projector & Projector Screen
  - Sound System with mixer to plug in a quarter inch Samson headset mic
    - 2 cordless mics
    - 2 source inputs (RCA Cables)

