



a
fresh
perspective

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Hello!

I'm Grace, and I'm *relentlessly* driven to help others **improve**, whether it's through a sleek website, effective materials, or innovative branding and marketing.

My speaking engagements and training workshops have been consistently well received because I bring high quality value and materials in an engaging, interactive environment.

Please visit our website for more information. I look forward to seeing you!

BRANDING BASICS (2 HRS)

Your brand influences *everything* you do in your business--from positioning and marketing down to customer service and HR. This workshop is a crash course on the art and science of branding, training attendees on branding their company for maximum impact.

PERSONAL BRANDING BASICS (1 HR)

Geared towards freelancers, sole proprietors, college students, or anyone concerned about their image, this workshop focuses on how to curate and define your personal brand both in person and online.

SOCIAL MEDIA 101 (1 HR)

This is a crash course in today's social media landscape, overviewing the essentials of the main platforms, purposes of each, user demographics, and other information designed to give attendees an elementary but solid grasp of the social media options available.

INSTAGRAM 101 (2 HRS)

Take a deeper dive into one of the world's most popular social media platforms. I'll teach attendees everything they need to know about the 'Gram for business or personal use, and provide step-by-step coaching on posting their very first FANTASTIC Instagram photo.

UNDERSTANDING #HASHTAGS (1 HR)

I've taken one of the most asked-about areas of social media management and condensed it into a highly informative training session that thoroughly answers the frequently asked question: "What the heck is a hashtag and how do I use it?!"

10 KEYS TO A SUCCESSFUL WEBSITE (2 HRS)

Whether you've built your own website or used a designer, there are a handful of key success markers you should know--10, to be precise. This workshop addresses everything from mobile compatibility to marketing copy every business website owner should check for.

CRAFTING & COMMUNICATING YOUR VALUE PROPOSITION (2 HRS)

Business can't survive without a *clear* and *compelling* value proposition, but many struggle in actual practice. This workshop is designed to help participants define and express their unique value proposition to capture revenue more frequently and effectively.

Workshop Feedback

"Great presentation! Grace was able to make overwhelming information seem doable and kept the content succinct. Great handout too. Very impressive!"

"Fabulous!"

"Grace is great. Hope to see her again! Would be great to see additional presentations on other platforms."

"GREAT workshop! Thank you!"

"Awesome workshop and very valuable."

"Interesting stuff, even for a 71-year-old."

"Excellent!"

"Grace did an amazing job with this class! #HomeRun"

"GREAT job!"

"This workshop is helpful for any responsible business owner."

"Awesome, good job!"

"Very good workshop, learned a lot! Thank you!"

"Very good presentation. Wonderful and knowledgeable presenter."

"Thank you! I will be sending the speaker an e-mail to come and speak to my group as well."



BRING VALUABLE INSIGHT TO YOUR GROUP TODAY!

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