

# Brenda Crompton's Speaking Programs

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## Professional Speaker Services

Brenda Crompton is a Master Business Strategist and Professional Speaker. Brenda's presentations take business owners on a journey to see how their website and marketing processes are hurting more than they help, with case studies from many industries.

Brenda Crompton shows business owners and Entrepreneurs that are struggling, how they can get all the customers and transactions they want to meet their goals and more!

Brenda also shows clients how to navigate all the rapid change going on with respect to how people decide and buy. How well your company is dealing with all the outside change associated with technology and marketing convergence, as well as interconnectedness is a major factor in whether the company grows or shrinks.

Expertise: Entrepreneurship, business start-up, the financial and organizational steps required to really formulate an idea and then turn it into reality. Brenda has worked with the smallest early stage start-ups to the large multi-billion dollars in revenue and over 50,000 in employees, corporations and many sizes of company in between.

Accomplishments include:

- Three successful start-up companies before her 25th birthday, with marketing that drove incredible customer uptake
- Many firsts in implementing multi million dollar technology solutions in business to gain competitive advantage and very high ROI as a Consultant over the past 25 years
- Author of "Leaking Money: How Your Business is Losing Money, Opportunities and Customers and How to Stop It."
- Guiding founders and inventors through the complexity of creating a start-up company, as well as marketing to attract their ideal customer groups
- Successful online presence improvements for keynote speaker resulting in a video going viral with over 20 million views leading to new connections and new speaking opportunities.



## **Program Information**

### **Top 7 Ways Your Business is Leaking Money**

Format: **60 minute keynote or 2 hour workshop**

Based on Brenda's book "Leaking Money; How Your Business is Losing Money, Opportunities and Customers, and How To Stop It". Copies of the book are available for your group.

This program is perfect for:

- Senior Management responsible for improving the profitability of their division
- Small businesses that want to be more profitable
- Business groups that mastermind solutions together

The audience will leave with:

- Interesting relevant business stories about companies that were not keeping their eye on the prize
- Top 7 places to check to find additional revenue and eliminate unnecessary expenses
- New ways to consider and evaluate where to invest in the business
- Stop doing list: things that are costing you money because customers are leaving and not telling you why

I've led teams of people through these exercises countless times and we always find hidden profitability, that's why I wrote a book about it.

Type: audience activity educational / informative

### **How To Bring A Never Ending Stream of Customers to You**

Format: **45-60 minute keynote or 2-3 hour workshop**

This program is perfect for:

- Small business owner
- Consultant or coach
- Currently depend on referrals or networking for new customers

The audience will leave with:

- Tools and techniques for how to attract more customers to your business
- Clarity about how referrals are not enough
- Control over your sales flow
- Specific tactics to increase revenue with less effort

This program is as interesting as it is educational, and attendees leave with a clear understanding of what is important in digital marketing for small business in the current market.

Type: educational / informative audience activity technical / specific

## **Start-Up Technology Essentials Made Simple**

Format: **45-60 minute keynote**

This program is perfect for:

- Entrepreneur
- Small business
- Business coach
- Business Consultant

The audience will leave with:

- Specific tools and techniques to get more online business
- Tactics for digital marketing for small business
- Social media business marketing
- How to get more clients with Internet marketing for business

I will be sharing proven strategies, tips and techniques together with insights of exactly what to do today that works and what does not work anymore.

This presentation describes technical concepts using plain language so that anyone can understand.

### **Special Offers:**

Brenda often makes special offers to your group so they have a takeaway from your event and thus can lengthen the value and learning from the event. Choose from one of the offers below or contact Brenda to discuss a special offer that would work best for your group.

- “10K Challenge” Downloadable Marketing ebook
- “Social Media Self Audit” Downloadable cheat sheet
- “Website Self Audit” Downloadable cheat sheet
- “Everything You Know About Marketing is Wrong” Marketing Video tutorial
- Hardcover book: “Leaking Money: How Your Business is Losing Money, Opportunities and Customers, and How To Stop It”

## A/V Requirements

Brenda brings her own notebook computer to plug into your projector.

For boardroom meetings:

- Overhead projector & screen

For groups over 40 people:

- Pro-quality wireless lapel microphone and sound system
- Overhead projector & screen