

How to Build Your Business Through Content, Clout, Contracts & Coaching

(A STAR Marketing Summit Coaching Program)

Meet Your Coaches



Dr. Angela Massey Professional Business Writing Strategist and Coach; Corporate Trainer; Keynote Speaker; and Book Creation Guru—Dr. Angela Massey (Dr. A) offers a unique combination of training and coaching designed to increase stickability, accountability, and responsibility. She is the author and publisher of numerous books and has enhanced the professionalism of thousands of business professionals in organizations like CitiBank, CUNY, Yale, State of Maine, US Army, and others. www.DrAngelaMassey.com

Sherry Prindle International speaker and corporate trainer, Sherry Prindle has delivered over 3,000 presentations in three languages. She founded the Professional Coach Academy where she has been instrumental in launching the careers of over 1,200 professional speakers and coaches. Author of *Why Women Buy*, she hosts a radio show for entrepreneurs. Sherry has an M.A. in Business and Linguistics. She speaks Japanese and Russian, having lived in both countries. She enjoys traveling, camping, singing, trail running, and team trivia. www.ProfessionalCoachAcademy.com



Delvon Survine with 20 years as a Marine and 4 years as an Equal Opportunity Consultant for the military, Delvon Survine has unique leadership and cross-culture communication experience. His company, Kinetic Management LLC offers energetic scenario-based workshops that meet federal and state compliance training standards as well as addressing growing trends of work place issues that affect employee morale, legal cost, and productivity. www.trainkinetic.com

Robin White International Expert, Speaker, and Coach for Motv8u LLC for over 18 years, Robin White has captivated audiences and kept their attention with strong content, humor, and tons of take-aways. Popular topics are Motivation and Inspiration, Customer Service, Stress Management, Conflict Management, Emotional Intelligence, and Team Building. Her signature book, *Fat Girls Don't Eat French Fries*, is a commentary on self-image in a media saturated society. Her Executive Coaching has kept her quite busy in the last 8 years working in the government, private sector, and multiple industries.



Customize a Comprehensive Coaching Plan \$497
with BONUS Facebook Group and Two Group Coaching Sessions

Creating Content with Dr. Angela Massey: What if you get hired to present a custom program? Do you have the content you need to establish your own branded content and workbooks? Do you need to increase your offerings? Each person who completes all the modules will have:

- Pre-Work—Assessment based on your client’s stated objectives Worksheet
- Done for You—Structure, Reverse Engineering client’s objectives
- One on One—Design your high-impact program from scratch: Activities, Media Choices, etc.
- Deliverables—Customized workbook, Catalog Offerings, Access to private Facebook group

Build a Credible Brand with Sherry Prindle

Who are you? Whom do you target? What do you speak, train, or coach on? How do people find you? Determine what you sell and create a brand that markets it for you.

- Pre-Work – Self-Assessment, Videos, and Worksheets
- Done for You – Audit of Marketing Materials and Social Media Presence
- One on One – Development of Signature Story, Talk, Package, etc.
- Deliverables – Unified Brand, Components of Marketing System Set if not Completed

The Ins and Outs of Contracts with Delvon Survine:

Get lucrative contracts from the number one consumer of training: the government! Win bids and become sought after by agencies and non-profits.

- Pre-Work: Self-Assessment, Worksheet
- Done for you: Audit of your business for government viability, certifications, and subcontracting
- One on One: Develop Capability Statement; Prepare proposals and the bidding process
- Deliverables: Complete capability statement, local marketing strategy, small business certifications

How to Diversify Your Business Through Executive and Corporate Coaching by Robin White:

Expand your offering by developing long-term executive coaching programs to augment your speaking and training.

- Pre-Work: Individualize goals and prepare needs analysis
- Done for you: individually prepared coaching sessions, questions and development for executive-level clients, middle management, and emerging leaders
- One on One: Walking through actual process of a session, documenting, follow through, learning key components of how to up sale and continue coaching with long-term focus
- Deliverables: Build, develop and implement an executive coaching plan

Name: _____

Address: _____

City/State: _____ Amount _____

Email: _____ Phone: _____

Check/Cash/Card _____ Expiration _____ CVC _____

Signature: _____

\$497 Package Includes Pre-work, Done for You, and 4 One-on-One Coaching Sessions

1.

2.

3.

4.