

# Template for a Presentation Profile

**1. Create a talk title that demonstrates the value that people will get from attending your talk.**

You may like to add a subtitle to give more information.

**2. Presentation Summary**

**3. What You Will Learn:**

**4. Who Will Benefit?**

**5. Your Biography**

Include what you do as well as your experience and credibility.

**6. Your name**

**7. Your contact details**

**8. Your website address**

# Example of a Presentation Profile

## **How to Avoid Seven Expensive Marketing Mistakes**

### ***For Small Business Owners and the Self-Employed***

#### **Talk Summary**

Often one of the biggest challenges for a small business is getting a reliable stream of clients. This presentation will tell you seven of the most expensive marketing mistakes that many people make, how to avoid them and what to do instead. If you want more clients, this presentation is for you.

#### **What You Will Learn:**

- Seven of the most expensive marketing mistakes people make
- Four low cost ways to get new clients without advertising
- Understand how a positive marketing mindset can bring success to your business

#### **Who Will Benefit?**

Small business owners and the self-employed, particularly those providing a service.

#### **Lisa's Bio:**

Lisa Farr specialises in helping small business owners to get more clients. She has over twenty years experience in marketing and is one of a limited number of marketing professionals to gain the elite title of Fellow of the Chartered Institute of Marketing.

She is also an experienced speaker and was the Education Officer for a Toastmaster's Speaking Club for several years. She has spoken in a number of countries around the world including India, Vietnam and China as well as the UK.

She has helped hundreds of business owners to improve their marketing and get more clients. Her passion is to support business owners and entrepreneurs to greater financial success through doing what they love.

#### **Lisa Farr - Marketing Consultant and Coach**

**Tel:** 01903 787506      **Email:** [lisa@inspiredmarketinguk.com](mailto:lisa@inspiredmarketinguk.com)

**Web:** [www.inspiredmarketinguk.com](http://www.inspiredmarketinguk.com)