

## **Marjorie Geiser Speaking topics**

### **Before the planning: Three essential steps to your dream business**

- Creating a service business is MORE than just writing a business plan. You must first determine what you want to create, who you want to serve, and what makes you unique. In this hands-on presentation, the audience walks away with a clearer insight into who they are and what they want to create.

### **Creating your audio logo: Telling the world what is great about you**

- Do you struggle with getting the interest of potential clients or referral sources when they ask you what you do? In this presentation, the audience will learn what an audio logo is, and put one together for themselves, and then practice on each other, as well as share with the audience what they come up with. They leave the session with a better sense of what's great about them.

### **Bootstrapping your business to success**

- Have you imagined starting a business, but hold back because you don't have any money? Don't let that hold you back! Over 99% of all businesses have started on a shoestring budget, or by 'bootstrapping'. Audiences will learn what bootstrapping is, what companies have started this way, and walk away with very specific tips on how they can use bootstrapping immediately to grow their businesses.

### **So you want to save the world! What is your vision?**

- Many people imagine creating a business that will 'set them free'. However, when you ask them what they want to create, they hesitate. And that dream remains... just a dream. This presentation will present the audience with very specific exercises to help them identify what they have a passion for and what they want to create.

### **Niche creation: Your ideal client**

- They say we have to specialize in order to be successful as service professionals. However, many professionals hesitate: They say this will limit their success. In this presentation, the audience will learn how identifying their ideal clients actually lead to success. They will walk away with a better picture of who their ideal clients are in this hands-on presentation.

### **Limiting conversations: Dealing with the voices in your head**

- Do you have a dream, yet you continue to tell yourself it's not possible? In this session, the audience will walk through a series of exercises to address their fears of failure, or fears of success. They will walk away with a better sense of what is holding them back, and a call to action to move forward.