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Virtual Keynote Proposal

“Growing a 7-Figure Business By Building an Engaged Community...with Zero Budget”

Abstract

There is no blueprint for entrepreneurship, you wear so many hats pouring your heart and soul into everything you do. Most female founders have amazing ideas, but they don't know how or where to get them off the ground. They're pulled in so many directions running their business, the actual levers that they have to pull for growth lead them to be overwhelmed and frustrated.

This inspiring session pulls from over two decades as a marketer, and over a dozen years as an entrepreneur, teaching female founders to generate a marketing strategy through the same strategies and tactics I used to found, grow, and scale a 7-figure business. Actionable tactics taught will utilize a founder's number one (FREE) asset: THEIR COMMUNITY.

“Enthusiastically driven and rooted in integrity, Lindsay showed me how to transform my thinking and ultimately helped me build my dream in launching a small business to serve others beyond belief!” ---Cindy Goody, Founder Grow a Food Career

“Lindsay's social media and marketing classes are amazing! I saw an increase in my sales right away after putting her strategies in place. One of our next assignments was to repurpose that introduction post. Between the night I did that and when I woke up in the morning, I got over 20 orders! You'll hear Lindsay say, 'Show up as yourself,' and that's exactly what I did. I truly believe sharing my story created a connection with my customers and translated into more sales!” ---Sara Mankus, Founder, Love it By Labels Sara

Learning Objectives

1. Learn what “community” means and how you can put yours to work for your brand.
2. Building your own engaged community through your content and connection: social, email, partnerships + more.
3. Take-away five main strategies to start growing an engaged community right now.

References

- Linda Gamber, Glenview Chamber of Commerce, Director, Marketing & Business Development (847)724-0900. Linda@glenviewchamber.com
- Elaine Arber, CPG Partnerships at Pinterest (773) 860-4250 elinearber@gmail.com