

Beatrice Johnston

Looking for an Expert Leader for your next Business, Education or Association Event?

Beatrice Johnston is a brand development expert who teaches small business owners how their brand can be used to create more visibility, opportunities and profits!



Your audience will love Beatrice's explosive energy, clear tactics and step-by-step strategies and results. She will redesign the profit potential of your listeners throughout her presentation with stories, makeovers, and audience participation. They will have fun while developing workable strategies that they can put into action immediately.

Speaking Topics:

How to boost the visibility, opportunities and profits of your business

In this presentation, you will learn:

- + A step-by-step system for creating a magnetic identity
- + 5 ways to convert browsers into buyers (in person and online)
- + The reasons to connect traditional marketing with online marketing
- + How to gain expert credibility
- + Ways to express your brand in everything you do

The 7 Branding Mistakes You Don't Know You're Making That Are Preventing You From Making More Money

In this presentation, you'll learn:

- + Common errors that businesses are making to repel potential clients
- + What's working in today's business climate to deliver a winning experience
- + How to do your own Brand Scan
- + The best free and low-cost resources available to help boost your brand
- + How to create an action plan to build your influence

Your Beauty, Your Brand, Your Business

In this presentation, you'll learn:

- + How to connect your personal & business life authentically
- + Techniques to align your strengths with your visual message
- + To project and package your uniqueness to stand out in business
- + The secret of a brand scan and how to use it
- + Brand maintenance and how to control your online presence

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Schedule Beatrice Johnston Today!

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