



**Hello and Thank You** for taking the time to consider Katrina Sawa to be one of your featured speakers at your upcoming event, teleclass or conference!

**The following is a short list of Presentation Topics** that Katrina Sawa, owner of K. Sawa Marketing, speaks on to groups, organizations and businesses in general. If you are interested in a topic other than what is listed here, contact us and inquire.

**All of these talks are best as a keynote or 90 minute presentation however we can shorten them for 60 or 30 minute presentations as needed.** Katrina always gives, high-content, high-value presentations that are energetic, motivating and fun for all audiences. These presentations are designed for small business owners and solopreneurs, especially women in business.

The following topics in particular are ones that every small business we come in contact right now with wants to know about – **these are HOT TOPICS** and there isn't anyone out there talking about them in such a comprehensive manner. Katrina has a style of teaching and speaking that makes it easy for anyone to follow along, be inspired and to take away more than enough implementable strategies to grow their businesses substantially.

Katrina has a very broad background of experience, training and knowledge in regards to starting, growing, running and marketing your small business (online or traditional businesses). She's worked with over 100 different types of businesses in over 25 different industries and she makes it easy to apply whatever she's teaching to any business structure.

**There are many videos of Katrina online**, some of large presentations, some small and some quick video tips so you can get a sampling of her candor. For videos, go to [www.JumpStartYourMarketing.com/katsvideos](http://www.JumpStartYourMarketing.com/katsvideos).

**Katrina can sell or not sell from the stage as presenter prefers** however we always ask that at minimum we can hold a drawing and/or have a display table in the room during the entire event as well. We are open to discussing opportunities for offering a commission to the event coordinator for anything we do sell; please let us know if you are interested in this. We also will negotiate advertising and promotion depending on the event; some events we promote to our list and some we expect the promoter to do the majority of the marketing.

Thank you, we look forward to working with you!

*Cindy Greenway*

Katrina Sawa's Business Manager

JumpStartYourMarketing.com

Please contact me with any questions or concerns:

(916) 872-4000

cindy@jumpstartyourmarketing.com

## Speaker Bio and Speaking Topics for Katrina Sawa:

**Please List Katrina as:** Katrina Sawa, The JumpStart Your Biz Coach,  
with JumpStartYourMarketing.com

**JumpStart Your Marketing™ logo and photo are attached.**



**Contact Katrina Sawa today to  
book her as your next speaker!**

**916-872-4000**

[info@JumpStartYourMarketing.com](mailto:info@JumpStartYourMarketing.com)

### Why Choose Kat as a speaker for your event?

Katrina always gives, high-content, high-value presentations that are energetic, motivating and fun for all audiences. These presentations are designed for small business owners and solopreneurs, especially women in business.

In Katrina Sawa's presentations she usually always interacts with the audience, asking questions, getting them to think big and take notes on material she covers and she's also been known to even 'spot coach' some attendees right on the spot.

**There are many videos of Katrina online**, some of large presentations, some small and some quick video tips so you can get a sampling of her candor. For videos, go to [www.JumpStartYourMarketing.com/katsvideos](http://www.JumpStartYourMarketing.com/katsvideos).

## **Short Bio:**

Katrina Sawa is known as The JumpStart Your Biz Coach because she literally kicks her clients and their businesses into high gear. She works with highly motivated women entrepreneurs that want to maximize your business to make more money, enjoy more free time and fully embrace your happiest life ever. Katrina uses online and offline strategies to leverage your resources, contacts and your expertise; plus she kicks you in the butt to implement it all too! Katrina has transformed her local, hourly-fee based business into an international online marketing coaching and information-product company. This has leveraged her own time and money in ways where it's freed her up to design the business that better fits her lifestyle. Katrina is an author, speaker and coach and she has been featured on the Oprah and Friends XM Radio Network, News10 and Good Day Sacramento. Get her Free Entrepreneur's Success Kit online at [www.JumpStartYourMarketing.com](http://www.JumpStartYourMarketing.com)!

## **Longer Bio:**

Katrina Sawa is known as The JumpStart Your Biz Coach because she literally kicks her clients and their businesses into high gear. She works with highly motivated women entrepreneurs that want to maximize and fast-track their business to make more money and enjoy more free time. Katrina uses online and offline Relationship Marketing Systems & Strategies to leverage your resources, contacts and your expertise; plus she kicks you in the butt to implement it all too!

Katrina has been named "The Networking Queen" by her peers and clients ever since she founded her business in 2002. Consistent networking and follow up is the primary reason Katrina has been so successful in her business.

Since 2006 however, Katrina has transformed her local, hourly-fee based business into an international online marketing coaching and information-product company. This has leveraged her own time and money in ways where it's freed her up to design the business that better fits her lifestyle – family, relationships, friends, traveling, volunteering, etc.

Katrina enjoys inspiring, motivating and educating other women on how to design a business to fit your life and frees you up to do the things you love. A business that's primarily online with automated services and products plus high end coaching, consulting or speaking.

Katrina constantly tells entrepreneurs she meets, "The fastest way to build a successful business is to automate, delegate, systematize, build your list and talk to your list regularly in order to be on top of mind at all times."

She's an author, speaker, award-winning publisher and she has been featured on the Law of Attraction Radio Show on the Oprah and Friends XM Network and is a regular Business Expert on her local News 10 in Sacramento. Get her Free Entrepreneur's Success Kit plus many other free resources online at [www.JumpStartYourMarketing.com](http://www.JumpStartYourMarketing.com)!

\*Additional information about Katrina Sawa available at [www.JumpStartYourMarketing.com/aboutkat](http://www.JumpStartYourMarketing.com/aboutkat)

## Speaking Topics:

### Speaking Topic #1:

# **“The Simple 3 Step System to Attract More Clients and Make More Money NOW”**

The top questions from entrepreneurs are “How do I find clients” and “How can I make more money?”

So how do you do it? How do you **continuously attract and find new clients, build the business that excites you and make more money ... all at the same time?**

**The biggest mistakes entrepreneurs are making right now**, over and over again, are randomly investing in products and programs or people who can't help them really with what they need to do next. They need their 'next steps' yet they're being enticed with 'bright shiny objects' that distract them from reaching their big goals.

Entrepreneurs get distracted with so many ideas and options that you either do nothing or you do too many things at once but none of them very well. This presentation will teach you **ONLY** what you need to know **NOW** to start attracting clients and making money.

**Then once you've got your business into a smooth-running, consistent income-generating machine** you can implement additional strategies. But if you don't at least do the basics of what works and what will bring you results then you'll just be spinning your wheels over and over again not seeing the income you want (or deserve!) and you may use up all your original start-up capital to boot, then what? You may have to give up your dream of being an entrepreneur all together and go back and get a J.O.B.

### **Attendees will learn and be able to implement IMMEDIATELY:**

- How to increase your business in **less than a week!**
- The **simple 3-step marketing system biz owners need** who don't know where to start, what to do next or how to get it all done.
- What **you MUST invest in** so this will work and what you can wait to do until you get up and running

- 2 Simple **Secrets to building a large, responsive database** of prospects and clients

**Why you want to attend this presentation and what you'll get out of it:**

**Stop stressing** about what to do and how to do it in your business so that you can pay your bills. Instead learn an easy system to start, grow, run and market your business that allows you to attract more of your ideal clients who will pay you exactly what you're worth (if not more) right away. Feel more confident and know that what you're doing will work and bring you results.

**Attendees will benefit in huge ways from this presentation such as:**

- **No more guessing** at what will work and what won't
- **No more worrying** if you'll be able to pay your bills
- Focused, **clear action steps** that you can implement now to get more clients
- Clarity on what **next steps you REALLY need** to take and which you should wait on
- Empowered and **smarter thinking** about the way you run your business
- Knowledge of **which marketing strategies will work** to attract more of your ideal clients

The bottom line is that Katrina is going to show you an effective approach to build, grow and market your business successfully.

So many business owners are struggling ... They don't know which step to take first or how to find potential clients, or how they're going to make the business work long term.

NOW is the time to take hold of quality information that WILL get you moving in the right direction --- and she'll tell you what you need to do first, second and third.

Whether you're running a new business, thinking of starting a new business, or have been doing this for a while, you will learn something by joining us on this call.

## Speaking Topic #2:

# "Kicking You and Your Business into High Gear and High Profits, Online....and FAST!"

## Step-by-Step Presentation on How to Affordably Create Your Freedom-Based, Passion-Driven Online Business That Makes You Money While You Sleep!

- Are you trying to figure out the least expensive, most effective way to get an online business up and running AND making money?
- Are you frustrated with the lack of sales or referrals to your current business (online or traditional) and can't figure out how to turn that around?
- Do you have a passion in life but can't figure out how to make money at doing it or providing it?
- Are you constantly struggling in your business to pay the bills, thinking the money should be rolling in by now but it's not?
- Are you working way too hard, getting burned out or wish you had more time for yourself or your family?

### Want to find out how to work less in your business and make more?

No, this isn't a magic pill or silver bullet approach or concept; it's plain and simple online business building strategies that are guaranteed to give you a better quality of life!!

Would you like to know EXACTLY what to do, how to do it, where to spend your time or money, how to get more clients, how to maximize your online presence and overall, get the biggest bang for your buck and time?

In this presentation, Katrina Sawa will walk you through her proven 5 step process:

### **“5 Simple Steps to Creating Your Freedom-Based, Money-Making Online Information Marketing Business”**

#### **Attendees will learn and be able to implement IMMEDIATELY:**

- How to **develop information products, group coaching programs, teleclasses, ecourses, memberships and more** to grow your business residually while you sleep!
- Which specific, online marketing, blog and social networking techniques will **make you money** and which won't
- How to convert a higher percentage of visitors to your website **into paying customers**
- The **Secret Formula to writing a webpage** or email so it gets read and responded to
- How to put your business and your **marketing on autopilot** so you have more time in your life to LIVE and ENJOY your life

## Why you want to attend this presentation and what you'll get out of it:

Get out of the overwhelm you're in either with too much to do currently in your business or too many ideas and no time to implement them all. Instead find a way to start, grow, run and market your business that allows you to attract more of your ideal clients who will pay you exactly what you're worth (if not more) and allows you the freedom to spend more time doing the things you love to do.

## Attendees will benefit in huge ways from this presentation such as:

- Increased confidence to charge what you're worth and get it
- Increased awareness and faith in what's possible for you, your dreams and your business
- Focused, clear action steps that you can implement now to get more clients
- Clarity on what next steps you REALLY need to take and which you should wait on
- Empowered and smarter thinking about the way you run your business
- Knowledge of which marketing strategies will work to attract more of your ideal clients

### Speaking Topic #3:

## “Maximize Your Follow Up System for Million Dollar Results!”

### Step-by-Step Presentation on How to Build and Leverage Your Contact List into Your Own Personal Cash Machine!

**ADMIT IT....You have a big stack of business cards sitting on your desk of people you want to follow up with BUT HAVEN'T, don't you?**

I know you do because 99.9% of most small business owners do. You do realize that you're missing out on a TON OF SALES, right? You're probably missing out on a few joint venture or referral source opportunities, too....and who knows, **all that LACK of FOLLOW UP could have brought you an extra \$1000, \$2000 or even \$5000 in revenues just this week!**

So what are you thinking? Why is this? Because we're all so busy working "IN" our businesses that we don't make time to do the follow up. Does this sound familiar? There are some simple systems you can put in place right now to make sure no one slips through the cracks ever again!

## Attendees will learn and be able to implement IMMEDIATELY:

- The easiest, quickest ways to **build an effective follow up system**
- **What exactly you should be sending**, mailing, emailing and saying
- How to **delegate and automate the majority of it** so it all gets done
- Then learn **Kat's 3 Simple Step System to attract even more prospects & clients** in this (or any) economy

## Why you want to attend this presentation and what you'll get out of it:

Get out of the overwhelm you're in or guilt your feeding yourself and learn a way to actually get all your follow up done including what to say, send, write or call about.

Learn ways to build and manage more quality relationships with clients, prospects, leads, referrals and everyone you come in contact to – online or off.

## Attendees will benefit in huge ways from this presentation such as:

- The knowing that your follow up and marketing is finally getting done
- The knowing that what you're doing in your marketing are proven, effective strategies that will bring you results
- Less stress and worry about having so much to do and being overwhelmed
- Release of control that you have to do it all yourself and the freedom that goes along with that
- Focused, clear action steps that you can implement now to get more clients, referrals and repeat customers
- Empowered and smarter thinking about the way you run your business

### Speaking Topic #4:

## “7 Steps to Attaining Great Love AND Big Money... How to Finally Have It All!”

### Step-by-Step Presentation on How to Not Only Balance Your Life and Business More....But to Inject More Passion Into Both NOW!

- Do you feel like you're stuck in your business and you're not sure why?
- Wonder why you aren't making the kind of revenue you thought you would make?
- Not sure how to get new clients or more referrals regularly and consistently?

Regardless of what type of financial situation you're in, many entrepreneurs struggle because of lack of love in their life....love and support for or by a significant other, love and confidence in yourself or love for life in general.

Well, lack of love in any capacity can surely hold you back from making huge monetary gains in your business whether you realize it or not. And this can send your business into a tailspin with little warning!

## Attendees will learn and be able to implement IMMEDIATELY:

- The **7 SIMPLE STEPS** to Loving Your Way to Big Money
- The **ONE THING That's More Important** Than Any Marketing You're Doing
- 3 Keys to Putting Your **Marketing on Autopilot** to Free Up More of Your Time

- 4 Simple Steps to Create New and Easy Sources of **Passive Income in Just ONE DAY!**

## **Why you want to attend this presentation and what you'll get out of it:**

It's time to take charge of your life and your business and design them both the way you want. In this presentation you will learn how to believe more in yourself, your abilities and your self worth. You will be inspired and motivated to stop settling and reach out for what it is you really want; more passion, love, attention, self care time as well as more success in business and how to enjoy it all at the same time.

## **Attendees will benefit in huge ways from this presentation such as:**

- Inspired to Think Bigger and Go After What You Really Want
- How easy it can be to **Uplevel Yourself** to the Expert You're Destined to Be
- Less stress and worry about having so much to do and being overwhelmed
- Empowered to **stop settling and take charge** of what you want
- Enhanced communication and relationship boundaries to **live a life full of happiness and passion**

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## **Why these topics are essential knowledge for business owners?**

A Canadian group did a study on the income levels of the U.S. population and what they found was that 6% of Americans were making over \$100,000 per year and **only 1% of Americans made over \$365,000** each year.

**I am on a mission to change that dramatically.** I think, in general, as women we tend to undervalue ourselves and we need to stop that and take charge of our power, passions and monetize them to the fullest.

Therefore, I talk on these two particular topics because **two of the most crucial mistakes women business owners make** and that we see all the time in our business are:

1. Not doing enough follow up in order to stay on top of mind
2. Not having enough (or the right) online exposure

By choosing either of these three topics you will be doing your attendees a big favor in helping them grow their businesses, especially in these economic times.

With proper follow up, online marketing systems and attention on attaining balance in life women business owners will have ten times the chance of surviving in business and even a better chance of thriving beyond their biggest dreams.

## Want to know what other organization and event directors are saying about Katrina Sawa as a speaker at their events?



"If you ask a creative person how they did something they look at you with this look of "huh" on their face because they really can't answer the question. Yet if you ask a non-creative person how they did something they will systematically tell you step by step how they did it. Mind you the creative person isn't trying to be aloof they simply can't tell you exactly how they did it because they simply "see things" the average person doesn't. Katrina Sawa has a true gift of creativity – the ability to see things so clearly, with focus and conviction. She has a unique talent of being able to take what seems like the most daunting marketing problem and quickly and clearly break it down into very bite size doable steps of action. Couple that with her true passion to help women entrepreneurs succeed not only in their marketing but all areas of their business – she truly has what it takes to "Jump Start Your Business!" ~ Stephanie Sherwood – owner of the "Networking Tool Kit" and Executive Managing Director for the South Placer Chapter of eWomenNetwork [www.eWomenNetwork.com](http://www.eWomenNetwork.com)

"Dear Katrina, Thank you so much of adding the special touch to the PWG luncheon. Your informational speech was well received by all. We appreciate your time and effort. Thanks again" ~ Denny & Linda Walker, the Professional Wedding Guild and Perfect Wedding Guide, Sacramento, CA [www.sacramentopwg.com](http://www.sacramentopwg.com)



"Thank you again Katrina for your wonderful presentation on "9 Strategies to Boost Your Sales Copy". You shared so much valuable information and expertise in such a short period of time. I know that 20 minutes is not a lot of time, but you did a terrific job outlining the information you were sharing, giving examples and interacting with the audience. I have to say that your presentation was one of the very best we've had. I'm always thrilled when my members and guests are able to leave with some very specific tools and ideas that they can implement right away. And, as usual, the positive energy you bring to the room is contagious. Thanks again!" ~ Karen Penfold, Executive Managing Director, Elk Grove Chapter [www.eWomenNetwork.com](http://www.eWomenNetwork.com)

"Thank you, Katrina; it was great having you come to our sales meeting! We all benefited from your info and everyone is asking for you to come back. Will you, please....." ~ Mary Strauss, Mary Kay Cosmetics, Folsom, CA [www.marykay.com/marystrauss](http://www.marykay.com/marystrauss)

"Katrina has been one of my favorite people for many years. It has been great watching her grow as a professional. Katrina has a unique talent of drawing her audience into her presentation. As she was speaking to our Chamber's Small Business/Home Business Group she not only held their attention, but she invited group participation, all the while keeping the presentation lively and entertaining. As a testimonial to Katrina's effectiveness, she has been asked to speak at another Chamber event next week! I recommend her and her special qualities to one and all!" ~ Sue Field, Membership Director Folsom Chamber, [www.folsomchamber.com](http://www.folsomchamber.com)

**Speaker References, feel free to contact any of these women regarding Katrina's speaking presentations or skills:**

1. Kym and Sandra Yancey, eWomenNetwork Annual Conference, Dallas, TX  
[kym.yancey@ewomennetwork.net](mailto:kym.yancey@ewomennetwork.net)
2. Karen Penfold, eWomenNetwork Elk Grove, (916) 425-5438,  
[karenpenfold@ewomennetwork.com](mailto:karenpenfold@ewomennetwork.com)
3. Stephanie Sherwood, Placer Women's Network and eWomenNetwork S. Placer, 916-521-2540.  
[asowsearboutique@sbcglobal.net](mailto:asowsearboutique@sbcglobal.net)
4. Sue Field, Folsom Chamber of Commerce, 916-985-2698, [sfield@folsomchamber.com](mailto:sfield@folsomchamber.com)
5. Lisa Marston, Women on the Move Conference, Sacramento, 530-888-1136,  
[lisa@theforesthillgroup.com](mailto:lisa@theforesthillgroup.com)
6. Karen Clay, Auburn Referral Group, 530-885-7077, [karen@originalbroker.com](mailto:karen@originalbroker.com)
7. Judith Davidson, NAWBO Sacramento, 916-774-8053, [judith\\_davidson@ml.com](mailto:judith_davidson@ml.com)
8. Linda Murdock, West Side Women in Action President and Founder, (209) 613-7900,  
[lmurdock23@frontier.com](mailto:lmurdock23@frontier.com)
9. Darlene Willman, eWomenNetwork St. Charles MO, 636-387-3000, [info@sassynetworker.com](mailto:info@sassynetworker.com)

**Partial List of Speaking Clients (size of audience, topic and presentation length):**

1. eWomenNetwork, various chapter events from 20-80 attendees each, various topics, mostly 20-30 minute presentations and 2009 Annual Conference in Dallas, TX to over 2500 women entrepreneurs in main stage presentation plus a breakout session to 180
2. Placer Women's Network luncheon with 60+ attendees, 30 min presentation
3. National Assoc. of Women's Business Owners, chapter dinners, various topics from 40-60 attendees each, 30 min presentations
4. Women of Influence, Sacramento Monarchs Networking event, 60 attendees, 20 min presentation on Networking
5. Women on the Move Conference two years in a row, 60 min breakout session to keynote presentation on Love & Money
6. Folsom Chamber of Commerce, various presentations from 10-30 min each to 40-50 attendees each on various business building topics
7. El Dorado Hills Chamber of Commerce, various presentations from 10-30 min each to 40-50 attendees each on various business building topics
8. Asian Chamber of Commerce, chapter dinners, various topics from 40-60 attendees each, 30 min presentations
9. EntrePalooza, 140 person event for entrepreneurs, spoke on Follow Up Strategies and Marketing in General, 70 min presentation
10. The Opportunity Expo, 30 min breakout session at a business expo, 10 attendees
11. American Society for Training and Development, 35+ attendees for dinner event on Networking and Marketing, 45 min presentation
12. Multi-cultural Business Forum, 60 min breakout session at business expo, 30+ attendees, part of marketing panel
13. American Business Women's Assoc., 20 attendees for dinner event on Networking and Marketing, 30 min presentation
14. Money Wi\$e Women Forum, 60 min breakout session at business conference, 40+ attendees
15. Business & Technology Summit, 30 min breakout session at business expo, 20+ attendees
16. Juice Plus Regional Conference, 60 min presentation on Networking and Follow Up Strategies, 250 in attendance

17. Mary Kay Sales Meetings, weekly sales meetings for team of 20 on topic of Networking and Marketing in general, 30 min presentation
18. Creative Memories Regional Meeting, 60 min presentation on Follow Up Strategies and Email Marketing, 65+ in attendance
19. The Last Tangle Salon, Employee Workshop on Networking, Marketing and Online Social Networking, 10 in attendance

**Radio & Television Interviews** (most are on my website media page if audios or on my video page if video (<http://www.jumpstartyourmarketing.com/katsvideos>):

1. Oprah and Friends Radio, Law of Attraction Show in Chicago, Interview 2008
2. Good Day Sacramento, UPN 31, Momtrepreneur Segment as Marketing Expert 2007
3. News 10 Online, 30 minute Interactive Interview with Online visitors, ongoing expert segments
4. Entrepreneur Magazine Radio Interview
5. Wayne Kelly, The On Air Publicity Guy, Interview
6. The Dr. Annette Show, KLAS (Las Vegas), Interview
7. BlogTalkRadio, Attracting Ideal Clients Show, Interview

**Please fill out the speaker request form on the following page to request Katrina speak at your event or to your group or organization.**

## **Please Fill Out This Form to Request Katrina to Speak:**

1. What is the name of your group, business or organization?

\_\_\_\_\_

2. Who is the primary contact person and what is their contact info? Name:

\_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

3. When, Where and for How Long Would You Like Katrina to Speak?

Date/Times: \_\_\_\_\_

Location: \_\_\_\_\_

Address: \_\_\_\_\_

Other Specifics: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. What is the Proposed Topic You Would Like Katrina to Speak On?

\_\_\_\_\_

\_\_\_\_\_

5. What Other Info Do We Need or Do You Have?

\_\_\_\_\_

\_\_\_\_\_

6. What is Your Budget for This? \_\_\_\_\_

7. When Do You Need a Response By? \_\_\_\_\_

**Please email this to [info@jumpstartyourmarketing.com](mailto:info@jumpstartyourmarketing.com) or fax to  
208- 723-4142.**