

Jeanne Frazer

The Expert Speakers

MARKETING STRATEGY EXPERT | SPEAKER & AUTHOR



“vitalink’s thorough research, and development of impressive, professional materials, created a clear path along which each town might develop plans to leverage its unique assets and amenities to promote itself effectively to target markets. Our towns particularly appreciated seeing how a series of simple marketing elements – in combination – can build a powerful brand image. And the various templates and examples allow the toolkit to be used by a wide number of town organizations and individuals.”

~ **Laura Williamson**
Project Manager,
Creative Communities Initiative

Interested in having Jeanne speak at your event or to your group?

919.850.0605
TheExpertSpeakers.com
jfrazier@marketingspeakerauthor.com
marketingspeakerauthor.blogspot.com

IN A WORLD OF DAVID AND GOLIATH COMPETITION, JEANNE FRAZER TEACHES BUSINESSES HOW TO WIELD A WICKED STONE.

So many businesses struggle to find the path to long term success. Jeanne’s passion is helping the underdog compete and succeed, without breaking the bank.

Why Jeanne?

1. She will motivate and inspire individuals and businesses to discover their strengths—the “core truths” about who they are.
2. She teaches how to refocus on high value activities that get results, whatever your budget level.
3. She makes marketing concepts easy to understand and implement.

Jeanne actively keynotes, moderates, and speaks at conferences and corporate events. She has won awards for speaking and has conducted workshops and seminars across the United States on topics including **public relations, branding, integrated marketing, niche marketing, and strategic planning**. Jeanne also works with clients to create and present custom marketing solutions to meet their specific needs, and coaches small and mid-sized businesses that need a marketing boost. Jeanne was recently named a 2010 Mover and Shaker by *Business Leader® Media*.

SESSION TOPICS:

- Invasive Branding: Enhance Your Results
- 5 Myths of Creating a Marketing Plan & Budget
- Integrated Marketing | Ingredients that Ignite!
- The Monkey’s Marketing Lesson
- Brand Marketing Tool Kit
- How to Use Social Media and the USPS to Create Customers

Jeanne also speaks on public relations, integrated marketing, strategic planning and other related topics. Please contact her at 919.850.0605 to discuss your specific needs.

PREVIOUS SPEAKING ENGAGEMENTS:



Jeanne has presented to both large and small live audiences, as well as through webinars and video formats. She has also been interviewed as a marketing expert and guest speaker with the media.

more about
Jeanne Frazer The Expert Speakers

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“I attended 5 Myths of Creating a Marketing Plan or Budget at a Lawyers Inner Circle conference. Jeanne’s knowledge and presentation skills were top-notch. She was part of a group of very well-spoken presenters; I felt she was one of the best. After this presentation, my law partner and I set up a meeting with Jeanne. We were impressed and hired her to do all of our marketing. Jeanne is professional, knowledgeable and talented.”

~ **Chris Marzacco**
Colgan Marzacco LLC

“Jeanne was enthusiastic and did a great job connecting with our audience. She was able to clearly identify the biggest issues we face in Conservation & Wildlife and provide us with a refreshing approach to getting at realistic solutions for them. The most valuable take-away was having her walk us through – from problem identification to solution – how we can solve communication problems. I’m glad I attended Jeanne’s seminar.”

~ **ACI Conference Attendee**

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Jeanne Frazer, President of vitalink® and The Expert Speakers, is an award winning speaker and author. She revels in sharing her marketing knowledge to help the underdog compete and succeed. Jeanne has spoken and authored articles on a variety of marketing topics, including public relations, research, integrated marketing, branding, media, niche marketing, and strategic planning. She has also been interviewed by the media to provide input as a marketing expert. Jeanne was recently named a 2010 Mover and Shaker by **Business Leader® Media**.

“I am an underdog myself: a woman business owner; a cancer survivor; a diabetic. But I’ve overcome each of these obstacles, and in doing so have recognized that you must fully understand yourself and your business – your ‘core truth’ – to succeed.”

~ **Jeanne Frazer**

In these tough economic times, Jeanne has continued to grow her business and add to staff. Jeanne recently started a new division within the company to provide marketing and management experts for speaking events and conferences. The marketing speaker author division also offers writing services (including ghostwriters) and marketing coaching services for small to mid-sized businesses looking to move to the next level.

Jeanne has a Bachelor’s degree in journalism and communications with minors in graphic design and business administration from the University of Florida. Prior to starting her own business, Jeanne worked for an ad agency in Florida, FOX, NBC, and UPN in sales, marketing, research, and ad concepting. In her spare time, she serves on a number of Boards, including North Carolina State University’s College Relations Advisory Board and is a member of the Ad Club (AAF-RDU). Jeanne has done extensive pro-bono work to support a variety of worthy causes.

Jeanne has presented to both large and small “live” audiences, as well as through webinars and video formats to groups such as Lawyers Inner Circle, Catalyst 100 (legal conference), Foundation for Renewal for Eastern North Carolina, North Carolina Academy of Trial Lawyers, National Association for Government Information Officers, and Kansas Department of Health & Environment.