

Work-Goddess -- Case Study for Speaking that Connects

Speaking that Connects helps people communicate clearly, effectively and with impact. Owner Eileen N. Sinett is known as the speaker and presentation coach who changes lives by showing people how to “up their communication game” through a process that involves thinking, doing, and being.

Overview

Eileen Sinett was looking to grow her customer base and increase her client bookings. She turned to Barbara Stange, proclaimed Work-Goddess, to improve work flow and strengthen her marketing strategies. Barbara created and implemented a plan which included a strong online and social media presence, improved branding, and targeted leads lists. Thanks to the collaborative work between Work-Goddess and Speaking that Connects, Eileen now has more customer contacts, speaking and coaching bookings, and she has been able to keep her focus on helping her clients communicate at their best.

“I like working with Barbara because she helps me grow.”

Summary

A Meeting of the Minds (and Hearts)

Client

Speaking that Connects

In 2011, Eileen Sinett was enjoying a level of success that many business owners would envy. She was speaking to corporate audiences, conducting training and coaching sessions, and preparing a TED talk, But she felt frustrated because she knew her business wasn't operating at its full potential.

Challenge

Grow customer base and increase client bookings.

Solution

Marketing plan:

- Online presence
- Branding
- Sales leads
- Work flow
- Graphic design
- Editorial input
- Analysis

For the past year, she had been working to increase her client base and raise her brand recognition. She had some success with her individual marketing efforts: participating in networking groups, talking with people after giving a presentation, and running newspaper ads. But results from these activities were limited. She considered hiring a marketing agency but found that agency fees were beyond her budget at that time.

Results

New customers.
Increased online presence.
More time for owner to focus on her services.

Looking for suggestions, she shared her challenges with Barbara Stange, a trusted colleague who had been participating in Speaking that Connects' monthly Business Breakfast Forum.

The Action Plan

After listening to her concerns and goals, Barbara came up with solution that integrated Eileen's business needs with her personal style, budget, and work schedule. Eileen gave the plan a thumbs up, and Barbara moved from pre-planning to action.

The solution was a multifaceted marketing approach that included:

- Online presence: Website development; Social media and digital marketing
- Branding and recognition
- Sales leads and mailing lists
- Work flow management
- Graphic design and display
- Editorial input
- Analysis of online activities

Online Presence:**Website Development**

Barbara teamed up with Eileen and a web developer to create a new website that addressed Eileen's services for a variety of clients: individuals, corporations, small businesses and community groups. She helped create a logo design that reflected the company's personality and philosophy.

Social Media and Digital Marketing

Barbara set up several tools to support and enhance Eileen's marketing efforts. She collaborated with Eileen in using these tools to promote events and share company news and speaking tips:

Hootsuite, to manage social networks.

[LinkedIn](#), to manage B2B communications
[Twitter](#), to post short company updates
[Facebook](#), to share company news and upcoming events.

Constant Contact, to promote events through email marketing.

Zoom, to create interactive webinars such as "Networking that Connects" and "Facts Tell. Stories Sell."

Eventbrite, to register customers for workshops and events.

Branding and recognition: Created a new logo to better promote Eileen's brand. Eileen was dissatisfied with her previous logo that she felt was too linear and impersonal. "I facilitate group interaction via communication circles," says Eileen. "Barbara collaborated with me to create a logo that not only fit in the Twitter format, but also included a circle which integrates the design element with my philosophy."

Sales leads and mailing lists: Developed marketing lists from various contacts which came from LinkedIn, Gmail, networking and speaking events. The new lists were more effective in matching customers with specific events and services Eileen offers.

Work Flow: Created benchmarks, updated calendars, and outsourced work when needed to meet deadlines and keep projects moving.

Graphic design and display: Collaborated on the design of Eileen's book, "Speaking that Connects" and workbooks used in professional workshops that added value to attendees' experience. Created table displays for trade shows that attracted more visitors.

Editorial input: Provided content suggestions for "Speaking that Connects."

Analysis of content effectiveness: Using Google Analytics, identified online trends and behaviors of website viewers which helped to match content with customer interests.

Results:

Thanks to the Work-Goddess, Eileen says her business is better organized today. "With Barbara managing events, social media and digital marketing, I can concentrate on what customers pay me to do and what I do best: training, coaching and speaking," she says. In terms of business planning, she finds it is easier to focus on her long-range goals because she's not overly stressed by short-term to-do lists.

"I like working with Barbara because she helps me grow," says Eileen. "She gently persuades me to try marketing approaches that are new to me. She works with me on projects that are not among my favorite things to do but are important for my business to thrive. What's more, Barbara is budget savvy and good at doing things economically. When it comes to planning, she knows how to think strategically. When it comes to implementing, she's good at getting the job done."

Current Projects:

Barbara is working with Eileen on her signature workshops including -- 4 Points of Connection -- promoting these events and providing logistical support. She continues to provide collaboration and support for all ongoing projects.

[Speaking that Connects](#)

Work-Goddess thrives on helping business owners become more productive, effective, and organized. If you would like to explore ways the team can help you, [contact Barbara Stange](#)

By Lynn Robbins – [Freelance Writer](#)