



JUMPSTART YOUR MARKETING | On-1 Coaching | Teleclasses | Products | Resources | Keynotes

Kicking You and Your Business Into High Gear with Affordable Business Systems and Marketing Solutions to Attract More Clients and Make More Money!

Katrina Sawa, The JumpStart Your Biz Coach

www.JumpStartYourMarketing.com

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 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 thousands of different 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/speaking or www.youtube.com/c/KatrinaSawa

Katrina can sell or not sell from the stage as host 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!

Rebecca Ishibashi

Katrina Sawa's Online Business Manager
JumpStartYourMarketing.com

Please contact me with any questions or concerns:

(916) 872-4000

info@jumpstartyourmarketing.com

Speaker Bio and Speaking Topics for Katrina Sawa:

Please List Katrina as: Katrina Sawa, International Speaker, Best-Selling Author & 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



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/speaking or www.youtube.com/c/KatrinaSawa

Contact links for Kat online:

Main website: www.JumpstartYourMarketing.com
Event webpage: www.LiveBigEvents.com
[www.Facebook.com/KatrinaSawa](https://www.facebook.com/KatrinaSawa)
[www.Facebook.com/JumpstartYourMarketing](https://www.facebook.com/JumpstartYourMarketing)
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www.google.com/+KatrinaSawa
www.instagram.com/katrinasawa/



Business Bios:

1. Katrina Sawa is known as The JumpStart Your Biz Coach because she helps you make more money doing what you love and fast. She is the creator of the JumpStart Your Marketing® System, a dynamic, tell-it-like-it-is speaker and author of the books, *Love Yourself Successful and Jumpstart Your New Business Now*. Katrina has a no-nonsense approach to showing entrepreneurs how to develop consistently profitable businesses implementing proven marketing and business strategies plus she kicks you in the butt to get it all done too. With 30 years' experience in sales, business and marketing Katrina speaks to groups of all sizes and holds live training events annually. Find out more and get her Free Jumpstart Your Biz Kit online at www.JumpstartYourMarketing.com.

2. Katrina Sawa is known as The JumpStart Your Biz Coach because she literally kicks her clients and their businesses into high gear. Katrina is the author of *Love Yourself Successful, Jumpstart Your New Business Now* and the creator of the JumpStart Your Marketing® System. She enjoys inspiring, motivating and educating entrepreneurs, speakers and professionals to move faster and more affordably towards your ultimate revenue and professional goals using online and offline relationship marketing strategies, leveraged business models and ongoing accountability. Katrina is an energetic, tell-it-like-it-is speaker and award-winning coach who has been featured on the Oprah and Friends XMRadioNetwork, ABC and TheCW. She's a featured contributor to the Women Speakers Association, Women's Coaching Association, Women's Prosperity Network, Polka Dot Powerhouse and the Public Speakers Association of which she was awarded the National Collaborator of the Year Award in 2016. With 30 years' experience in sales, business and marketing Katrina speaks to groups of all sizes and works with dozens of different kinds of industries and businesses. Katrina has been a huge networker ever since she founded her business in 2002. Consistent networking, follow up and proven offline and online marketing strategies are the primary reasons Katrina has been so consistently successful and what she teaches her clients to do as well. She lives in Northern California with her husband Jason, step-daughter Riley and their German Shepherd Willow. She loves wine tasting, gardening, cooking and entertaining. You can find out more about Katrina and her Free Trainings at www.JumpstartYourMarketing.com.

3. Katrina Sawa is known as The JumpStart Your Biz Coach because she literally kicks her clients and their businesses into high gear. Katrina is the creator of the JumpStart Your Marketing® System and the author of *Love Yourself Successful and Jumpstart Your New Business Now*. She works with motivated entrepreneurs and speakers who want to make a lot more money doing what you love. She inspires you to think bigger, set bigger goals and then consistently implement all the online and offline marketing strategies, and business automation strategies it will take to get you there.

Katrina has been a huge networker ever since she founded her business in 2002. Consistent networking, follow up and offline marketing strategies are the primary reasons Katrina has been so consistently successful and profitable in her business and what she teaches her clients to do now. In 2005 she transformed her local, hourly-fee based business into an international online marketing coaching and information-product company that it is today including a whole host of online do-it-yourself programs, products, trainings and live events.

Katrina enjoys inspiring, motivating and educating other entrepreneurs on how to design a business to fit your lifestyle but also how to make a lot more money at whatever that business may be. She works with dozens of different industries and businesses to help them think outside the

box plus help them get a savvy online and website presence.

Katrina has been featured on the Oprah and Friends XMRadioNetwork, various other print and online magazines, ABC and TheCW. She lives in Northern California with her husband Jason, step-daughter Riley and their German Shepherd Willow. She loves wine tasting, gardening, and entertaining, plus she's a great cook too! You can find out more about her plus get a host of Free Trainings online at www.JumpstartYourMarketing.com.

*Additional information about Katrina Sawa available at www.JumpStartYourMarketing.com/about

Proposed Speaking Topics:

Speaking Topic #1:

Marketing Basics for Consistent Cash Flow

Are You Finally Ready to Learn EXACTLY What to Do AND HOW to Do It in Regards to Getting More Clients in Your Business?

I'm talking about marketing and selling in your business.

These are after all, the two most CRITICAL activities that ANY small business owner (or sales professional in ANY industry) needs to learn and GET REALLY GOOD AT DOING!

Maybe you know a lot of the WHAT to do in your marketing, sales and your business.... but what's missing is the HOW.

Come to this presentation and learn:

- The basics of what makes a good marketing plan
- Top 10 revenue generating activities every small business owner should be doing weekly if not daily to get more clients consistently
- How to automate your marketing so you can reach MORE people with your message and your gifts

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 and author all together and go back and get a J.O.B.

Come to this session and learn how to automate, delegate and systematize your marketing and business tasks so that you're reaching MORE PROSPECTS FASTER and converting them EASIER into your sales funnel.

Speaking Topic #2:

Make More Money Doing What You Love

How do you continuously attract and find new clients, get all the repeat business you can so you don't have to work so hard and build a business that excites you and makes more money ... all at the same time?

The biggest mistake small business owners make is trying to do everything yourself. Yet you're not marketing enough to reach the number of prospects you need to in order to reach your 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 **EXACTLY** what you need to know to attract clients and make money on a consistent basis while becoming more confident and clearer on how to run a successful business.

What you'll learn from this presentation:

- Tools, tips and mindset shifts to transform your business into a consistent moneymaking machine
- The **simple 3-step marketing system on** where to start, what to do and how to do it
- How to put all of this into a smooth-running system so it actually gets done or delegated

Speaking Topic #3:

How to Make Fast Cash with Easy YES Offers™!

This presentation is designed for entrepreneurs, small business owners, independent contractors, speakers and anyone who needs to meet a lot of people and build relationships in order to promote and increase their business.

Because marketing these days is useless without working at building the relationships with your clients, prospects, referral sources and contacts. ***Making offers is a key component to building those relationships.*** You can do this if you're a speaker or doing a speaking presentation or not.

In this presentation, you will learn:

- What questions to ask yourself when planning your easy yes offers or any offer for that matter!
- 5 Levels of offerings most business could (or should) have
- Some of the do's and don'ts I've learned along the way with my own easy yes offers
- Plus, you'll hear multiple examples and stories of clients, friends and myself and easy yes offers we've made to help you create YOUR Easy YES Offer™

Speaking Topic #4:

Jumpstart Yourself as a Speaker to Grow Your Business or Career

There are lots of speakers out there talking about all kinds of different topics. What makes YOU different? **Why should you speak more and how can you stand out among others who do what you do?**

If you're doing speaking presentations already or even if you've never done a single one, this presentation will give you some fresh new ideas to get started speaking, be prepared to get more speaking gigs and generate a lot of leads doing it.

There are so many ways to market and grow your business, get clients, and make money these days but being a speaker is probably one of the easiest and fastest ways! Whether you're comfortable speaking or not, there is a way to get more comfortable so that you can make this one of your top marketing strategies.

Come to this presentation and learn:

- 6 Step System for Jumpstarting Yourself as a Dynamic, Sought After Speaker
- How to Prepare for Getting Speaking Gigs So You're Much More Confident
- The MUST HAVES in place in order to be prepared to get booked anytime
- Tips for MONETIZING your talks, presentations and appearances online and off

Speaking Topic #5:

How to Design Your Talk to Make Everyone Want What You've Got to Offer

There are lots of speakers out there talking about all kinds of different topics. What makes YOU different? How can you stand out among others who do what you do?

If you're doing speaking presentations already or even if you've never done a single one, this presentation will give you some fresh new ideas to get noticed and get booked.

Designing what to talk about is an art and a skill because you want to know your overall goal from what you want out of the exposure before you figure out what you want to say. If you're primarily speaking for free, then you can often make an offer at the end of your talk. In that case, you need a talk that shares good content but also highlights what you're trying to sell. If you're looking for more paid speaking opportunities, you don't usually make an offer but there are things you do want to make sure you do for talks like that.

Come to this presentation and learn:

- How to craft your talk so it's easier to remember
- 3 strategies to increase your closing ratio without sounding salesy
- 5 ways to capture the contact information of everyone in the room regardless of what type of talk you're giving
- How to develop a kick-butt follow up system to engage attendees and sell more later
- How to know when to sell what and for how much to which group and why it matters

Speaking Topic #6:

Leveraging in Your Business with Your Own Events and High-End Programs

As a speaker and a business owner, when we got into business, we had dreams of:

- Flexible schedules
- More time with family
- More money and freedom
- More balance and less stress

Yet what we got was:

- Longer hours
- Big investments
- Overwhelm
- Huge to do lists

So, how can you transform your business into a smoother running, passion-driven, freedom-based and moneymaking business? You can decide to change it up. Add new business models, leverage your time and expertise into programs and services that not only do you love to deliver but others receive so much value from.

Attendees will learn and be able to implement IMMEDIATELY:

- The **secrets to quickly and easily developing your own leveraged business models** that work for almost any industry or business
- **When and how best to host your own live 2-3-day event** where you may launch your own high-end program
- **Learn Kat's Interactive Sales Conversation Techniques** for converting ideal clients into high end programs

Speaking Topic #7:

Jumpstart Yourself as an Author to Grow Your Business

Why should you tell your story or write your expertise down in a printed book? Well, being an author could literally be the #1 thing that sets you apart from your competitors in many markets.

If your industry is riddled with authors it's still a great idea to become an author yourself, especially if your goal is to get more clients and grow your business. The problem is that many people who start out on a journey to write their first book, have no idea what's necessary for them to do once the book is done so they can get it into more hands of potential customers.

There are so many ways to get clients, and make money these days but being an author is probably one of the easiest and fastest ways if you know what you're doing and you don't overthink it! Whether you're comfortable writing or not, there is a way to get more comfortable so that you can finally become a published author and achieve that next level of credibility or celebrity status in your industry.

Come to this presentation and learn:

- 7 different types of books you could write
- The pros and cons on all the ways you could publish and print your book
- The MUST HAVES in place in order to actually get clients from your book
- Tips for writing and marketing your book, before, during and after the publishing process

Speaking Topic #8:

Love Yourself Successful - The Missing Link to Complete Happiness in Life and Success in Your Business

- **Do you feel stuck in your business and you're not sure why?**
- **Wonder why you aren't making the kind of revenue you thought you would be making by now?**
- **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.

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!

Join Katrina in this content rich presentation where she will share insights from her book, Love Yourself Successful, and you will discover:

- Why it's important to devote a certain amount of time to developing and nurturing the 4 types of Love that will undoubtedly affect the success of your business
- What to look at in your business that could be automated in order to give you more time to devote to enjoying more love all around
- The 7 Step Love & Money System to transform your life and your business, satisfy your true dreams and desires and to create your happiest and most successful life ever

Speaking Topic #9:

Put Your Small Business on Autopilot and Watch Your Profits Skyrocket! **(Alternate Title: Jumpstart Your New Business Now)**

Are you constantly struggling in your business or working way too hard for not enough profits? Want to find out how to work less in your business and make more?

This also includes the running of your business – you've got to automate, delegate and systematize more in order for your marketing, your business and often times your LIFE to run on autopilot. Yes, you CAN automate much of what you're doing and still be interacting personally and building quality relationships in order to attract more of the right kinds of ideal prospects.

Guess what? When you put your business on autopilot your business can literally run without you when you're gone, want to take a vacation, get sick or have an emergency come up. This IS the next step for you in transforming your business to fit your dream lifestyle.

In this content-rich presentation, you will learn:

- How to put your marketing and many business tasks on autopilot to free up more of your time and money
- How and what to delegate more of in order to free you up to do more profitable tasks (and without costing a lot either)
- The types of technology you MUST invest and put in place or it won't work
- How to put all of this into a smooth-running system so it actually gets done!

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!). Come to this presentation and learn a better way to start, grow, run and market your business.**

Speaking Topic #10:

STOP Avoiding Your Follow Up! (alternate titles: Proven 6-Step Follow Up System for Consistent Cash Flow or Automate Your Follow Up for Ease & Profits)

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

Do you have a big stack of business cards sitting on your desk of people you want to follow up with BUT HAVEN'T? Do you realize you're missing out on a TON OF SALES? You're probably missing out on some joint venture opportunities or speaking opportunities, too.... Plus, that LACK of FOLLOW UP could have brought you an extra \$1000, \$2000 or even \$5000 in revenues this week!

Are you too busy working "IN" your business instead of ON it? There are simple systems you can put in place right now to make sure no one slips through the cracks ever again!

In this presentation, you will learn:

- 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 Step Jumpstart Your Marketing System to attract even more prospects & clients**

Speaking Topic #11:

Profit from Social Media: 3 Simple Yet Crucial Secrets on How to FINALLY Make Money with Your Social Media Marketing Efforts!

You know how you buy a new TV or even a piece of furniture? It usually comes with a set of directions, right? Whether it's just to share how to use all the fancy buttons and gadgets, how to program your remote control to go with the new TV or how to assemble that new desk you may have purchased and had delivered. We typically need some sort of directions at least, so we don't waste a bunch of time trying to do the wrong things that won't get the results we're looking for.

Well, social media unfortunately didn't come with directions. And in fact, the rules and ways in which to use each site you're on continue to change pretty often. So, no wonder that you're frustrated sometimes when nothing happens as a result of hours and hours of time spent on your

part when trying to use it as a lead generation tool for building your business.

There are a couple key things that any entrepreneur can do to get a much bigger response and ROI for the time you're spending, friending, commenting and liking.

Come learn how to get 1000 NEW leads and opportunities each month from just ONE strategy that 99.9% of people are NOT doing on social media. It's easy and best of all FREE to do!

Plus, learn how to funnel those leads into other easy-to-set-up systems that can funnel leads in daily to your website, speaking opportunities, joint venture opportunities and so much more.

During this presentation, you will learn:

- Why most entrepreneurs are wasting their time on social media and what to do about it
- The #1 thing you want to be spending your time on to get clients and referrals
- How to systematize your social media marketing so you reach a lot more prospects faster

Speaking Topic #12:

Stop Settling! (Alternate Title: It's Time to Take Charge)

Too often we settle, in jobs we hate, with men that aren't that supportive of us or who are abusive. We settle by taking on clients who don't value us or pay us enough. We settle by putting everyone else first. We often get so burned out that there's literally nothing left at the end of the day for ourselves.

From observing thousands of entrepreneurial women over the last decade or so, I've noticed over 50% of women in business are NOT HAPPY. They aren't happy in their personal lives, with themselves, their significant others or their status yet they aren't stopping to make necessary changes that can catapult them into a much happier lifestyle.

This talk will JOLT you out of your chair, your limited mindset and your comfort zone to inspire you and motivate you to want more, be more, go after more and realize you deserve more.

Join Katrina in this content rich presentation where she will share insights from her book, Love Yourself Successful, and her life's experiences where you will discover how:

- To take charge of your life, your business and your love life now
- To stop settling because life is too short to settle, you deserve to have it all
- And where to start and what you can do now to start making bigger plans and transforming your life now

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

"Katrina Sawa has been one of my main stage speakers for the first four Annual Public Speakers Conferences for the Public Speakers Association. She delighted the audience by giving incredible value, information and tips from stage while entertaining them which made her presentation so remembered. I have received so many comments from my attendees that they love her presentations. I highly encourage you to book Katrina for your next event. You and your audience will be so glad you did! Katrina Sawa was not only an amazing emcee for my conference in 2017 but truly brought value to the attendees, humor from stage, helped with timing and adjustments and was brilliant at introducing each of the presenters. I highly recommend Katrina for your next event!" – Tonya Hofmann: CEO & Founder of the Public Speakers Association www.PublicSpeakersAssociation.com

"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, Previous Executive Managing Director, South Placer Chapter at eWomenNetwork, currently the Founder of The Tapestry Network www.TheTapestryNetwork.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, Previous Executive Managing Director, Elk Grove Chapter at eWomenNetwork, currently with <http://www.albieaware.org>

"Working with Katrina was great! She was very quick to respond and easy to plan with. Katrina did a GREAT job speaking to our group. She is really at ease in front of the room and all the attendees were really intrigued; I just wish she had had more time to speak! Her content was very value rich and full of great advice. Katrina is really laid back and fun to work with and I highly recommend having her speak to your group!" ~ Rebecca Miller, Managing Director, eWomen Network Portland Chapter

"Thank you for presenting at the International Virtual Assistants Association's 6th Annual Online Summit on October 20-21, 2011. Your presentations were excellent and we continue to hear outstanding feedback from the attendees." ~ Patti Ciccone, IVAA 2012 Online Summit Co-Chair & Owner of Infinite Business Solutions www.InfiniteBusinessSolutions.com

"On behalf of our Sacramento Professional Network membership, I thank you for an extremely interesting, informative and dynamic presentation the other day on how to start up a new business you're passionate about." ~ John L. Mohammed, President www.sacpronet.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." ~ Mary Strauss, Mary Kay Cosmetics, Folsom, CA 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, Previous Membership Director Folsom Chamber, www.folsomchamber.com

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

1. Kym and Sandra Yancey, eWomenNetwork Annual Conference, Dallas, TX
kym.yancey@ewomennetwork.net
2. Tonya Hofmann, Public Speakers Association tonya@publicspeakersassociation.com
3. Rebecca Hall Gruyter, Women's Empowerment Series, rebecca@yourpurposedrivenpractice.com
4. Craig Duswalt, Craig Duswalt International, LA, CA 805-241-8170, craig@craigduswalt.com
5. Sahar Nafal, Founder of the Bright Side of Life, Pleasanton, CA 510-432-1866,
saharnafal1@gmail.com
6. Matt Brauning, Evolution Seminars, Tustin, CA 714-392-2980,
mbrauning@evolutionseminars.com
7. Caterina Rando, Thrive Women's Events, San Francisco, CA 415-668-4535 or via email
at cat@caterinarando.com
8. Mel Vesley, Unleashed Biz Events mel@unleashedbiz.com
9. Gail Watson, Founder, Women Speakers Association, gail@womenspeakersassociation.com
10. Stephanie Sherwood, Founder of The Tapestry Network, 916-521-2540.
Stephanie@thetapestrynetwork.com

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

1. Kat has been holding her own 2-4-day live seminars every single year since 2008 with from 15-140 attendees, so she can capture and hold an audience, train and interact very well plus make a well-received offer that gets results
2. eWomenNetwork, various chapter events from 20-80 attendees each across the US, 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
3. IVAA Live Summit, Vancouver, Canada 60+ attendees, 60 min presentation on marketing basics
4. Exposure & Profit, Atlanta, GA, 45+ attendees, content marketing conference, 30 min presentation
5. Placer Women's Network luncheon with 60+ attendees, 30 min presentation multiple times
6. National Assoc. of Women's Business Owners, chapter dinners, various topics from 40-60 attendees each, 30 min presentations, plus their annual Entrepreneur's Edge event, Owl Awards
7. Women of Influence, Sacramento Monarchs Networking event, 60 attendees, 20 min presentation on Networking
8. Women on the Move Conference two years in a row, 60 min breakout session to keynote presentation on Love & Money
9. Unleashed Biz event, 100 attendees, on stage with Les Brown on topic of my book
10. Public Speakers Association Annual Conference, 80+ attendees, on stage again with Les Brown and many other well-known speakers, three years in a row
11. Evolution Seminars, Business Breakthrough Summit, 120 attendees, panelist
12. Craig Duswalt Marketing Seminars, 450+ attendees, main stage speaker twice

13. Bright Side of Everything, 80+ attendees, main stage speaker on marketing basics
14. Folsom Chamber of Commerce, various presentations from 10-30 min each to 40-50 attendees each on various business building topics
15. El Dorado Hills Chamber of Commerce, various presentations from 10-30 min each to 40-50 attendees each on various business building topics
16. Asian Chamber of Commerce, chapter dinners, various topics from 40-60 attendees each, 30 min presentations
17. EntrePalooza, 140-person event for entrepreneurs, spoke on Follow Up Strategies and Marketing in General, 70 min presentation
18. The Opportunity Expo, 30 min breakout session at a business expo, 10 attendees
19. American Society for Training and Development, 35+ attendees for dinner event on Networking and Marketing, 45 min presentation
20. Multi-cultural Business Forum, 60 min breakout session at business expo, 30+ attendees, part of marketing panel
21. American Business Women's Assoc., 20 attendees for dinner event on Networking and Marketing, 30 min presentation
22. Money Wi\$e Women Forum, 60 min breakout session at business conference, 40+ attendees
23. Business & Technology Summit, 30 min breakout session at business expo, 20+ attendees
24. Juice Plus Regional Conference, 60 min presentation on Networking and Follow Up Strategies, 250 in attendance
25. Mary Kay Sales Meetings, weekly sales meetings for team of 20 on topic of Networking and Marketing in general, 30 min presentation
26. Creative Memories Regional Meeting, 60 min presentation on Follow Up Strategies and Email Marketing, 65+ in attendance
27. The Last Tangle Salon, Employee Workshop on Networking, Marketing and Online Social Networking, 10 in attendance
28. Cyberary Annual Conference, Portland, OR – in person and virtually broadcasted conference
29. International Virtual Assistant Association – annual online summit, hundreds in attendance, online format
30. Women Inkorporated – La Mesa, CA and San Diego, CA chapters
31. Reciproty Referral Organization mixer – 100 people in attendance, Portland, OR
32. Unleashed Biz 2013 alongside Les Brown with 100+ attendees, 2-day seminar
33. Alliance for Virtual Businesses and Online International Virtual Assistants Convention, hundreds in attendance, online format
34. Numerous Rotary Clubs in No. California
35. Numerous virtual telesummits and online conferences with multiple speaker presentations

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

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 Interviews with Online visitors, ongoing expert segments
4. Sacramento & Company, on News10 an ABC affiliate, ongoing expert segments
5. Entrepreneur Magazine Radio Interview
6. Wayne Kelly, The On Air Publicity Guy, Interview
7. The Dr. Annette Show, KLAV (Las Vegas), Interview
8. Dozens of Podcasts, Blog Talk Radio or Internet Radio Shows including Attracting Ideal Clients Show, Selling in a Skirt, Stand Up & Speak Up

Memberships and Organizations Katrina is involved with or a member of:

- Women Speakers Association – Premier member
- Public Speakers Association – Director, member and Collaborator of the Year Award winner 2016
- eWomenSpeakers Network – member
- eWomenNetwork – member
- Women’s Prosperity Network - Lifetime member
- Polka Dot Powerhouse - Diamond member
- National Association of Women Business Owners (NAWBO) - previous member and multiple time nominee for the Outstanding Woman Leader award
- Women’s Coaching Association - member and featured expert
- 100+ Women Who Care (philanthropy organization) - member
- eSpeakers – member
- SpeakerHub - member
- Reciproty Referral Organization – member
- Sacramento Speaker & Entrepreneur Network – Organizer
- Non-Fiction Authors Association – member
- Evolutionary Business Council - member
- Social Buzz Club – member

Additional Accolades for Katrina Sawa:

Small Business of the Year Award presented by the El Dorado Chamber of Commerce in 2006

National Collaborator of the Year Award presented by the Public Speakers Association in 2016

Nominated for an OWL Award (Outstanding Women Leaders) by the National Association of Women Business Owners (NAWBO) in 2016 and 2018

Finalist for Matchmaker of the Year Award presented by eWomenNetwork at the Annual Conference in 2008

Finalist for the Woman of the Year Award by the National Lymphoma & Leukemia Society in 2005

Potential Interview Questions to Ask Katrina Sawa (choose whichever you like or come up with your own!)

Katrina can roll with any type of interview, impromptu or planned out and more structured. Since she speaks on various topics... these are just a few questions that could be asked, but if you ask, we can provide more on a particular topic as well.

So, Katrina, tell us how you got started and built your business?

How did you figure out that automating a lot of it would make you more successful?

What mistakes did you make in the early stages that changed the way you did business - and what did you do to avoid more mistakes in the future?

Looking back, what was the single change that brought about the biggest result in your business?

As a business coach, what are the biggest issues you see out there that business owners are doing that are making them work way too hard or long for not enough profits?

Why is automating your business and marketing such an important factor in building a successful business, Katrina?

What are a couple of the top things a business owner should automate in order to be more efficient with their time?

What are a couple of the top things a business owner should automate in order to produce more sales?

How can a business owner get started and where should they focus in order to automate things more?

What are the first 3-4 things you suggest business owners delegate in their business?

So, you still do a lot of in person networking then yourself? Why is that still important?

What are some effective online marketing strategies you recommend?

I know you talk about the business's website being the HUB of your business, can you tell us more about that and what we can do to improve our websites?

And then of course you're known for your Ultimate Marketing Follow up system and you said that and networking is how you grew your business in the beginning – what is one thing you can tell us about follow up that can help listeners actually get it done?

So, tell us Katrina, what are some of the biggest mistakes entrepreneurs make when it comes to their networking and follow up?

So, in our follow up then, what exactly should we be sending, mailing, emailing and saying on it all?

What happened for you that made you realize that you needed to talk more about love and money?

What lessons did you learn along your journey of being an entrepreneur?

What are some suggestions you have for how entrepreneurs can have both more love and more money in their business?

What are the first things listeners can do to jumpstart their businesses in 90 days or less like you say?

What are some of the easiest and most profitable business models out there that you see right now if someone wanted to figure out one or two things to do?

If listeners are interested in finding out more about you, where can they go and what do you have to offer them to help them start automating in their business more in order to make more money and be more successful?