



Michele Scism Speaker Information

Thank you for your interest in having Michele speak at your upcoming tele-class/tele-summit, webinar or live event.

In this document we are including a link to Michele's photo, bio and sample questions and answers for Michele's most requested signature talks.

Please let us know which talk you would prefer to have with Michele.

If you should need any further information please feel free to contact us by email at Michele@DecisiveMinds.com or by phone at 337-205-7455.

“Thanks for the opportunity to talk with you and your contacts – I really appreciate it!”

Michele

Headshot photo:

http://decisiveminds.com/Michele_Scism.jpg

Additional Information:

Michele's website: www.DecisiveMinds.com

Link to join Michele's affiliate program: www.DecisiveMinds.com/affiliates

Connect with Michele:

www.MichelesTwitter.com

www.MichelesFacebook.com

www.MichelesLinkedIn.com

www.Facebook.com/DecisiveMinds.com (FB fan page)

Short Bio – (150 words)

Michele Scism is the leading authority on social media and online marketing and the Founder of both DecisiveMinds.com and The Global Social Media Managers Association. Her clients call her “The Results Lady” because as a business strategist she uses her signature “Take Action Get Profits” system to help entrepreneurs get visibility and then turn that visibility into profits. Michele’s knowledge in the areas of online marketing and social media marketing have been recognized during recent interviews on several web TV shows, including being interviewed by Kristi Frank from Donald Trump’s The Apprentice, as well as multiple Talk Radio shows and tele-classes. Whether you want freedom and flexibility, more time to be with your family, more money, or the feeling of satisfaction you get from creating a successful business, Michele is there with her expert business knowledge, strategies and accountability skills to help you get the results of your dreams.

Long Bio – (230 words)

Michele Scism is a leading authority on social media and online marketing and the Founder of both DecisiveMinds.com and The Global Social Media Managers Association. Her clients call her “The Results Lady” because as a business strategist she uses her signature “Take Action Get Profits” system to help business owners get visibility and new loyal clients. The key to any successful business is visibility and client attraction and Michele’s systems, strategies and business tips are focused on just that. Michele’s knowledge in the areas of online marketing and social media marketing have been recognized during recent interviews on several web TV shows, including being interviewed by Kristi Frank from Donald Trump’s The Apprentice, as well as multiple Talk Radio shows and tele-classes. Whether you want freedom and flexibility, more time to be with your family, more money, or the feeling of satisfaction you get from creating a successful business, Michele is there with her expert business knowledge, strategies and accountability skills to help you reach the results of your dreams.

Known for her direct approach, desire to see business owners succeed, ability to get directly to the problem and her smile, Michele is all over the internet using social media, audio, video and blogging to get her word out and help entrepreneurs.

For free online marketing and social media tips and how-to articles you can find Michele online at www.DecisiveMinds.com.

What others are saying about Michele:

“If you are ready to take your business to a higher level and attract the clients that you want and turn that into the income that you desire, then you’ve got to work with my friend Michele. Michele gives you step-by-step what to do online, how to do it and here’s the greatest thing – it works! So if you want results and not just going through the motions then you need to start working with Michele today. Let her coach you step-by-step on how to explode your online presence.” **-James Malinchak**, co-author of Chicken Soup for the College Soul & Founder of BigMoneySpeaker.com

=====

“I would like to tell you about my good friend, Michele Scism. She is the lady if you’re having trouble on social media, you don’t know what you are doing, and you’re spending hours getting stuck on responding and liking and nothing is happening. She has online tools and social media expert strategies and you need to check her out. They call her The Results Lady because she knows what she is talking about and she gets results.” **-Kristi Frank** from Donald Trump’s The Apprentice

=====

“My name is Nancy Marmolejo with VivaVisibility.com. I’m a visibility strategist for solo driven entrepreneurs and also a person who is in total amazement at Michele Scism. I have to say for a newbie, she totally one-upped me on Facebook. I’ve got to say she has been implementing like crazy, learning things about Facebook, learning things about blogging, learning things about social media and implementing them faster than anybody I’ve ever seen. I mean I’ve taught social media tips to people since 2006. I have never seen anybody take the information, turn in around so fast and so authentically, making it hers, making it her style, her strategy, so that her clients can have the best success. I’m amazed with Michele. I know that you will be too and I give her a huge thumbs up and yes I am slightly envious of her for the speed at which she gets things done. I think you would be well-served to stick around Michele.” **-Nancy Marmolejo**, Visibility Strategist with VivaVisibility.com

=====

“I’m Therese Kienast of ThereseKienast.com and I am here to share information about Michele Scism, the Results Lady. I love her. Do you want something to happen, this is the woman to help make it happen. She has moved me to action in so many areas of my life in such a short time and thank God. She has creative ideas, she knows how to get the job done, she knows where to go to get the job done. So this has been just a thrill for me to have her in my life because I’m up to big things and I want to make big things happen in the world so I need somebody like her to partner with me to do that. I’m here to tell you, you’ve got to have Michele if you have any plans for big things in this world.” **-Therese Kienast** Founder of Radical Leadership

“3 Blogging Secrets That Will Get Massive Exposure for Your Business”

Marketing Copy:

Is your blog the best kept secret on the Internet? Blogging can be a very effective way of attracting new customers and boosting your bottom line. Establishing your blog as home base gives you the most leverage and visibility for your investment of time, energy and money. But, you've got to be smart about blogging for your business. In this talk, Michele will share the 3 blogging secrets that transformed her blog from a “hidden gem” to hotspot of activity.

Join Michele Scism and learn:

- Why you need a blog for your business
- The one change you make to your blog that will add more subscribers to your list.
- The #1 mistake bloggers and website owners make
- 4 easy ways to get a prospect to spend time on your blog
- Two quick tweaks that will double your blog traffic

Sample Questions and Answers

1. Michele you have had major success in your online business – how did you get started in this business?
 - [I'll give some background info on myself to qualify my expertise.](#)
2. Today we are going to talk about blogging. I am excited to get to your 3 blogging secrets but first could you tell us why you think blogging is so important.
 - [Relationship marketing](#)
 - [Visibility](#)
 - [Traffic](#)
3. I am looking forward to hearing your 3 blogging secrets so could you give us secret #1.
 - [The 1 change I made to my blog that started adding subscribers to my list.](#)
 - [As a business blogger we are looking for conversion – meaning monetary, getting someone to register for a Teleclass or join your list, etc.](#)
 - [The #1 mistake bloggers and website owners make](#)
 - [With all of this I am talking about an opt-in box. I added to blog site and individual blog posts.](#)
4. There are a lot of bloggers out there that might feel like their blog is the “best-kept secret” on the internet. Do you have any advice for them?

- That actually brings us to secret #2 – we do not want our blog to be a “best-kept secret”
 - Get your blog out there using social media, forums and other bloggers sites.
 - Facebook – Networked Blog
 - Twitter – TweetMeMe & Twitter Tools for WP & Hashtags
 - LinkedIn – Post blog to groups as discussion
 - Comment on Forums – search “your topic forum”
5. Michele I know that you are really good at getting other bloggers to promote your blog and your website. Could you share with us how you do that?
- Joined a blog challenge and built relationships with other bloggers (secret #3)
 - Use guest bloggers on my blog
 - Comment on other blogs
 - Make my blog EASY – meaning easy to share. Have Retweet button as well as social media share buttons.
6. Excellent information Michele – do you have any last minute tips for bloggers that you want to share.
- Blog regularly – at least 3 times a week
 - Remember that the more engaged you are with others the more traffic to your blog
 - Just get started – how are you going to get Results if you don’t ever get started.
7. Thanks Michele – would you like to let everyone know how they can get more information about you?

“Your Facebook Fan Page Strategy in 3 Easy Steps”

Marketing Copy:

Is your fan page pulling its weight in your business? A well-designed (and maintained) page can create a never-ending stream of qualified prospects. Unfortunately, many businesses aren't using their fan pages to their fullest potential (if they even have one). In this talk, Michele shares the three things business owners can do to create fabulous (and effective) Facebook fan pages.

Sample Questions and Answers

In this talk, you'll learn:

- How to use FB to drive massive traffic to your site
- The #1 reason your ideal clients are ignoring you
- How to get around the roadblocks that stop people from creating a page that works for their audience.

1. Michele, I know it's a hot topic right now so I would like to get your opinion on **why** Facebook Fan Page's, or Business Pages as they are also called, are so important for our listeners to achieve greater success?

- Relationship Marketing
- Expected by your customers/clients and your competitors have one
- Low Cost / Access to Global economy

2. I'm curious how you got involved in Social Media marketing?

- I'll tell my story to qualify myself as an expert
 - Time/Energy/Money to learn
 - Help entrepreneurs turn visibility into profitability
 - 3000 Fans on FB
 - Speaking, Live Events, Products/Programs

3. Before we go further could you help us get a better understanding of **what** social media is?

- Social Media is an umbrella
- Facebook is social networking
- Form of media that involves a conversation between you and your clients or potential clients
- Fan Page = Business Page = Page

4. Thanks Michele, I know you have been working with entrepreneurs for a while now and I was curious **how** your clients get started with their Facebook Fan Page? (handout)

- Naming Fan Page
- Specialized Welcome Strategy
- Create Fan Page to Build Relationship

- Tools to Drive Traffic
- Develop/Implement a Fan Page Strategy

5. If our listeners get started today with their Facebook Fan Page what changes could they see in their businesses in the next 30 days? 90 days? 1 year?

- 30 days – Visibility = Connections & \$
- 90 days – Credibility = Expert Status & Speaking
- 1 year – Profitability = Big List, Saving Time & \$\$\$

6. Michele, do you normally see any specific ROADBLOCKS that prevent your clients from getting started?

- Fear of doing something wrong
- Not knowing how to start
- I have a Fan Page – Now what?

7. Are there specific strategies you can share with us to navigate around the ROADBLOCKS to achieve wild success?

- Understand it's OK that you aren't sure – learn to walk – find someone to teach
- Outsource
- Fan Page Strategy
 - Get Connected – add friends/fans
 - What to put on your fan page
 - Get the word out about your fan page

8. This has been wonderful information Michele, what is the 1st Physical Action Step you want our listener to take to get started with their Facebook Fan Page Strategy?

“Top 3 Mistakes Business Owners are Making on LinkedIn”

Marketing Copy:

LinkedIn can be a powerful marketing tool. Unfortunately, many businesses are turning away potential clients because they do not know how to use LinkedIn correctly. In this talk, Michele will share her best LinkedIn tips (and how she used LinkedIn to add hundreds of people to her network over the last six months).

During this talk you’ll learn:

- What to do next – **You have a LinkedIn Profile – now what?**
- **How to drive massive traffic** to your website using LinkedIn
- 3 LinkedIn tips to help you **start profiting** from your LinkedIn time.
- LinkedIn Marketing – **It’s not just for the big boys!**

1. Michele, could we start by getting your opinion on **why** LinkedIn is so important for our listeners to achieve greater success?

- Relationship Marketing
- 100 Million Users – specific, easier to find client
- Low Cost / Access to Global economy

2. I’m curious how you got involved in Social Media marketing?

- I’ll tell my story to qualify myself as an expert
 - Time/Energy/Money to learn
 - Help entrepreneurs turn visibility into profitability
 - 600 contacts on LI / 3000 Fans on FB
 - Speaking, Live Events, Products/Programs

3. Before we go further could you help us get a better understanding of **what** social media is?

- Social Media is an umbrella
- LinkedIn is social networking – misunderstood

4. Thanks Michele, I know you have been working with entrepreneurs for a while now and I was curious **how** your clients get started with LinkedIn? (handout)

- Creating a LI profile – 100% complete
- Rank in top 10 for your keywords
- Automation
- Who to connect with
- Groups – joining and participating

5. If our listeners get started today on LinkedIn what changes could they see in their businesses in the next 30 days? 90 days? 1 year?

- 30 days – Visibility = Connections & \$
- 90 days – Credibility = Expert Status & Speaking
- 1 year – Profitability = Big List, Saving Time & \$\$\$

6. Michele, could we talk about the 3 mistakes that you say small business owners make on LinkedIn? (handout)

- Wait on others to connect with them
- Not utilizing LinkedIn events
- Not participating in LinkedIn groups

7. This has been wonderful information Michele, what is the 1st Physical Action Step you want our listener to take to get started with their LinkedIn Strategy?