



# Stacy Karacostas

Practical Marketing Expert, Speaker, Author

Stacy Karacostas began developing her knack for driving small businesses to success at a very young age...She was just six years old when she went to work cleaning cages in her parent's animal hospital for twenty-five cents a pop. By the time she was 14 she was helping run the practice and the entrepreneurial spirit had seeped into her blood.

A professionally trained presenter with a degree in Environmental Education, Stacy began her public speaking career more than 13 years ago as a U.S.F.S. Naturalist providing entertaining and informative talks on everything under the sun—literally. At the same time, she launched her first business as a naturalist trainer for local rafting and adventure tour companies.

Since then she has owned two more successful small businesses—one as a software trainer and management consultant, the other as a copywriter and marketing consultant. Today she runs SuccessStream Sales & Marketing Solutions, offering a wide variety of products, services and free resources to help entrepreneurs grow any small business.

A prolific writer, Stacy has published more than 100 articles on marketing, copywriting, sales and business success, as well as the e-workbook "Putting Your Business on the Road to Success" that makes writing a Marketing Success Action Plan™ as easy as planning a road trip, and The Small Business Website Bible.

Stacy's innate ability for making complicated concepts both simple and fun has helped hundreds of entrepreneurs strengthen and grow their businesses. Plus, her clear, concise communication style is easy for anyone to follow, while her entertaining personality keeps audiences engaged.

"Stacy Karacostas is an engaging, likable, and knowledgeable speaker. I walked away from her recent presentation at the North Seattle Community College Network Breakfast equipped with new tips to make my Website my #1 salesperson, and results are flowing from those suggestions already. I highly recommend her as a speaker, trainer, and copywriter." Nancy Juetten - nsjmkgt.com

## Recent & Upcoming Speaking Engagements

- Snohomish County Tourism Bureau
- eWomen Network
- North Seattle & Everett Community Colleges
- Bellevue, South Sound and Thurston County WNETs
- WBE
- MBA
- Rotary Clubs
- Chambers of Commerce

Stacy is available to speak on a variety of topics including\*:

- The Seven Deadliest Marketing Sins...and How to Avoid Them
- Putting Your Business on the Road to Success: How to Write a Simple Marketing Plan that Really Works
- Turbo Charge Your Marketing Materials in 4 Simple Steps
- Turn Your Website into Your #1 Salesperson: What People Really Need to Know to Buy from You
- How to Choose the Best Marketing Tactics for Your Business

\*Some topics not suitable for keynotes

To book Stacy to speak at your next event call 206-200-7594 or visit [www.success-stream.com](http://www.success-stream.com)



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## Program Descriptions

Most topics can be tailored to your audience and presented as keynotes, breakouts, or full-day workshops. Optimal time frames are listed in parenthesis for each topic.

**Topic:**      **Putting Your Business on the Road to Success:  
How to Writing a Simple Marketing Plan that Works**

(1 hour, 2 hour, Half day or Full day)

What is keeping you from growing your business?

You've got a quality product or service...You've got your business in order...You're passionate about what you do...But for some reason you can't quite keep enough clients or customers coming in the door. If this sounds familiar, chances are it's because you don't have a well thought out plan for making it happen. Luckily, if you can plan for a road trip, you can write a highly effective, 2-page Marketing Success Action Plan™—and I'll show you how!

Discover what every entrepreneur really needs to know to create a powerful marketing plan that sets your business apart from the competition and draw customers like bees to honey. Once you understand how planning a road trip is exactly like writing a marketing plan, you'll be ready to start writing your own plan right away!

**Topic:**      **How to Choose the Best Marketing Tactics for your Business**

(20-30 min Keynote, 1 hour, 2 hour, Half day)

What's the best way to maximize your marketing dollars?

Should you market online, through advertising or with direct mail? Or maybe try to generate publicity about your business?

The possibilities are endless. However, every business is different. And depending on your brand, budget and target market some tactics are sure to work better for you than others. So what you really need is a set of guidelines for deciding which tactics will work best for you.

During this talk you learn:

- How to decide which tactics are right for your business
- The pros & cons of marketing vs. advertising vs. PR, and when to use each
- The three types of marketing that—when used together—make any business grow like a beanstalk
- The top six low-cost marketing tactics any business can use to turbo-charge their results
- The #1 secret for getting the most from all your marketing efforts

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## Program Descriptions Continued

### Topic: Turbo Charge Your Marketing Materials in 4 Simple Steps

(20-30 min Keynote, 1 hour)

Have you ever had someone pick up your brochure, or visit your Website, then ask “So, what exactly is it you do?” Or, even worse, spent tons of time and money creating the perfect ad or sales letter—only to get no results?

Chances are good the problem lies in the written content. You see, writing for marketing and advertising (or copywriting) is completely different from any other kind of writing out there. And it’s the polar opposite of how most of us learned to write in school.

In this presentation, learn tips and tricks to create marketing that:

- Grabs your ideal customer by the eyeballs and doesn’t let go
- Speaks directly to them in a way that is likable, interesting and enticing
- Makes your company stand out from the crowd
- Convinces prospects to pick up the phone, visit your Website, or buy from you

### Topic: How to Turn Your Website into Your #1 Salesperson

(20-30 min Keynote, 1 hour, 2 hour, 3 hour)

The best Websites are like virtual salespeople...They attract new customers, make sales, stay in touch with clients and prospects, and much more. But, you can’t just put up a site and expect it to start growing your business. So in this fun, totally non-technical session I show you what it really takes to turn your Website into a money-making machine.

- Two simple Website success secrets most Web designers never tell you
- What customers truly want to know about you, your business, and your products on the Web
- The three key things your site has to do to make prospects buy from you—instead of the other guy
- How to organize your written content to pull people down the page effortlessly
- A simple way to decide how to organize your site
- Three things that will scare customers away from your site in a heartbeat

### Topic: The Seven Deadliest Marketing Sins...and How to Avoid Them

(1 hour, 2 hour, Half-day)

**What’s stopping you from taking your business to the next level?**

Are you struggling to get more clients or make more sales? Do you have trouble getting good results from your marketing and advertising efforts? If you answered yes, and you don’t understand why, chances are you’ll find out during this eye-opening presentation.

Most small business owners regularly make one or more major mistakes with their marketing. Sometimes these mistakes just cost time and money. Other times they cost people their businesses. In this workshop I’ll show you exactly what these sins are, how to tell if you are guilty, and how to avoid falling under their evil, business killing spell.

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## A Few Testimonials

*“Stacy, what a fabulous communicator you are—clear, concise and to the point! This is the BEST Web sales class I’ve ever experienced. You presented Website sales in a natural progression, answering my questions in the order of priority. You filled in so many blanks in my mind about practical ways to make my Website my #1 salesperson. I would have saved a few thousand dollars if I had heard this information before hiring my last two Web designers. EVERY business person who has a Website MUST listen to you FIRST!”* Dawn Jones - Successful Booking

*“I really enjoyed your energy and sense of humor. It was fun to hear your perspective and it made me reflect on current challenges and commit to taking action in a couple of places that have been bugging me.”* Cynthia Clay - NetSpeed Leadership

*“If you are looking for someone to get your marketing to sizzle, Stacy is your gal! I receive her regular emails, and have heard her speak. She has some really good ideas and has a fantastic delivery. I would highly recommend her as a marketing coach as well as a motivational speaker.”* Lisa Kee - Mortgage Advisor, Mortgage Advisory Group

*“By the way, I loved your presentation [“Turbo Charge Your Marketing Materials in 4 Simple Steps”]. You are a terrific public speaker. I came right back to the office and handed over all your material to my VP of Marketing. Your brush up was a nice shot in the arm. Thank you.”* Brooke Banwer, CEO - Banwer Transfer, Agent for National Van Lines

*“Stacy, thanks so much for being a breakfast keynote speaker at our monthly networking meeting. I loved your energy and enthusiasm, and I know that everyone was able to take away something useful. I also appreciated your ability to help us fill the room. Your presentation was very well received and I am looking forward to working with you as a consultant and having you teach for us in the fall.”* Hendrika Benjamins - NSCC Continuing Education

*“Your presentation on How to Choose the Best Marketing Tactics for Your Business was excellent. Your marketing advice was right on target and practical, and I agreed with all of your advice (which isn’t always the case with our speakers). If you ever want a job as a small business counselor, just let me know.”* Cindy Butler - Seattle Community Capitol Development

*“I have to tell you that your recent workshop was one of the best we’ve had. You have a way of simplifying and delivering complex information that made what is often a dry, confusing topic interesting and easy to understand. On top of that, your presentation was both interactive and entertaining. Judging from the evaluations, everyone really got a lot out of it. We are so looking forward to having you back to speak to local business owners again in the fall. We’re very likely to have repeat participants.”* Rebecca Villareal – North Seattle Community Capital Development

*“Stacy, your Marketing Tune-Up presentation was great! Learning how critical both consistency and follow-up are for getting your name and focus out there was very helpful. I finally feel like there is a light at the end of the tunnel as long as I take small steps to get my marketing done.”* Kim Scott – Starridge Cleaning

*“I just wanted to congratulate you on a well prepared, concise, and informative presentation [on the 7 Deadliest Small Business Marketing Sins] given at the N.W builders show. I enjoyed it immensely. I think all business owners need a reminder on talking in customer’s values and benefits and less in what we have accomplished as builders that has little value to our customers. As a result of this presentation I have decided to rework my website with more customer benefits and less about us. Again thank you for providing the best seminar I attended at the N.W Builders Show.”*  
Bill Marr, Director of Sales and Marketing - Timberland Homes