



Sandy **SPADARO**



www.SandySpadaro.com

If a picture says a thousand words . . .

then a voice can trigger at least as many thoughts, emotions and messages. The voice of Sandy Spadaro IS The Voice of Your Message.

Whether communicating to association members, corporate staffing or conference attendees the delivery of that message is a critical factor in learning, retention and eagerness to take action. Sandy beautifully balances clarity, zeal and enthusiasm to engage interest and encourage achievement. It's no wonder that her speaking engagements and published works in the fields of business marketing, public relations and personal branding have and continue to influence audiences across the country!

Take a listen to **The Voice of Your Message** at
www.SandySpadaro.com



Getting to Know Sandy:

A graduate of the Ohio State University with over 20 years of working background in marketing and business management, Sandy Spadaro continues utilizing skills in public speaking and freelance writing for professional organizations throughout the country. Professional accolades are frequent for this communicative entrepreneur. The press has named Sandy one of **South Jersey's Top Business Women**, the Girl Scouts of America have recognized her as a **Woman of Outstanding Achievement**, the National Association of Female Executives has awarded her with the **Rising Star Award**. Additionally she is one of **New Jersey's Best 50 Women in Business** and **New Jersey's Forty Under 40**.

Spadaro takes her sales and marketing knowledge on the road and regularly speaks to conferences attendees, forums and workshop settings. She's been a featured guest on national radio and online business news resources including **The Magnolia** from Orlando and **SBTV.com** from Phoenix. Her published works have reached reader audiences through regional and national publications including **Executive Female Magazine**, **Working Mother Magazine**, **Origin Magazine**, **Broker Agent Magazine** and **Philadelphia's Phlare Magazine**. Her two international book releases, *Overcoming the Superwoman Syndrome* and *The Women's Handbook to Self-Empowerment* can be purchased on www.amazon.com.

Spadaro currently holds the Presidency position at the National Association of Women Business Owners (NAWBO) of South Jersey, is on the International Advisory Board for the Professional Woman Network and is an active member of the International Speakers Network.

Take the opportunity to book Sandy Spadaro for your own corporate, association or conference speaking needs. View training topics and summaries on www.SandySpadaro.com or contact directly at **609-304-4399**.

Available Topics & Summaries:

Market Yourself Like a PR Pro

A good Public Relations strategy involves spending time defining your target market and finding ways to communicate to them via the press, developing a media kit and making the contacts. Forego the big PR firm costs and learn to increase the perception of your talents and skill-sets just like the pros do!

- Create Public Awareness
- Getting your Press Release Noticed
- Compiling the Media Kit
- Cross-Marketing Opportunities

Make great
breakouts sessions,
workshops and segment
training! Customizable to
time frames from
between 45 minutes
to 3 hours each.

The RULES of Email Marketing

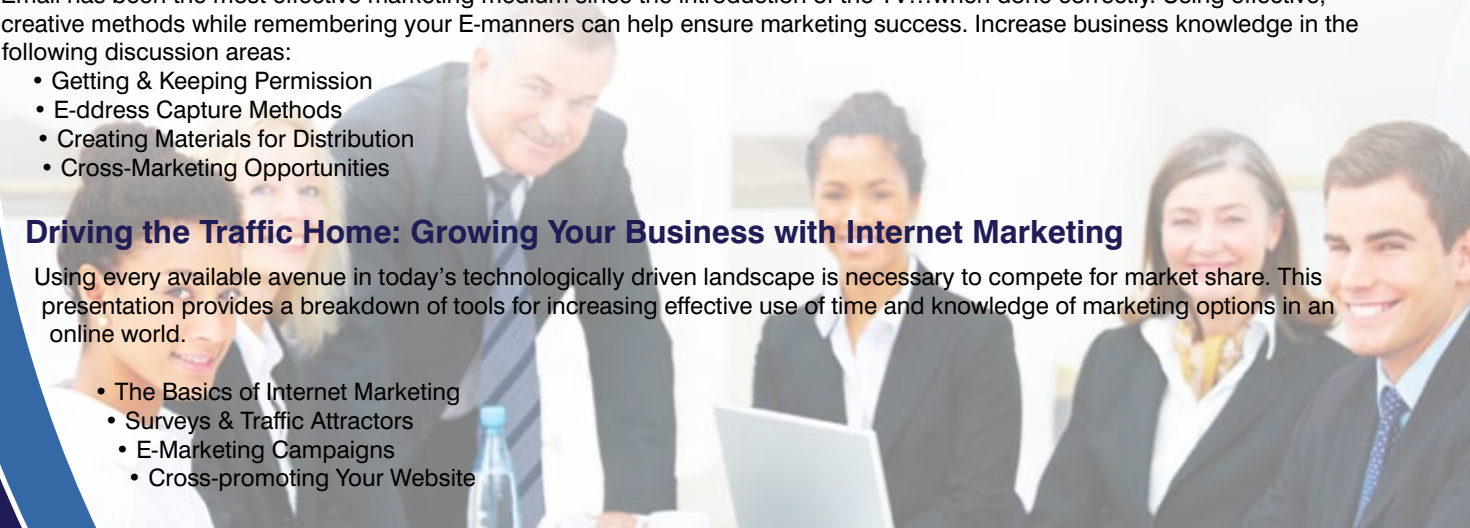
Email has been the most effective marketing medium since the introduction of the TV...when done correctly. Using effective, creative methods while remembering your E-manners can help ensure marketing success. Increase business knowledge in the following discussion areas:

- Getting & Keeping Permission
- E-ddress Capture Methods
- Creating Materials for Distribution
- Cross-Marketing Opportunities

Driving the Traffic Home: Growing Your Business with Internet Marketing

Using every available avenue in today's technologically driven landscape is necessary to compete for market share. This presentation provides a breakdown of tools for increasing effective use of time and knowledge of marketing options in an online world.

- The Basics of Internet Marketing
- Surveys & Traffic Attractors
- E-Marketing Campaigns
- Cross-promoting Your Website

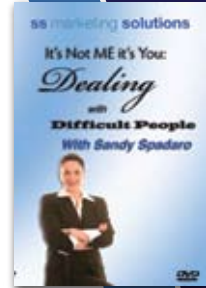


Communication Confidence: Building Phone & Public Speaking Skills

Whether you're dealing with one person or one thousand, on the phone or face to face, the ability to transmit ideas in a crisp and compelling fashion is one of the most important skills you can ever develop. Learning to harness the power of words and delivery can increase your persuasion, credibility and confidence.

- Take Control of your Messaging
- Speech Building & Voice Exercise
- The Improvement of Memory
- What to Avoid

** Added benefit! It's Not Me, It's You: Dealing with Difficult People full length DVD available by request for each attendee.*



Assertive Doesn't Mean "Bitchy"

There are various ways to ensure being understood, including wordplay, body language and positioning tactics. The savviest of female professionals have perfected the art of assertive communication, negotiation and multi-tasking using the following strategies.

- Aggressive vs. Assertive: Dispelling the Myths
- Behavior Overviews
- Power Phrasing: Get Heard & Be Understood
- Communication Workshop Exercises

** Added benefit! Women's Handbook for Self-Empowerment book available by request for each attendee.*



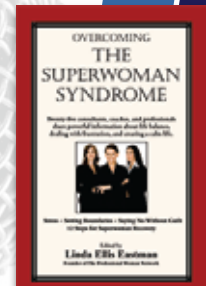
Overcoming the SuperWoman Syndrome

It's no secret that woman's natural instinct curses us with the habit of taking on too much. Whether mother, caregiver, employee, business owner, spouse and/or daughter, we have the exhausting habit of too often saying "Yes I will".

Workshop style exercises, open discussion and strategy planning include the following topics:

- Learning to Say No without Changing Your Mind
- Stress Management
- Setting Boundaries, Not Limits

** Added benefit! Overcoming the SuperWoman Syndrome book available by request for each attendee.*





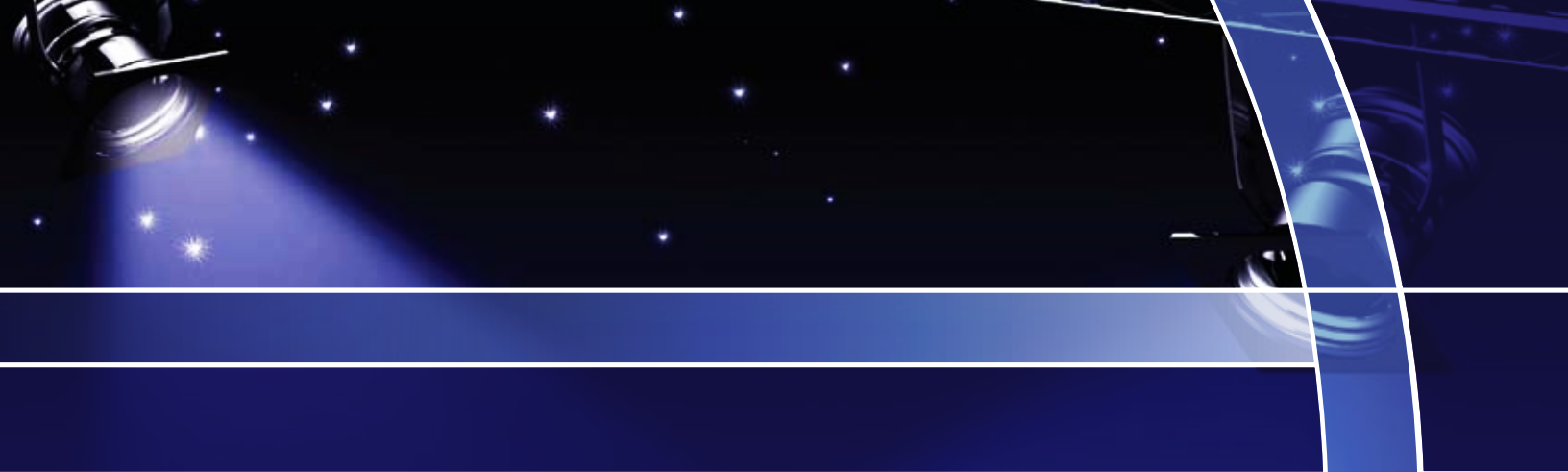
Don't Take It From Us! Hear What Others Say About Sandy:

“Sandy has been a keynote speaker for my international women’s conferences and a facilitator for my semi-annual Author’s Institute where she continues to provide powerful PR information to hundreds of attendees seeking to increase marketing and visibility concepts. Her presentation style is rapid-fire, vibrant, concise and truly exciting. ‘Crème-de-la-crème!’ I highly recommend her for any national or international presentation that requires a presenter of the finest quality.”

Linda Eastman/Professional Woman Network/Louisville, Kentucky

“Sandy's marketing acumen is only exceeded by her grace, charm and wit. She brings her enthusiasm and intelligence to deliver her message in an entertaining and informative way. Our members were inspired by Sandy, and so was I. You go girl!”

Linda Lane/First Financial Group-Mass Mutual/Cherry Hill, New Jersey



“You are a dynamic woman with great energy. I am working on maintaining the level of positive mental attitude that seems to be so strong in you. If your voice was my alarm clock, I bet I could actually get out of bed without procrastinating!”

Kimberly Bruckner/Real Estate/Chicago, Illinois

“Sandy Spadaro is a phenomenal speaker! No matter how big or small the audience, everyone feels like Sandy is speaking directly to them. I have featured her workshop presentations 3 years in a row as she is requested by popular demand again and again at our annual Women’s Forum. She teaches practical applications that can be used right away and is always willing to work with us to make certain that the program fits our audience and time frame. Her energy and enthusiasm is second to none. She adds tremendous value to any conference, every time!”

Kristi Howell-Ikeda/President Chamber of Commerce/Mount Laurel, New Jersey

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