

Karen Clark

SPEAKER • TRAINER • AUTHOR

Taking her own direct sales business to the highest level of the compensation plan was just the start for Karen. As the Director of Consultant Development for the corporation, she created training programs for the entire field before founding her online presence training company, My Business Presence.

Karen is the author of the book series: *Social Media for Direct Sales*, and has co-authored two additional books — *Incredible Business* and *Direct Selling Power*. Her information packed, interactive presentations are guaranteed to inspire your audience to enhance the relationships they have with their customers by integrating person-to-person contact with smart Internet Marketing strategies.

Her wealth of practical knowledge focused on productivity, her ability to simplify even the most advanced social media concepts and her fun, friendly style make Karen the standout trainer for your event.



my BUSINESS
PRESENCE

CONTACT

KAREN CLARK

SPEAKER • TRAINER • AUTHOR

San Francisco Bay Area

707.486.1927

karen@mybusinesspresence.com

www.mybusinesspresence.com



PEOPLE ARE SAYING...

"With expertise in both social media and direct sales, Karen blends these two worlds beautifully with strategies that are both consumer and consultant focused. Karen was quick to learn our business model, and was a true partner!"

Lynn Poynter, VP Communications, L'BRI PURE n' NATURAL

"Karen Clark was a dynamic presenter during one of our general sessions at our annual conference. Her trainings have helped our consultants to find that balance between social media and face to face communication."

Patti Gardner, VP Sales, Youngevity/Heritage Makers

"If you are looking for a speaker who is knowledgeable, charming and innately human, Karen Clark is a great choice. Her amazing expertise and experience in building her own profitable online business means she has done it all before."

*Patrick Schwerdtfeger, Acclaimed Author of
Marketing Shortcuts for the Self-Employed*

TOPICS

- ▶ Facebook
- ▶ Pinterest
- ▶ Instagram
- ▶ Twitter
- ▶ LinkedIn
- ▶ Youtube
- ▶ Periscope
- ▶ Blogging
- ▶ Virtual Direct Sales Parties
- ▶ Local Marketing Online
- ▶ Social Media For Leaders
- ▶ Online Opportunity Events

*"Social media is about **connecting** with people,
not **collecting** people..."*

SAVVY SOCIAL MEDIA PRESENTATIONS

SOCIAL MEDIA BEST PRACTICES

In Karen's signature keynote, you will receive an overview and tips for the major social media sites so that you can make an informed decision about where to focus your time. Then you will discover a powerful formula for developing posts that leave your readers eager, interested and engaged. Finally, you will learn how to manage your social media presence in 15–20 minutes per day so that you can focus on the rest of your business, and your life!

FABULOUS FACEBOOK FOR BUSINESS

Stand out on Facebook by learning exactly what to do in order to achieve the greatest effect for your time. In this session you'll learn the benefits of creating an effective presence on Facebook using Profiles, Pages and Groups, and strategies to gain more engagement and results using powerful Facebook moves.

SOCIAL MEDIA FOR LEADERS

When you are a successful direct selling leader, it's important to continue to build your own team while at the same time supporting those who look to you for guidance. In this session you will learn strategies for meeting and converting new online prospects as well as offering training and support through social media and the latest tech tools.

I'VE GOT LEADS, NOW WHAT?

In this session you will learn how to not only connect with and stay connected online to people you've met offline, but how to attract new people who are interested in your opportunity. Learn social media strategies for communication, follow up, and conversion so that you are no longer only collecting people, but truly connecting with people.

SOCIAL MEDIA DO'S AND DON'TS

When using social media to market your business, it's important to behave in a way that makes people want to do business with you. But did you know there are some specific guidelines — and some unspoken rules — to follow, too? In this session you will learn exactly what to do, and what not to do, to avoid common problems and be most effective in social media

PARTIAL CLIENT LIST

- ▶ Jamberry
- ▶ Usborne Books & More
- ▶ LBRI PURE n' NATURAL
- ▶ PartyLite
- ▶ Lemongrass Spa
- ▶ Daisy Blue Naturals
- ▶ Pampered Chef



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WHAT MAKES KAREN DIFFERENT?

Nothing replaces connecting with people in person or by phone, and in her previous career as an active sales leader, Karen Clark **walked the walk** as she sold, booked demonstrations, and supported a sales team offline, while pioneering methods to **expand her reach and service online**.

Karen now enjoys teaching others exactly where, when, and how to spend their precious time to establish an **ethical online presence**, while remaining true to their principles and personal business.



What makes her different?

- **Her content** – It's simple, easy to implement and profit-producing, yet based on years of practical experience and continued study of the topic.
- **Her delivery** – She's fun, friendly and inspires people to make the most of their social media time. Audiences find her relatable and take her training to heart.
- **Her professionalism** – She prides herself in exceeding her client's expectations through timely and positive communication, flexibility and excellence.
- **Her presence** – Karen becomes part of your event—approachable and accessible. She will not breeze in, "perform," sell product, and leave. She enjoys being there.
- **Her impact** – Karen empowers entrepreneurs to focus, to be more efficient and to get results fast. Her emphasis is on learning to connect with people online and continue business in traditional ways, not to simply collect people to sell to.

Karen has **practical experience in the field** giving her a unique ability to reach audiences—**she's been there!**

Book Karen Clark to train your field today! They will thank you for it!



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CLIENTS ARE SAYING:



Karen Clark was a dynamic presenter during one of our **general sessions** at our annual conference. She provided great training to our consultants on how to really use social media to build their business and to watch out for. Her trainings have helped our consultant **to find that balance between social media and face to face communication** resulting in a growing business. Patti Gardner, *President, Heritage Makers*



We invited Karen to speak at our Direct Selling Edge Conference in Las Vegas, an event held several times per year to educate new and young network marketing and party plan direct selling companies. Karen was an **excellent speaker**. Her content and delivery were equally stellar. Her topics were social media profiles and how to use social media to **grow your company**. We look forward to Karen's participation at our next event. Jay Leisner, *President, Sylvina Consulting*



Karen's knowledge on Facebook and Twitter is astounding; not only did we learn the 'how to' but she also shared with us proper etiquette, techniques to build your business using social media, and security measures that most of us were not aware of! She trained in a way that **made it easy and fun!** After her training, we saw an **increase in the number of Consultants using social media, and an increase in our own corporate fan page**. Jena Thompson, *Founder & CEO, Daisy Blue Naturals*



Karen Clark presented two sessions at Inscape's annual Distributor conference. The audience overwhelmingly found that she **demystified the world of social media** for them. Karen provided them with **meaningful, doable, actionable steps**. I highly recommend Karen to other organizations and to individuals who need social media expertise. Clare McInerney Stephenson, *Inscape Publishing*



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BULK ORDERS AVAILABLE

"Social media is about CONNECTING people, not COLLECTING people!"

Social Media for Direct Selling Representatives: Ethical and Effective Online Marketing is the first and only comprehensive guide on social media written specifically for the direct seller by someone who has **12+ years experience in the field and at the corporate level**, and the knowledge and expertise with technology to teach it in a way that makes sense.

Written in a content-rich but easy to understand and implement fashion, this book successfully helps you bridge **the needs of your consultants** to feel empowered and autonomous in their marketing and the **very real associated risks and concerns** at the corporate level.

Sample chapters:

Social Media Best Practices
Social Media Sites Explained
Social Media CPR
What to Post? Follow the 911 Code
Social Media Post Ideas
Customer Service Through Social Media
Avoid Common Problems
How to Avoid "Facebook Jail"

Avoiding Litigation When Posting Images
Sharing the Business Opportunity
Social Media Do's and Don'ts
Social Media Parties Pros & Cons
Host Coaching for Social Media Parties
Facebook Parties How-To
Instagram Parties How-To
Pinterest Parties How-To

This BOOK is the perfect resource for those active in social media specifically for the direct selling profession and makes a great **starter kit add-on, Conference gift item or incentive** and includes over \$150+ in bonus online resources. Available in bulk pricing or through Amazon bookstores. Shipping additional:

Single Book = \$24.99 each
2-100 Books = \$20 each
100+ Books = \$15 each
Also available on Amazon

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SOUND ADVICE FROM SOMEONE WHO KNOWS DIRECT SALES!

In this 60 minute audio CD, Karen Clark reveals her favorite strategies for using social media to kick your direct sales business to the next level. Currently one of the most effective marketing strategies for direct sellers, social media can strengthen existing relationships, create new connections and inform the masses about what you have to offer. Learn:

- The easiest way to get found by new people in order to grow your network.
- A simple overview of each of the social media sites and how best to use them.
- What to post to be of service to others and not turn friends and prospects off in the process.
- The 3 most powerful steps every direct seller can take in about 15-20 minutes each day.
- ...and SO MUCH MORE!

“Social media is about CONNECTING people, not COLLECTING people!”

KAREN CLARK has 12 years' experience as a top producing field leader in a party plan company, along with 17 years' experience in getting results in her business through ethical and effective Internet marketing techniques. Karen was an innovator in the direct sales industry, using technology to grow her party plan business as one of the first direct selling leaders to use social media and Internet marketing both in her personal business and in support of her team.

Karen strives to educate and empower direct sellers to use social media to build more and stronger business relationships. Karen's company, My Business Presence provides direct selling representatives and companies with training and services needed to understand the tools, create strategies to use them, and to do so in a way that feels good and gets results. For more information, visit www.MyBusinessPresence.com

This CD is the perfect introduction to best practices in social media specifically for the direct selling profession and makes a great **Consultant Starter Kit item**. Available in bulk pricing:

Single CD = \$20 each
2-24 CDs = \$15 each
25-99 CDs = \$10 each
100+ CDs = \$5 each

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