

# Your Delegates & Exhibitors Will Love Debbie!

## 'Rated No#1'

You are going to hear 'wow' every few moments. This is because your members are getting **easy, practical and immediate solutions** to their **everyday problems in a motivating, entertaining, practical how-to manner**. This must be why Debbie is often rated the number one speaker and most enjoyable with the groups she works with.



## This is what people say about Debbie Mayo-Smith CSP:

**'I've been hiring speakers for over 17 years now and your presentation is the very best one we've had'**

### SummerfruitNZ Conference

This computer-savvy crusader ranks in the top seven per cent of speakers world-wide, and it's easy to see why. Debbie's infectious love of the magic of mobility made sure that no self-respecting working person of today would ever look at their computer, the internet or smart phone in the same way.

Productivity is her number one call-cry and sometimes, it's just easier when you have such a vivacious person such as Debbie delivering these much-needed messages. Who says you can't teach an old dog some new tech tricks in one session – just ask anyone who saw Debbie in action!

- 'I thought your session was a real breath of fresh air, not only the topic itself, but your lovely warm presentation style and depth of knowledge kept me engaged right till the end.'
- 'I thought your session was fantastic... best 3 hours workshop I've ever attended! Already putting into practise some of what I learned!'
- 'Your session was one of the gems of the WaterNZ conference.'
- 'Of the presenters, you have the best response with the highest ranking by delegates.'
- 'Wow – you may have just changed my life! I shared your tips with the office and they are all incredibly impressed.'

## Debbie Mayo-Smith, Certified Speaking Professional



Debbie is one of the most in-demand speakers in Australia and New Zealand and sits in the top 7% of speakers worldwide. A media columnist as well as best-selling author of sixteen books, Debbie has sharpened the activity of over 1 million individuals around the world through her presentations, quick tip newsletters, articles, books and videos. She is well-loved for her entertaining and practical, plain talking technology quick tips and is known as Ms Productivity by the media and it's not just for her work; Debbie is also a mother of six children including twins and triplets!

## Six Presentation Modules of Interest:

(Suggestions only. All content is 100% customised to your desired outcomes and can be combined.)  
Each can be conducted as a keynote, workshop, in-house training ½ day or full day

### 1. More Sales. Better Processes. Lower Costs. The Free & Easy Secret Diamonds of The Internet

In an easy to understand manner, Debbie will highlight and show how to use the hidden gems of the Internet for free and easy improvement in many facets of business. Knowing the secrets will give a significant competitive advantage; vastly improved communication and promotion; improved income, better branding, lower operating costs.



#### Example of Areas We Cover:

- **Fabulous Web Search Secrets** – to deepen customer relationships and find perfect new opportunities
- **Google My Business** – Improving organic search results and advertise for free
- **Google Maps** – How and why to create your own layers for analysis and promotion
- **Cloud Office Software & Storage** – how to use to streamline processes and speed communication flow
- **YouTube**– the second most popular search engine. The many surprising ways to use videos and create your own TV channel – private and public
- **VoIP** – Using the free apps of Google, Microsoft & Facebook for online meetings, webinars, chat and instruction
- **Facebook** – it's Reachpocalypse and how to get around it

### 2. Smarter. Faster. Cheaper. Better.

A mixture of wonderful, simple tips and tricks on how to better use everyday business tools to achieve freasy (free and easy) gains in business income, time management and customer service. This is a stunning session especially for the members who are in Accounting Practices because it helps them improve the business consulting side of their practice.

#### Example of a few points we will cover include:

- **Cloud Software** – Using free software and apps to speed processes; connect with parents and prospects; Improve communication and boost business/personal productivity
- **Google** – how to get a top Google ranking and advertise for free
- **Smartphones/Tablets/Apps** – Great timesaving business and personal productivity tips
- **Email Management** – conquer email overload, boost sales, improve communication
- **Database Marketing** – top tips from the women who wrote three books on it
- **Social Media** – what to spend time on; what is a waste; shortcuts; expert secrets.



#### Outcomes:

- At least two/three working weeks freed up
- Significantly increased efficiency in business procedures and practices
- New customers from improved branding, marketing, communication
- Delighted customers from easy to implement value adds.

### 3. Conquer Your Email: Ease Your Pain. Enhance Your Gain

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**How much time do you and their staff waste with email?** Reading, answering, forwarding, deleting and filing?  
your



What many don't know is by combining clever thinking with often ignored or (unknown) email features, they can save a phenomenal amount of time and become a master of communication, customer service and response.

Debbie will give the answers to solve problems and significantly eliminate wasted time with email. This presentation is **NOT** just software how-to's. You can go to any computer training course for that!

It is the practical business application – specific industry business problems and the solution focus that makes it different. Not only will they view their inbox in a new light, but with the knowledge gained, they'll be able to completely change and streamline email response to incoming enquiries; stay on top of business development AND improve customer relationship management.

#### **Outcomes**

- Free up two to three working weeks. Email on smartphone – working better and quicker
- How to automatically sort, prioritise even answer incoming email
- Never retype repetitive emails again
- How you turn contacts into a superb customer / prospect database
- Managing calendars and tasks better

## **4. How to Win More Business. Find More Customers**

A stunning session filled with awesome ways and means to deepen relationships; be much more persuasive in your conversations with prospects / clients and significantly improve your written proposals, marketing material and websites.



You'll discover new ways of finding information about your clients to strengthen and enhance relationships as well as how to easily find perfect new leads for your business. Learning includes how to demonstrate value as well as building great stories, testimonials and case studies.

#### **Outcomes:**

- More sales and word of mouth
- Easily find new business sources
- Improved communication

## **5. Effective Communication: How To Be More Memorable and Persuasive**

### **Powerfully Persuasive People, Proposals, Presentations**

Whether talking to a customer; someone on staff; interviewing a potential employee; or just entertaining around the dinner table – you could benefit greatly by knowing these essential secrets for 'persuasive discussions' and selling. Debbie is normally one of the highest-ranking speakers at conferences and her secret to getting the message across isn't just pushing a button for the next PowerPoint slide.



#### **Outcomes:**

- Improved communication and persuasion skills
- Improved 'persuasion ability
- Improved productivity

## 6. Living The Life You Love

Debbie is similar to members. A parent. A partner. Totally involved with business. Debbie's achievement is that as a mother with six young children (including twins and triplets), she started a business from scratch, grew it to a six figure annual income, built an enviable international reputation, wrote 16 bestselling books – all in a short timeframe, with part time staff and on a miniscule budget.

With this funny story and quick tip filled session, Debbie will give a simple blueprint for unforgettable balancing, managing and computer automation tricks that will help achieve personal and business goals and stop wasting so much precious time.

Debbie will inspire, entertain and make members laugh and think. But more importantly she'll share five steps to successfully balancing the 1001 pulls on their time without dropping the ball.

### Your Five Ingredients Are:

1. **Goals** – how to set and achieve goals
2. **Focus** – overcoming and removing distractions
3. **Better Balance** – How to decide what to delegate, eliminate and do better
4. **Achievement** – How to set your self up for success
5. **Automation** – stunning software, cloud and smartphone tips to save time, increase productivity and help achieve your goals.

### Outcomes:

- Reduced stress
- Business and personal plans
- More effective way of working – more spare time
- Knowledge and plan on how to achieve balance and a life you love

## Also Available:

### 7. Social Media: The Good, Bad & Ugly

Freasy (free and easy) internet strategies that show a real return on your investment of time and money. We cover the best social media for your industry and business. You learn how to get found, focus your online advertising give a better online impression, get more clients, create a positive buzz and protect business from negative online comments. It also covers what not to waste time on in social media.

### 8. Profits. Promotion. Productivity

An entertaining, motivating yet practical set of 10-15 quick ideas and tweaks to create significant improvement: Money Income. More Free Time. Better Online Presence - from minimal effort



## No Other Speaker Gives You Such Free Added Value

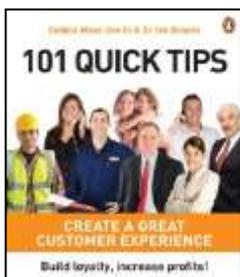
- 1. Free: Three months of articles/quick tips** for newsletters preceding the Conference
- 2. Free: Early morning or evening exhibitor /sponsor session** while at conference. They'll love you for helping them learn how to improve their exhibiting/sponsorship ROI
- 3. Free: Working with your sponsors** using their branding on presentations and referring to their products
- 4. Free: Twelve month follow up** Debbie is available by phone or email to answer any questions, solve problems and run ideas by
- 5. Free: Continuing education** Each participant will receive a free subscription to a monthly business tip newsletter so the learning continues indefinitely!
- 6. Free: Online survey of attendees** Used to help customise the presentation. You can add any questions you like and you'll also receive an Executive Summary Report along with an Excel Spreadsheet of all responses.
- 7. Free: One-minute promotional video** of the conference and Debbie's session
- 8. Free: Social media promotion** Three months before conference Debbie will start talking about the conference on LinkedIn, YouTube (with the video), Google+, Facebook and Twitter

## Entrench the Learning, Delight & Educate!!!

### Quick Tip Outlook / Excel Productivity Boot Camps

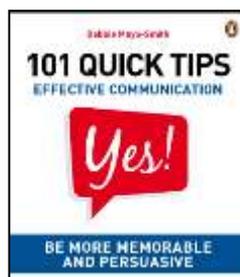
To extend the learning, entrench it over time Debbie will take main content and break it down into small, easily-digestible and actionable pieces (called lessons). Each lesson is delivered with an explanatory email (problem: solution; or here's a great idea} along with a how-to video (or link to) which is under 1-minute long.

The Boot camp can move at a swift pace – several lessons a week. Or slower – weekly to work in with normal work requirements and allowing participants to digest and use each bit of new knowledge before embarking on the next.



### Create A Great Customer Experience

Penguin Books  
RRP \$10.00



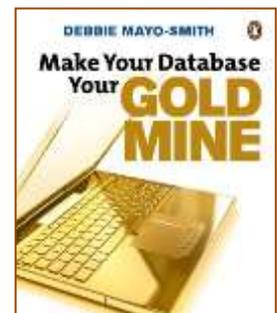
### Effective Communication

Penguin Books  
RRP \$10.00



### Conquer your Email Overload

Penguin Books  
RRP \$25.00



### Make Your Database Your Goldmine

Penguin Books  
RRP \$20.00