



STEPHANIE NIVINSKUS

SMALL BUSINESS MARKETING EXPERT

TESTIMONIALS

"Stephanie's energy is contagious. She engages the audience from the minute she steps on stage, until long after they've gone home. Her joy and passion come through in every word she speaks."

- **Nichole MacDonald, The Sash Bag**

"Stephanie is an engaging speaker, and a relatable personality. Through storytelling, she brings the audience on a journey with her, helping them digest complex topics in a way they can understand and remember."

- **Marliese Bartz, Sticky Note Strategies**

"Stephanie is articulate and shares so much useful information."

- **Terry Snow, Farmers Insurance**

"Stephanie delivers a phenomenal message with high-quality content."

- **Sara Holley, Events•Style**



ABOUT STEPHANIE

For more than 20 years, Stephanie Nivinskus has developed and implemented marketing strategies for companies including Starbucks, Sprint, Exxon-Mobile and The National Football League, along with hundreds of smaller companies. A seasoned Copywriter and Storyteller, her work has appeared in Forbes, Entrepreneur, YFS magazine and Chicken Soup For The Soul. Since 2009, Stephanie has been solving marketing puzzles as the CEO of SizzleForce Marketing, a boutique agency for established companies and the Creator of SizzleForce Marketing Academy, a digital training program for emerging small business owners. When she's not helping brands showcase their sizzle, Stephanie is enjoying time with her husband and four children.



AS SEEN IN

Entrepreneur **Forbes**

YFS MAGAZINE
YOUNG, FEMALE, SUCCESS & SELF-EMPLOYED

Chicken Soup
for the Soul

RECENTLY SPOKE AT

IT NATION

 **NAWBO**
National Association of Women Business Owners

ABWA
AMERICAN BUSINESS WOMEN'S ASSOCIATION

SIGNATURE TALKS

THE RICHES ARE IN THE NICHES:

How to Double Your Income by Narrowing Your Market

The fastest way to position yourself for massive growth is to do exactly what you may think you shouldn't do—narrow your market. At first glance, many small business owners worry niching will limit their opportunities, but in actuality, niching makes doubling your income easier than ever. In this talk you'll learn how to put the power of time and money on your side with the same practical techniques Stephanie used to double her own income in less than 12 months.

Key Takeaways:

- Why those who niche can charge so much more ... and get it
- How to identify your niche and communicate it to your audience
- How niching immediately positions you as the go-to expert in your industry

STORYTELLING SECRETS:

How to Give Your Small Business A Big Voice With Storytelling

Something big is amiss in our culture of online shopping, phone trees, and automated marketing. The human touch is nearly extinct and consumers feel more like numbers than anything else. Just like a handwritten letter stands out in a stack of impersonal mail, small business owners with stories instantly differentiate themselves in the crowded marketplace. In this talk, you'll get equipped to create your own captivating story.

Key Takeaways:

- Why storytelling makes your message 100,000 times more likely to stick
- How to identify the defining moments that make your story memorable
- Two proven storytelling strategies that prompt your target market to fall in love with you

KISS AND SELL:

How To Skyrocket Your Sales Without Being a Slimeball

Sales doesn't have to be a dirty word. And you don't have to be a slimeball to sell like a rockstar. In fact, when you approach sales from a service perspective, you become the kind of person consumers like, know and trust. In this game-changing talk, you'll learn how to tap into the way your ideal clients think, so you can ditch the slimy pitch and start offering the solutions people want to buy.

Key Takeaways:

- 5 Reasons Why People Buy
- How to speak the secret language that drives the majority of sales
- How to win 80% of sales with one simple strategy