

Julie Stroud

Marketing Coach | Speaker

www.ferventcoaching.com

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With twenty years' experience as an solopreneur, Julie Stroud understands the needs of today's multi-talented professionals and the competitive market bursting with potential.

As a former training and development specialist and an ICF-certified life coach, she knows how to facilitate groups, guide learning, and engage participants. As a former sales professional, she understands the urgency to return to work armed with insights and tools that create results.

Julie's seminar speaking style typically includes slide presentations, anecdotes and data, and audience participation to maximize the learning - *and the fun!*

Ideal audiences include chambers of commerce, women's business groups, coaching and consulting industry events, speakers and writers conferences.

Contact Julie to create an event that will be educational and fun, inspiring and challenging. Your attendees will leave satisfied and ready to take action.

Keynotes

7 Elements of Story Applied to Marketing for Maximum Impact

Pick some low-hanging fruit for fast, honest, and lasting benefits in your marketing efforts and sales success - as evidenced by your favorite books and movies. This talk provides a fresh take in today's crowded marketplace, and sets up audience members' businesses for thriving. Based on *Building a StoryBrand* by Donald Miller.

How to Become the Cream of the Crop... Thought Leadership as Marketing Strategy

Book lovers and lifelong learners rejoice! More than mere content marketing, thought leadership embraces your brilliance and establishes you as an authority. Learn what thought leadership marketing is, how to identify your sweet spot, and implementing this strategy as your cornerstone.

Brand Stickiness

A brand is more than a logo or a website. Your brand is made of the puzzle pieces of mission, vision, values, goals, the problems your products and services solve, and the complete customer experience. When the pieces fit, branding sticks.

Bio/Introduction

Julie Stroud is the owner of Fervent Coaching, marketing coaching for small business. After a career in training and development followed by a long and happy career in direct sales leadership, Julie segued into coaching and consulting entrepreneurs. Through clear messaging and effective marketing strategy, Julie leads audiences and clients to profitable outcomes. Julie Stroud is a ICF-certified coach, a StoryBrand certified Guide, the author of *Vision: The Blueprint for Life-Building*, and actively involved in community service and leadership.

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