

# MGM



## Speakers Bureau

### Empowering and Motivating You to Succeed!

## Sherré DeMao's Profile

Travels from: Charlotte, NC, US

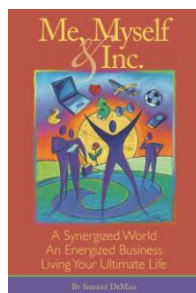


Sherré DeMao is founder, President, and Chief Marketeer of SLD Unlimited Marketing/PR, Inc., a full-service branding, marketing consulting and strategy firm she established in 1984.

A published author, Sherré released her second book entitled, “**50 Marketing Secrets**,” in 2010. 50 Marketing Secrets guarantees you will learn ways to approach your marketing strategy, make better and more productive marketing decisions and implement tactics your competitors will not. The CRISP Principle®, originated by Sherré as a proprietary approach to marketing for small business, is at the heart of the book.

Her firm's creative solutions have won numerous awards including Telly, ProAd, PICA, Addy and IABC Crown awards. In 2004, the National Republican Congressional Committee honored her with a National Leadership Award for her small business advocacy. As chair of a National Procurement Task Force formed by the National Association of Women Business Owners (NAWBO), Sherré co-authored a white paper on federal government contracting policies with small, women-owned and minority-owned business. Published in February 2006, the paper included 34 recommendations to federal agencies, which were presented on Capital Hill to legislative subcommittees. The paper is still used as a resource today. These efforts were among the reasons the U.S. Small Business Administration recognized Sherré in 2006 as a Small Business Woman Champion. In 2007, she was named among the 50 Most Enterprising Women in North America by Enterprising Women Magazine.

Sherré writes the monthly Savvy Business Owner column in Business Today and is a contributing writer with articles appearing in Enterprising Women Magazine, Women Entrepreneur, Entrepreneur.com, FoxBusiness.com, Yahoo Small Business and Business Inside. Her first book, “**My, Myself & Inc. - A Synergized World, An Energized Business, Living Your Ultimate Life**,” was named a Top Business Shelf pick by Midwest Book Review in 2009.



and



**Specialties:** Entrepreneurial Best Practices; Customer Relations; Business Planning & Analysis Referral Relations; Branding & Positioning Internet Marketing; Corporate Image & Identity Strategic Involvements; Awards & Recognition Public Relations; Competitive Analysis Ideal Target Profiling; CRISP Principle® Next Level Strategy; Synergized Goal Setting Resource Management

### Keynote Topic Includes:

#### ***DREAM WIDE AWAKE!***

#### ***Is Wishful & Fearful Thinking Holding You Back?***

With the current economic pressures, do you find yourself daydreaming or wishing for the day? Do you find yourself in fear of what is going to happen next and what this will mean for your future? With more than 26 years working with entrepreneurs and their employees, Sherré has been able to identify five wishful thinking mindsets and six fearful thinking mindsets that hold individuals back from reaching their goals and achieving their desired level of success in life and at work.

DREAM WIDE AWAKE will help audience members shift their thinking from can't imagine to can-do — inspiring and motivating audience members to take action and shift from daydreaming to dream doing!

Audience will learn:

- The three promises to live and achieve by
- The importance of honor the three aspects of you
- How to replace wishful thinking with inspired action
- How to overcome fearful thinking with purposeful courage

**Please Call for Fees**

### **Testimonial:**

*“Sherré DeMao's in-depth knowledge and never-ending ability to provide relevant examples makes whatever she brings to the small business arena a winner.”*

*Barbara Hall, Director  
RCCC Small Business Center*

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