

# Hi, I'm Erin Marcus

## Founder & CEO of Conquer Your Business.

I help service professionals and entrepreneurs save time and make more money by learning how to Be In Charge, Take Action and Get Results!

I have been mentoring, training, teaching and coaching for more than twenty years. I love helping people take actions they didn't think possible, do things they didn't think they could do and succeed beyond what they dared to dream about.



My job is not just to outline the foundational pieces of operational, sales, and marketing success for you, but also to help you apply them to your unique business with your unique voice.

And because I'm good at asking the right questions, and listening not just to the answer but also to what you're not saying, I feel committed to helping you find the greatest version of yourself so you can live up to your greatest potential.

If you're ready for all that...No need to wait.  
Let's get started!

### Industry Background

Journalism

Caring Transitions franchise owner and corporate trainer  
Realtor (paid only)

Financial Services

Animal Activist

National Speakers Association



Erin can relate to diverse audiences on every level, both professional and personal.

To book Erin or learn more, email [speaker@atrevenue.com](mailto:speaker@atrevenue.com)



## 01 Magnetic Messaging

In a small business, there are bound to be peaks and valleys in sales, those valleys can often send entrepreneurs into fits of panic and worry. When faced with that situation they start to just do anything and everything, hoping that some random act of marketing will set them back on the right path.

However, that panic does not help bring in more sales but instead derails your marketing message. It is far more helpful to stay on brand and have a consistent marketing message. You don't see the biggest companies shifting their branding every other month, so why would you do any differently?

If you are ready to level up your marketing and build a consistent message that attracts leads and converts them into sales then this talk is for you. Learn how to put the pieces together and create a marketing message that works for you.

### What you can expect to take away

- Identify what your consistent messaging should be
- Discover how you can convert more leads into sales
- Learn how to draw knowledge from your peaks & valleys

## 03 Who You Have To Be (breakout of Ready Yet)

Entrepreneurs can often be left wondering why despite putting in hours upon hours of effort they are not seeing the results that they were expecting. However, the issue is not about what they are doing, it's about who they need to become. For as much effort as they put in, it will never be enough until they are the person it takes to do it.

Between her background as a former corporate executive and a successful entrepreneur, and her more than 100 interviews on her podcast, Erin has uncovered one key thing in the path to success. The situation doesn't determine the outcome, the person does.

## 02 Putting the Conversation in Your Sales Conversations

Sales conversations can be one of the scariest and hardest parts of sales, but entrepreneurs need to master this in order to grow their business. You shouldn't have to chase others down and try to convince them that your business has what they need. It shouldn't be a struggle, there is a better way.

Erin's method gives entrepreneurs the mindset and approach they need to make sales conversations less awkward. Her training teaches how to work the conversation so that even if prospects say no, it's not the right time, they still walk away knowing something about their business that they didn't before. The result is a conversation that brings value to your business relationships.

### What you can expect to take away

- Learn how to make sales conversations easier
- Take away new pieces of knowledge about yourself and your business from every future sales conversation
- Breakthrough the obstacle that sales conversations have created to upscaling your business

It is time to embrace your personality and become the person who can get things done. It will be hard work, but if you put in that work you will see success.

### What you can expect to take away

- Motivation to go for more - confidence from insight on how to do it
- Specific traits to identify as desirable for success
- Emotional freedom from feeling disappointed, frustrated, and fearful

