



Wendy Robinson

Business Planning Mentor
AspiretoPlan™ and AspiretoPlan.com
*Business Planning and Marketing Support
for Solo Professionals*

Business Analyst
Jigsaw Puzzle Collector
Wife, Mother and
Furry Chi-Chi “Mom”

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Speaking Topics:

“Start Smart” – Business Planning and Marketing Strategies for New and Emerging Entrepreneurs

Creating the right operating structure for your new business starts with having the right **mindset** as well as a strong **management and marketing strategy**. This is even more important in the beginning stage of a new business. By the end of this session, you will walk away with all the tools you need to set your business up with the **right** foundation, so that it all works **before** you book your first client or make your first sale.

“Busting Through the Bookkeeping Blues”: A Step by Step Approach to the Numbers That Is EASY and Not “Boring!”

A session that will help you **understand your numbers**, give you the tools to setup a system that works for **YOUR** comfort level AND teach you how to use your financial information to **make better decisions in your business**.

“Marketing Your Business So Clients Come Looking for YOU, Instead of the Other Way Around!”

Many business owners are good at what they do but they don’t know how to market to their ideal client or customer. They know they have a good product or service but they lack the marketing know how when trying to bring more business into the pipeline.

At the end of this workshop, you'll be able to market your business with confidence; when you're confident, you're successful! You'll know what your unique offer looks like; who your ideal client is and how to reach that client in the marketplace. Finally, you'll walk away equipped with all the tools you'll need to be a savvy marketer and business owner; and not just a worker in your chosen profession!

Wendy will also create a custom presentation to fit the needs of your audience, upon request.

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About Wendy:

Wendy Robinson loves to help others excel and shine! She has always coached and mentored others around her whenever there was a need. Always searching for the silver lining in everything, one of her peers once said, "Wendy is one of the most hopeful people I know!"

Details come naturally to her. She has spent more than 20 years in corporate America, as an accounting and finance business professional. During those years, her job duties involved analyzing a company's accounting team; their processes and then turning their staff into a more efficient and functional team. Those years also fine tuned her knack for leadership and organization...a necessary skill in coordinating all of the logistics of a wedding or event.

After successfully running a wedding planning business for 4 years, Wendy now uses the very principles she learned in corporate America, and in the wedding industry to teach others how to successfully start a small business.

She is the founder of Aspire to Plan, a business planning and marketing support company created to empower and develop small business owners into leaders while they create successful companies. She has a specialty in coaching aspiring wedding planners but has shared her expertise with all types of wedding professionals and other solo service professionals. The concepts and principles she teaches can be used in any industry.

Wendy has worked professionally as a financial and accounting professional for the following corporations:

Pitney Bowes, Inc.
Service America
Arco Management Group
Mohr Development
Blessing White
Lenox, Inc.
Crystalline Materials
ConocoPhillips
Rescare, Inc.
St. Joseph's Hospital
Humana, Inc.

In addition to speaking at workshops for her own company, Wendy has spoken for the following organizations:



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