

- reducing the overwhelm of your marketing -

MEET
WENDY



lead generation and marketing expert

wendy dias
MARKETING COACH



Hi I'm Wendy ...

... and I've spent the last 20 years working in sales and marketing in medium to large organisations. I've been lucky enough to have worked in a few countries across the world, and now I call Australia home where my work focuses on **experts in their field** ... speakers, trainers, consultants, thought leaders and facilitators.

I help them increase their revenue by increasing the **volume and impact of their connections**, through building and nurturing relationships.

Creating Connection



So I'm a marketing expert - I help thought leaders connect with their next client.

And I am **all about creating connection** - connection with your customers, partners, teams ... and I help you do this by creating communication and marketing activities that create and support these connections.

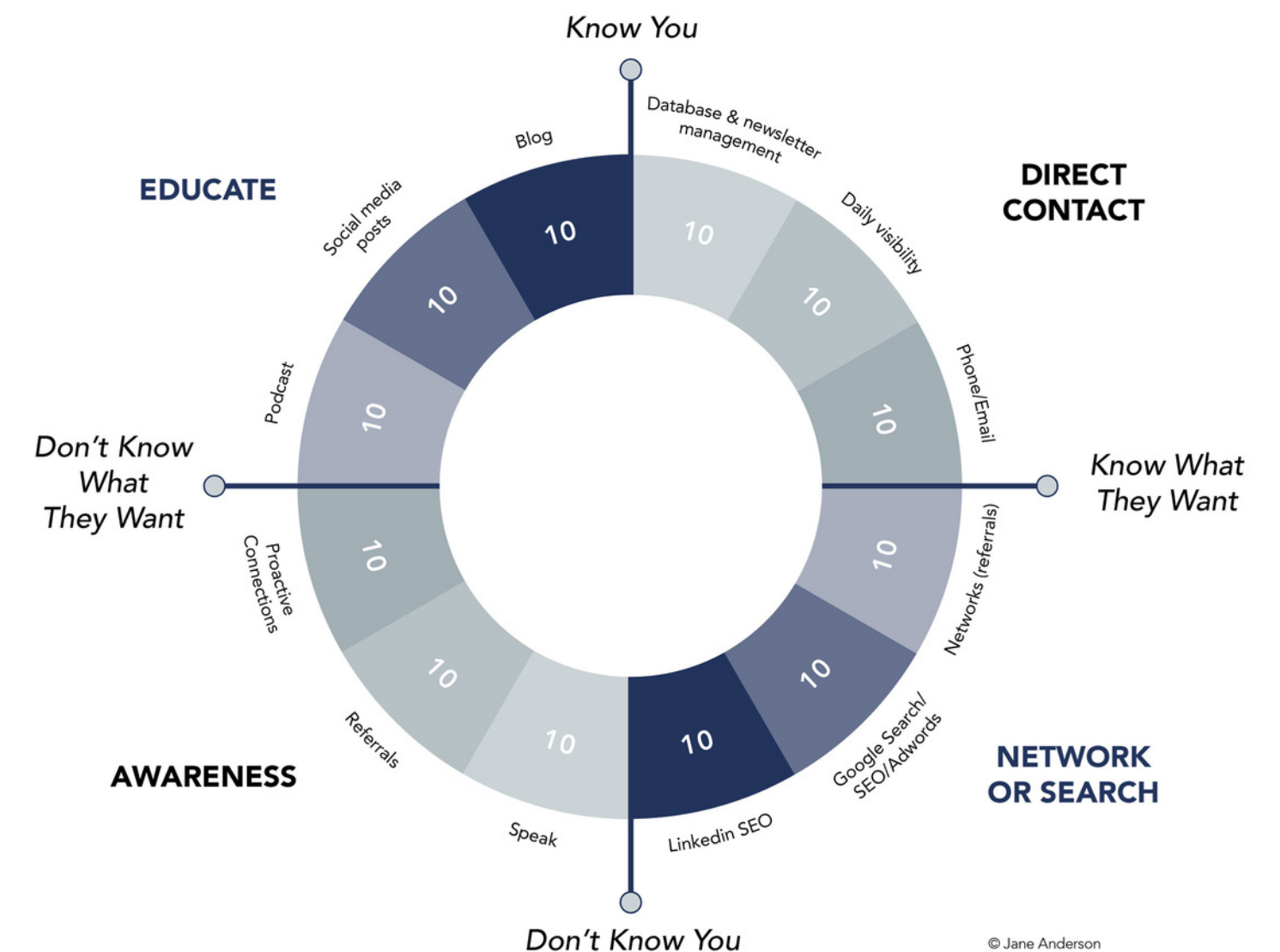
Empowering you to move from feeling **overwhelmed to in control.**

What makes me a little bit different is that I've worked with some of Australia's leading experts in their field ... and I am a certified influencer coach.



What that means is I have studied and work with a **specific methodology** that significantly reduces the overwhelm of marketing, giving you **direction and best practice guidelines** on lead generation specific to your practice.

It's so beautifully **simple** in its design and having worked with leading thought leaders here in Australia, not only do I have the insight in developing the right strategy for you, I have first-hand knowledge and experience on what it takes to grow an incredibly successful practice.





It's important to remember, it's not
about doing everything, it's about
doing what's right and most relevant
– at the right time.



LAUREN JONES

Director, Lauren Jones
Consultancy

Wendy's marketing strategy has helped me create a more professional approach to generating leads for my practice. The way the strategy is broken down into different areas across my practice has been great and it has also helped me clarify the programs I am offering. Wendy is wonderful to work with, uplifting and calming at the same time and I honestly couldn't have done this without her.



BRYAN WHITEFIELD

Director, BWC

Wendy has so capably taken on the job of getting inside my head to push me, and how we market the business, further than I have ever gone before. She's smart, great to work with and we've formed a really good partnership that has resulted in outstanding business benefits.

CLIENTS

So what I've done is I've put together a Lead Generation Marketing Strategy covering 12 key marketing activities specific for solopreneurs ... experts in their field.

This strategy has been designed to assist you with:

- identifying the marketing_gaps that are holding you back from business growth
- advising you on a clear sequential order in taking the lead with these tasks
- creating ideal habits and routines for the greatest impact on revenue targets
- and growing your practice to stand out from the crowd and being known for legacy you share with the world

What's included in the strategy?

- Overviews, goals and recommendations across 12 marketing activities customised to your practice
- An action plan template to begin implementing your prioritised activities
- A trello board project management tool populated with your prioritised activities to assist with implementation

How much time do you need to invest to generate this marketing strategy specific to your practice?

4 hours in total broken down into a 1 hour needs assessment meeting and a 3 hour strategy presentation.

Price of Strategy

\$2,950 + GST



What I have learnt about working with experts is that there is so much to do when they're in their zone, they don't have time for marketing activities that don't work.

So questions kick in like:
Do I do a LinkedIn campaign?
Should I do GoogleAds?
Should I up my speaking schedule?

Concerns are raised, for example, I don't know where to start, marketing isn't my expertise and I'm worried that I'm going to spend all this money and not get a return. Or it's going to fail and I'm going to have to get a job.



SO I CAN HELP YOU FIX THAT.

As a result of this program that I've put together, you're going to be able to **focus** on the work that you **love**, whilst still feeling in **control** of your marketing and lead generation activities.

I look forward to working with you.

Wendy

CLIENT TESTIMONIALS



MONICA RALLI

Founder & Director, MBRS
Consultancy

I've known and worked with Wendy for nearly 20 years, she's one of the smartest marketing people I know – creative marketing ideas, fearless and flawless implementation alongside intuitive people skills. She always brings something extra to the discussion and working with her is a lot of fun as well!



MARIA KOSTELAC

Director, Contrapposto
Consulting

Bringing something as serious as business planning to the point of 'play' is undoubtedly the most powerful of Wendy's differentiators in her role as strategic adviser. She ushers the thinking from a place of overwhelm to one of liberty - filled with potential, promise and shared benefit.



JEAN-CLAUDE LATTER

MD Workforce | Channel
Incentive Solutions,
Achievement Awards Group

Wendy has been a valuable part of our team for over five and a half years and always fell into the category of a top performer. Her outstanding work ethics, attitude and valuable contribution were rewarded with a promotion to the position of Account Director.



JACQUIE WHITEFIELD

Business Manager, BWC

Wendy has a creative eye and applies her creativity to her knowledge of the most current marketing methods and her innate sales know-how to deliver brilliant work. She also has very good business acumen. Her can-do attitude has permeated our everyday interactions and thanks to her, we are building a more and more robust practice.



CAELAN HUNTRESS

Marketing Automation
Specialist

Wendy really knows her stuff. She has a broad marketing skillset that she creatively applies to make messages that matter. Her keen eye for detail and her deep understanding of the current marketing landscape make her an impressive addition to any team. She has a positive, sunny outlook that makes collaborating with her a joy.



RACHEL KOTTOFF

National Sales Operations
Manager, Blackmores

I can confidently recommend Wendy's sales and business development skills to any potential employer. I think Wendy's greatest skill is her ability to communicate at all levels - she possesses a genuine charm and innate confidence which is vital in any sales role, but importantly, she is commercially savvy too.



DEBORAH SAMPSON

Owner, O3Zone

Wendy has the ability of standing back and looking at your business holistically, honing in on areas that need help, in a very gentle non-threatening way. She helps you to see where you are accountable giving you the tools to move forward. She is one of those rare people that doesn't just talk about things. She sees things through and gets the job done.



ROGELINE PAULA RIVAL

EA, BWC

Wendy is a star. She is organised, efficient and very knowledgeable. Her in-depth understanding of marketing and maintaining client relationships are an asset to our team as well as her creativity and ability to drive projects to completion. Her work is nothing but impressive. She's one of the most genuine and fun people you could ever hope to work with.



SAL RUST

Recruitment Consultant
Optimal Recruitment

Wendy is a true professional, building genuine relationships, which she does by having an insight into people and businesses. She has a strong passion for building up people and businesses and has an honest and positive approach, helping you achieve success!!



WD

HOW TO REACH ME

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[LinkedIn Profile](#)

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Database Management
MARKETING ACTIVITY #1

Proactive Connections
MARKETING ACTIVITY #9

Daily Visibility
MARKETING ACTIVITY #2



LEAD GENERATION MARKETING STRATEGY

prepared for
YOU
2022

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