

***Social Media Speaker – Emcee - Strategist – Author – TV Personality***



**Book Michelle For:**

**Keynotes | Social Emcee | Conferences | Seminars | Organizations | Associations | Leadership Gatherings | Corporate Meetings | Direct Selling Conferences | Tradeshows | Training & Consulting**

Michelle Corteggiano is an active leader in Social Media Marketing and Online Branding. Founder of ATI Marketing, she brings over 20 years of extensive business experience in direct selling, marketing, sales, relationship building and leadership.

Michelle inspires businesses, entrepreneurs and industry leaders to embrace and strategically integrate the power of social media to exponentially grow and market their brand. Her guidance on relationship building, proper digital presence (online branding), engaging your audience, social media best practices and search engine optimization, ensures that her clients capitalize on this new media.

She is known for her contagious passion, high energy and “be as you are” philosophy. Nationally recognized social media speaker, strategist and author; her book, *Power of Attraction*, and work through ATI Marketing has been featured in numerous social media channels, news articles, magazines, television and radio.

She currently resides in Traverse City, MI where she enjoys some of her greatest passions...beaches, water, sunsets, music and flip-flops. She was recently named as one of the “20 Most Powerful Women in Traverse City”

~“Building Relationships 140 Characters @ a Time”

## ***Choose From Michelle's Top 6 Most Popular Topics (or have one customized):***

**1. How to Kill Your Competition in Social Media!** Everyone wants to know what works in social media marketing. Michelle has compiled a stunning presentation on how to rise above and crush your competitors in the social world:

- What works
- What doesn't
- Where to focus
- Top 3 "Must Haves"
- Where to begin

You will walk away loaded with ideas on how to explode your business using social media.

**2. New Economy, New Media: What Every Business Needs to Know about Integrating Social Media:** Step by step guidance and explanation of the 10 stages of Social Media integration that every business will encounter. Be prepared for the inside scoop on these topics and more. No matter what stage you are at right now, beginner, intermediate or pro, you will know what to expect next and have a firm grasp on the direction you must head to stay on top of this powerful new media

- 4 Ways Social Media is Changing Business
- 12 A-Ha's That Guarantee Social Media Success
- Managing and Incorporating a Social Media Policy for Your Brand
- Defining Social Media Strategies and Goals
- Monitoring Your Online Brand

**3. Social Media Marketing in 30 Minutes a Day:** Automation is your friend! This presentation focuses on the set up of an automated social media marketing campaign that can be managed in 30 minutes per day. We will also share insider secrets on:

- Where to get the freshest, most desirable content
- How to write headlines that will engage consumers
- What are the best days and times to post for maximum exposure
- How to use #hashtags to reach your ideal audience
- SEO secrets that will explode your organic traffic

**4. SOMO Marketing – Hottest Resources for Social Media & Mobile Marketing:** Are you utilizing the power of social networks, text messaging and QR codes to market your business? Bridge the gap between traditional marketing and advertising campaigns with new technology and innovation:

- Social Media Marketing
- QR Code Marketing – What is it and how can it be used to market your brand
- Text Message Marketing

**5. Social SEO (Search Engine Optimization):** Don't miss out on the opportunity to explode your rankings and searchability with social media. Find out what 97% of marketers using social sites do not know about SEO on Facebook, Twitter, YouTube and LinkedIn!

- Where is the number 1 place Google looks for keywords in social sites?
- How can you continually attract the right traffic using one simple tactic?
- How many different areas will relevant keywords be viewed by search engines?

How can you get huge amounts of traffic relevant to your keywords? HINT-social media creates massive amounts of organic hits

**6. Social Setups:** There is a method to setting up your sites for optimal searchability, connectability and visibility! Being seen and found is most of the battle in marketing.

- Profile Setups for best visibility to search engines
- What is the most valuable marketing space in social sites?
- Getting registered with online directories for your keywords
- What external apps are important to add to your arsenal of tools

After this presentation you will know exactly what your social sites need to be turnkey productive in marketing your brand!

## ***Michelle Entertains, Excites, Empowers, Educates*** ***Satisfied Attendees Say it All***

*"Michelle ROCKS!!! She teaches in a friendly, accessible way, and her knowledge base about how to master social media is incredible. Hire her!"*

**Dr Steve Taubman**

Speaker, Author, Healer

*"Michelle is the "real deal." With hundreds of social media strategists claiming to be experts, this specialist delivers the goods. Even if you know social media, ANYONE can learn useful and actionable strategies and tactics from ATI Marketing."*

**Doug Crowe**

Founder: Bexsi & Three Hour Author

*"We've never invited outside speakers to our events until we met Michelle and felt convinced our team needed every tip and tool she had to offer. One thing I loved most about having Michelle speak to our team is that everyone left feeling more empowered to be successful with social media marketing."*

**Milan Jensen**

Beachbody

*"Michelle is an excellent speaker - full of energy and passion. She has a deep knowledge of social media and networking. Michelle is great to bounce ideas off of and is very creative. Michelle is a great business woman and I look forward to working with her and watching her business grow."*

**Liz Bearce**

IMN – Director of Marketing

*"I was fortunate enough to see Michelle Corteggiano on stage at the DSWA (Direct Selling Women's Alliance) Celebration Conference in LA (April 2010). Michelle has an incredibly engaging presence with her audience and a fabulous energy and insight around her topic. Her style is punchy, fun and upbeat and her content offers great value in the take home pearls of wisdom she imparts. It is obvious she knows her subject and her non threatening delivery allows her audiences to integrate the knowledge easily. It was a delight to see her speak and I look forward to sharing the stage with her again."*

**Terry Hawkins**

(CSP) National Speakers Association of Australia

*"Michelle brings a unique blend of industry knowledge, passion and innovation. In the world of social media, she is a dynamic and ever-moving force. Facebook and Twitter never sleep. Michelle does not seem to have an 'off' button' either. If you are an event organizer looking for a speaker with stand-up talent and expertise, then look no further than Michelle. If you are a company looking to implement a social media strategy, then Michelle is the person you need to speak with. I highly recommend her and her company ATI Marketing for all your social networking needs."*

**Enrico Schaefer**

Traverse Legal

## ***Captivated Audiences:***

*Direct Selling Women's Alliance (DSWA)*

*Beachbody*

*Jockey Person to Person*

*Close to My Heart*

*L'Bri Pure 'n Natural*

*National Cherry Festival*

*Career Builder*

*XanGo*

*Michigan Chamber of Commerce*

*Michigan's First Gentleman Dan*

*Mulhern*

*Verizon Wireless*

*Northwestern Michigan College*

*Millennium 3 Training Center*

*Michigan Kiwanis*

*Mynewsletterbuilder.com...and*

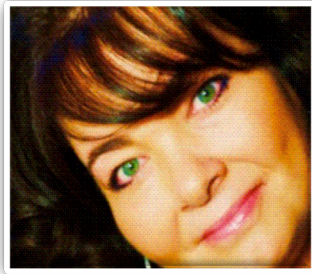
*Many More!*



## ***5 Reasons You Should Hire Michelle to Speak***

- 1. Michelle has positioned herself on the cutting edge of new media with immediate access to all of the latest and greatest info and resources in her industry*
- 2. Her contagious passion, high energy and "Be As You Are" philosophy captivates audiences as she shares highly valuable and implementable information*
- 3. She has coached brands of all sizes – small home town business to large corporations*
- 4. Her strategic SEO setup process kills the competition in Google searchability, visibility and connectability*
- 5. She is a leading authority on how to organically build a massive audience without "pitching"*

## Connect with Michelle!



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*"Be As You Are"*

*To Book Michelle for Your Next Event or Conference, Please Contact:*

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