

# **Karen Clark**

**Social Media Marketing Speaker for Direct Sales/Network Marketing & Entrepreneurs at My Business Presence**

San Francisco Bay Area, CA, US

Social Media Marketing Speaker | Direct Sales/Network Marketing Distributor & Entrepreneur Training | VM: 707.588.9290

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## **Biography**

**Social Media Marketing Expertise:**

With 12 years as a direct sales leader, developing her skills and business both offline and online, Karen's online presence expertise ranges from creating a comprehensive presence on the web, all facets of social media, smart and ethical Search Engine Optimization techniques, and the use of blogging for business. These, combined with her teaching background and professional communication skills, result in inspirational, educational, and useful content through MyBusinessPresence.com

**Direct Sales/Network Marketing/MLM Distributor Training:**

Nothing replaces connecting with people in person or by phone, and as an experienced and active sales leader, Karen walked the walk as she sold, booked, recruited and supported a team offline, while expanding her reach and service online. Now, Karen enjoys teaching others exactly where, when, and how to spend their precious time to establish a presence, while remaining true to their principles and personal business.

**Direct Sales/Network Marketing/MLM Distributor Experience:**

Karen was an Executive National Director and then Director of Consultant Development with the party plan company, Story Time Felts. She is has been certified as an ELITE Leader through the Direct Selling Women's Alliance (DSWA), and was also honored with their exclusive "Spirit Award" in 2008 and their "Ambassador of the Year" in 2010. Karen has been the President of the Sonoma Marin Chapter of the DSWA for three years and is their Technology Center panelist and has been featured as an Online Presence expert in the DSWA's Mentored by the Masters CD series. Karen has appeared in "Step Into Success" and "The Home Business Connection" magazines, as well as Top Sellers Tell, a book highlighting successful home-based entrepreneurs.

**Business Author/Trainer:**

Karen Clark is a Co-Author of the sales guidebook, Direct Selling Power and the small business guidebook, Incredible Business.

Member: National Speaker Association

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## **Availability**

Keynote, Panelist, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Professional Training and Coaching, Training and Development, Social Media

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## **Areas of Expertise**

Social Media, Blogging, Internet Marketing, Direct Sales, Network Marketing

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## **Affiliations**

National Speaker Association - Member

National Speaker Association, Women Speakers Association, Northern California Chapter - Member

NSA Northern California 2011 Pro-Track Graduate

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## **Sample Talks**

### **5 Steps to Social Media Success**

Learn social media tips and tricks and little known strategies for:

- 1) Customization – Set your profiles up to attract the right people
  - 2) Connection – Increase your network by connecting with people, not collecting people.
  - 3) Conversation – What to post and how to engage people to create raving fans.
  - 4) Conversion – It's great to meet new people, but how do you turn them into sales or referrals?
  - 5) Continuation – Foster client loyalty by building a sense of community online with social media.
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## **Event Appearances**

### **Social Media**

PartyLite North America Conference

### **Social Media**

L'Bri Pure N' Natural Annual Convention

### **Social Media for Direct Sales Startups**

Direct Selling Edge

### **Social Media for Direct Sellers**

Usborne Books and More National Convention

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## **Education**

California State University-Long Beach

BA Liberal Studies, English

**Sonoma State University**  
Liberal Studies

**St. Vincent**  
diploma High School

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## **Accomplishments**

### **Direct Selling Women's Alliance Spirit Award**

For exemplifying the values and mission of the organization through my work representing the direct sales profession.

### **Direct Selling Women's Alliance Ambassador of the Year Award**

For carrying out the organizations mission of supporting and uplifting direct sales distributors.

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## **Testimonials**

### **Matthew L. Upton**

Every company and person that is maneuvering through the "multi-media" maze and feeling like you are lost, dazed, and confused then you need Karen Clark. She has mastered not only the maze of "multi-media" as well as how to articulate it to us that are lost in it. I have listened to Karen Clark several times and each time learn new things that I had no idea I did not even know. Most recently Karen Clark presented her five star program to a room full of aspiring speakers and trainers and kept their attention through the entire presentation. They were completely engaged in the process she has developed on her way to great success. I highly recommend Karen Clark to you and your company to de-confuse the maze of "multi-media".

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