

# **Lynette Young**

**Founder at Purple Stripe Productions**

Riverside, NJ, US

Social & Marketing Technology ? Business Entrepreneur  
Empowerment

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## **Biography**

Lynette Young is a seasoned and informative event speaker and has written, conducted and implemented successful corporate training programs since 1990. Lynette is focused on helping businesses and professionals generate and convert leads, build buzz, and deliver flat-out unbeatable service and support using ‘do it yourself’ digital media solutions.

Lynette is a world-renowned digital marketing consultant, social media subject matter expert, and sought-after keynote and event speaker. She speaks and trains at a wide array of organizations including Fortune 500 firms, women’s organizations, small business conferences and private companies of all sizes to help them overcome hurdles and plateaus of doing business on the social web. Lynette would love to be of service to your organization. Lynette can present on topics targeted around digital marketing, social media, and professional branding.

Lynette prefers to take each particular audience in consideration and customize her talks to be unique and up to date every time she takes the stage.

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## **Availability**

Keynote, Panelist, Workshop, Host/MC

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## **Industry Expertise**

Internet, Social Media, Business Services, Women, Training and Development

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## **Areas of Expertise**

Social Media & Branding, Marketing Technologies, Smb Technology Trends, Women and Entrepreneurship, Women in Business

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## **Affiliations**

Social Media Club, Women of Google+, New Jersey Podcast Association, Podcamp Philly, Podcamp East, Podcamp

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## **Sample Talks**

## **The Myth of the Overnight Success: How to Build an Iceberg in 25 Years or Less**

NOTE: This is the primary talk that Lynette books. This presentation can be customized to fit a keynote, session talk or workshop. Her seven principles of entrepreneurship - Predicament, Perception, Perseverance, People, Passion, Prosperity and Progress - can be presented in part or as a cohesive session.

There is a myth in the online space about lucky people that become an “overnight success” out of nowhere. It’s bunk. Or more specifically, an iceberg. However you look at it, it takes a lot more than showing up to the party to achieve success. Lynette Young has been a technology and marketing professional for 25 years, one of the earliest bloggers and podcasters, and now a huge Google+ fan. Find out how it took her so long to become an “overnight success” – including how to dig deep and find your own version of instant stardom. Through this talk Lynette will share stories and insights from her quarter-decade long career from corporate technology to entrepreneurship – and what you can pull from your own past to create future success.

## **Google+ for YOUR Business**

NOTE: Lynette is no longer taking bookings for this type of talk.

Your day is busy. Your time is limited. Your budget is even smaller. Come “Hangout” with Lynette to find real actionable ways to work Google+ into your business. You will discover why Google+ isn’t just a social network, but a vital piece of online digital publishing and marketing to get you noticed FAST.

## **Embracing the Negative**

Learning how to not just contain the damage or ignore it, but actively solicit the conversation-starters into repairing your image. Don’t want to get into the space because you are afraid of negative conversations about your brand? Guess what? It’s happening if you are there or not.

## **Beyond Text: Bringing Multimedia Immersion to Your Message**

While some may say ‘print is dead’, print on the web (or your iPhone) is alive and well. YouTube is one of the world’s most popular web destination for a reason. Learn to reach beyond the the ‘printed word’ and draw your clients into a multimedia experience that will position you as the go-to source in your industry.

## **Marketing Where The Money Is**

Audience identification hinges on not only finding the right people to listen to, but the right people to sell to. By focusing your online efforts in the most profitable places, you can gain fans and customers while minimizing your time and cost.

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## **Event Appearances**

**Speaker: Google+ Ninja Tactics: Three Ways to Maximize Your Google+ Efforts**  
Social Media Marketing World

**Speaker: You Want A Raving Fan Base? Here's How The All-Stars Do It... And You Can, Too!**  
New Media Expo / NAB

**Speaker: How to Use Google+ to Promote Your Podcast**  
Podcast Movement

**Speaker: Google+ for Your Small Business**  
Geek Girl Tech Con

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**Speaker: Google+ for Your Small Business**  
Social Media Marketing World

**Speaker: Google+ for Your Small Business**  
Geek Girl Tech Con

**Speaker: Google+ for Your Business**  
Bloggy Boot Camp

**Speaker: How to Build an Iceberg in 25 Years or Less**  
Princeton Tech Meetup

**Keynote: How to Build an Iceberg in 25 Years or Less**  
New Media Expo

**Speaker: Google+ for Your Business**  
Association for Computing Machinery and IEEE

**Speaker: Using Google+ to Promote Your Indie Book or Bookstore**  
Book Expo America

**Speaker: Google+ for Your Business**  
MSPC's Executive Women's Networking Group

**Speaker**  
AMA Iowa American Marketing Association

**Speaker: Content That Converts: How SMBs and Startups Can Get It, Use It and Crush It**  
Greater Philly Small Business Marketers

**Panelist: Leveraging Google+, Pinterest, and Instagram**  
BlogHer

**Speaker: Google+ for Your Business**  
Bloggy Boot Camp

**Speaker: Google+ for Your Business**  
Podcamp East

**Speaker**

Digital Family Summit

**Speaker**

Type-A Parent

**Speaker**

Book Expo America

**Speaker**

BlogWorld & New Media Expo

**Speaker**

SoMeBizLife

**Speaker**

Women in Tech Summit

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**Accomplishments****Toprank Blog 25 Women Who Rock Social Media 2014**

From Toprank Blog: Early 100 women have been recognized over the past 4 years and the feedback I've received has been amazing – just like the women featured on the lists. Publishing these posts has also introduced me to some incredible individuals that are accomplishing amazing things – creating impact and making a difference – through social networking and social media content.

**Top 30 Women In Social Media Who Are Rocking It #LikeAGirl**

<http://kimgarst.com/so-here-ya-go-my-top-30-women-in-social-media-who-are-killing-it-likeagirl>

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**Testimonials****Ben Blakesley**

So many people claim to be social media experts, but Lynette is the real deal. Her knowledge and experience goes beyond the social channels and marries marketing principles with social techniques and tools in a way that helps businesses grow. When I was organizing the social media conference Community Manager Recharge, I knew I wanted to have a session on Google+ and I also knew there is no one I'd rather have present on the topic than Lynette. But even beyond the amazing business mind and insightful marketing expert, Lynette is truly a generous and wonderful person.

**Evo Terra**

Lynette is a force to be reckoned with. She has a keen sense of the digital space and unparalleled ability to create cohesive working groups. Her enthusiasm is infectious, lending strength and support to those with whom she works.

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