

# **Stephanie Walters**

**President/Owner at Blue Top Marketing, Inc.**

Greater Chicago Area, IL, US

Blue Top Marketing, Inc.? Business Mentor ? Speaker ? Author ? Serial Entrepreneur @

www.bluetopmarketing.com

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## **Biography**

You can learn a lot about building a business by watching grass grow. I did. I learned that defining what you do, defines your future. Most 13-year olds would consider mowing the yard as a chore. I called it “a business.” At age 13, with only one client, my parents, I earned \$10 per mow. My dad expected the grass to be mowed every week, at least when it needed it. I suppose most teens would be content with the fairly steady income, but I looked for ways to ensure it. Not content with just mowing the yard when it needed it, I looked for ways to grow my little business. So I watched grass grow. What I learned was if I watered the lawn it would continue to grow, thus guaranteeing me ongoing income. It was my first lesson in sustaining my business.

I also learned that getting more clients is only one way to grow your business. You can either increase the number of “yards you mow,” or you can increase the amount of value you provide to the yards you have. By focusing on a few clients and delivering over-the-top service, the numbers will take care of themselves. It’s a philosophy that’s worked well for me.

I’ve been a ‘serial entrepreneur’ ever since I first learned how to start a lawn mower.

Experience is fun and profitable only when you share it. That’s why I love to pass along what I’ve learned to other people interested in starting and marketing their own businesses. When you do what you love, business follows. And my love of sharing seemed to grow, just like that grass of long ago. I watered it; added value to it and the demand for it was such that it made sense to formalize a business around it.

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## **Availability**

Keynote, Panelist, Workshop

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## **Industry Expertise**

Advertising/Marketing, Social Media

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## **Areas of Expertise**

Social Media, Email Marketing, Marketing

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## **Affiliations**

Professional Women's Network, Lansing Area Chamber of Commerce (IL), CRAVE Chicago

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## **Sample Talks**

## **Hidden Profits: How to Use Follow Up Marketing to Uncover Increased Profits at your Business**

- Why you need to focus on monetizing current customers—not just marketing to new ones
  - How to maximize the revenues and profits you are getting from your existing customers through effective reselling, up-selling and cross-selling
  - 4 crucial automation tools (and strategies) for efficiently mining your backyard and growing your business FAST
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## **Event Appearances**

### **Top 7 Social Media Mistakes You're Making, And You Don't Even Know It!**

Million Dollar Equation: Steps To Building A Million Dollar Business in 3 Years or Less!

### **How to Optimize Your Marketing to Maximize Your Revenue Growth**

Optimize Your Marketing for Maximized Revenue!

### **Blue Top Pop Up Series...Marketing Q&A with Stephanie Walters**

Blue Top Pop Up Series...Marketing Q&A with Stephanie Walters

### **Basics of Networking**

Lansing Area Chamber of Commerce Monthly Luncheon

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## **Education**

### **Keller Graduate School of Management of DeVry University**

Master Business Administration

### **Des Moines University-Osteopathic Medical Center**

Master Healthcare Administration

### **Truman State University**

Bachelor Health Science

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## **Testimonials**

### **Patrice Turner**

As a speaker, Stephanie is humorous and entertaining while still sharing vital facts and statistics that business owners need.

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