

Tarsha Polk

Small Business Marketing Coach at The Marketing Lady

Plano, TX, US

Personal Branding Strategist, International Speaker, Author

Description

Tarsha Polk, MBA professionally known as The Marketing Lady, is a Marketing Consultant, Business Coach, Radio Personality and International Speaker. She has over 16 years of functional experience in corporate marketing and sales. Tarsha holds a Bachelor's degree from Old Dominion University and a MBA with concentrations in Marketing and e-Business from the University of Phoenix. After more than a decade of helping lead companies to growth and development through sales and marketing consulting, Tarsha Polk started her own marketing consulting and business coaching company in 2003 to specifically help business owners and professionals develop marketing strategies that yield results.

Determined to help small businesses become successful, she frequently speaks on topics such as, networking, goal-setting, entrepreneurship, and marketing. The Marketing Lady hosts an Internet radio show called, Let's Talk Success where she provide marketing tips and business advice over the airwaves. Tarsha is also a freelance writer and has written hundreds of articles focusing on small business marketing challenges, featured on various websites and in several Dallas publications, such as The Dallas Weekly, The Power Pages, and The North Dallas Gazette.

She was even featured in an article on Career Management in Black Enterprise magazine April 2006. In 2007, she was named one of the Top 25 People to Watch by the Dallas Weekly and honored as Community Business Leader from the Dallas Black MBA Association. In 2011 she received the Women in the Media Honor and in 2012 she was awarded Top 40 Under 40 in Collin County and Who's Who Black Dallas. Tarsha Polk has served on several non-profit and professional board of directors holding leadership positions.

Availability

Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Advertising/Marketing, Business Services, Public Relations and Communications, Professional Training and Coaching

Topics

Strategic Networking for Success, Creating A Compelling Vision, Branding and Pr, Networking Skills, Contact Management, Lead Conversion, Strategic Marketing, Client Attraction, Developing Relationships, Personal Branding

Affiliations

Sample Talks

How to Stand Out from the Crowd with a Recognizable Brand

Getting noticed when hundreds of competitors are going after the same target audience can be difficult. Make sure you can stand out from the crowd by creating a unique brand. In this seminar attendees will learn how to establish a strong brand as the first step to making self-promotion a lot easier and more effective.

Ultimate Marketing Success

Learn how to attract more clients and increase revenue as you define new strategies for your products and services. This workshop helps you put strategic marketing planning into focus by clearly demonstrating strategies and how to put them into action.

Beyond the Business Card: Strategic Networking for Success

What are you doing to effectively use your network of contacts? This interactive workshop focuses on helping professionals improve their networking skills. Attendees will learn networking strategies and how to overcome networking challenges. During the presentation, attendees will have the opportunity to develop their own strategic networking plan.

How to Turn Contacts into Contracts

Learn to turn your leads into prospects and prospects into customers with a simple yet effective strategy that will grow your business. This presentation covers creating a contact management system, improving your networking skills, building alliances, making connections and better follow up techniques.

From Dream to Desk: How to Write a Compelling Vision for Your Business & Life

Take the first step to a better future! Make your dreams and wishes come true! Business owners are dreamers, but sometimes don't know how to get the vision from our heads onto paper and into action. This presentation is especially critical for entrepreneurs who want to grow their business, improve, and make a difference in their life.

Past Talks

Social Media Marketing Made Simple

Sunnyvale Chamber of Commerce

Your an Extraordinary Assistant

Extraordinary Assistant Seminar

You.com: The Art of Branding Yourself

International Association of Administrative Professionals

7 Steps to Maximize Your Networking Success

2013 Veterans Summit

You.com: The Art of Branding Yourself

B.E.S.T. Career Development Seminar

Strategic Networking for Success

Veterans Entrepreneur Summit

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Strategic Networking for Success

PowerOn Young Professionals Conference

Be Your Own Boss

Entrepreneurship Boot Camp

Strategic Networking for Success

Association of Wedding Professionals

Strategize Your Success with a Marketing Plan

Governor's Small Business Summit

Stand Out from the Crowd with a Unique Brand

Garland Chamber of Commerce

Be Your Own Boss

Entrepreneurship Boot Camp

Strategize Your Success with a Marketing Plan

Jump Start Your Business

City of Dallas Commissioners Retreat

Team Building Retreat

Be Your Own Boss

Entrepreneurship Boot Camp

Be Your Own Boss

Entrepreneurship Boot Camp

Turn Contacts into Contracts

National Football League Emerging Business Workshop

3 Keys of E-mail Marketing

Digital Day at Dallas Market Center

Strategic Networking for Success
Networking Boot Camp

Strategic Networking for Success
Veterans Procurement Symposium

B.Y.O.B. Be Your Own Boss
Veteran Entrepreneur Boot Camp

Strategic Networking for Success
Veteran Entrepreneur Boot Camp

Be Your Own Boss - B.Y.O.B.
Veteran Entrepreneur Boot Camp

Power of Email Marketing
Hat's & Heels - Women in Business

Strategic Networking for Success
Lunch & Learn

Strategic Networking for Success
Resource Link Workshop

Social Media Marketing Made Simple
Tech-Know Spot

How to Write a Compelling Vision for your Business & Life
Small Business Development Center Morning Break

Social Media Marketing Made Simple
Annual SheWear Hair Care Conference

Turning Contacts into Contracts
Veterans Business Summit

Be Your Own Boss
Operation JumpStart

Social Media Marketing Made Simple
Metro Crest Chamber

Beyond the Business Card
Resource Link

You.com: The Art of Branding Yourself
DULYP 5th Annual Professional Development Conference

Goal Setting & Planning Skills
National Seminars

Education

University of Phoenix
MBA Marketing

Old Dominion University
B.S. Marketing

Accomplishments

Business of the Year

The Marketing Lady was named the 2013 Trailblazers Award for Business of the Year!

Top 40 Under 40 in Collin County

The Collin County Business Press has selected the best and brightest to honor in its inaugural class of 2012!

Who's Who Black Dallas

The publication recognizes African-Americans achievements in the Dallas/Fort Worth area.

Women in Media Award

Local Dallas/Fort Worth women who work in T.V., Print, and Radio were awarded for their work in the industry and service in the community.

Business Community Leader of the Year

The Dallas Black MBA Association and the Dallas National Association of Black Accountants recognized business leaders in the community who excelled in their fields and gave back to the community.

Top 25 to Watch in DFW

A local Dallas newspaper annually recognizes 25 people in the Dallas/Fort Worth area who are doing exceptional things in business and/or the community.

Testimonials

Robbie Douglas

“Tarsha Polk with the Marketing Lady was a great addition to the Playbook Workshop Series for the North Texas Super Bowl XLV Host Committee Emerging Business program. Ms. Polk provided a very creative and informative presentation to the Approved and Certified minority- and women-owned business for Super Bowl XLV during her presentation, “Turning Contacts into Contracts”. Our emerging businesses were able to walk away with tools and tactics to address immediate opportunities around Networking and Strategic Alliance building.”

Cindy Gebbie

Tarsha’s presentation to our Collin Bank Clients was professional and well done. She brought forward Marketing information that will assist our Clients in their own lifestyle and business. I look forward to having her back to speak at another time.

Linda Gray

I want to take a few moments to let you know what a great job you did as our guest speaker for the Young Professionals Lunch Time Mixer. Your cheerful and willing attitude is an encouragement and your commitment to excellence assures me that each time you present your message that it will be well received and utilized.

Irma Kusuma

"I was very impressed with the seminar presentation given by Tarsha Polk. She really connects with the audience who benefit tremendously from her extensive knowledge in business start-up and marketing. She is clear, concise and motivating."

Nicole Williams

Tarsha's training, experience and sensitivity to the nuances of business owners' growth strategies and marketing needs uniquely position her as an alliance partner you truly want on your team. Not only is she knowledgeable, focused, successful and highly motivated, she delivers as promised and on time! It has been a great privilege to meet you and benefit from your expertise, Tarsha."

Constance Smith

Again thank you for a very informative, entertaining and absolutely outstanding presentation which truly enlightened me about my business acumen. I am more aware and am constantly reminded about many things you mentioned during the workshop whenever I'm confronted about or am contemplating biz strategies

Shellye Davis

“Since my career revolves around developing others, I thought I had heard it all before. Not so. Tarsha was full of great ideas, had unlimited resources to tap into and quick to offer creative marketing concepts. I looked forward to my phone calls each week, if not sooner.”

Von Bridges

Tarsha gave presentation at our recent entrepreneur business class for US Veterans. Her "matter of fact" delivery was very empowering. The "after the business card" concept moves you on to practical processes to follow-through with every potential client. A great resource for business development.

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