



KATRINA 
McCARTER

SPEAKER
KIT

YOUR BUSINESS WINGWOMAN

MEET KATRINA



THE BUSINESS WINGWOMAN GIVING YOUR AUDIENCE ABSOLUTE CLARITY, OUTRAGEOUS CONFIDENCE AND TRUE COMMERCIAL SUCCESS

From her first job collecting golf balls to saving enough by age 16 from her after-school job at KFC to fund a trip to New York, Katrina McCarter has always known how to make money. Now, as an award-winning international speaker, bestselling author and business coach, she wants everyone to know the strategies and secrets she learned from her days running a \$140 million team for a Fortune 100 company and building her own successful businesses. More, she wants to share her philosophy that good business equates with happiness and health. You don't have to smash yourself to smash goals.

Katrina has reached audiences of thousands across the US, Europe and Australia. She's shared the stage with the likes of Google, Facebook and Audible in New York and Paris. And in business and life, she's done and can talk to it all.

From top tier corporate boardrooms to small biz and solopreneurship, Katrina knows business and marketing inside out and loves sharing the strategies and secrets learned along the way. She's a five-time B&T Women in Media Awards finalist, 2021 Top 50 Small Business Leader and was named by Remodista as one of the 100 Women to Watch in Business Disruption. Katrina has run successful businesses and built impactful communities for over a decade. She's been a hard-nosed sales chief leading \$140 million teams for Fortune 100 companies. She's written bestsellers. She's raised three children. As a business coach, she's helped hundreds of clients build businesses, reputations and visibility.

And she's learned resilience and reinvention are at the heart of results and longevity. In 2021 what success looks like changed for her. She was blindsided by the loss of her marriage, a relative's sudden death and a child's mental health problems. Rebuilding her life, she discovered the healing powers of a support network and breaking out of her comfort zone (think an extreme hike on the Larapinta Trail, a lifechanging achievement for a woman who took a king-sized mattress on camping trips).

It all fuelled her philosophy: if you build a better person, you build a better business.

So, Katrina is armed to the teeth with qualifications, experience, expertise and accolades. She's human. She's real. She's authentic. She's really good at informing, educating and entertaining audiences on business, marketing and dealing with the curve balls life and work throws at you. She inspires teams and gives great value for money on stage. That's the bottom line.

WHY BOOK KATRINA?

Delivering her proven strategies which participants can implement immediately, Katrina McCarter has earned a global reputation for being easy to work with, having great interactive delivery style, and working across small business and corporate industries. In the words of Nan McCann, producer of Marketing To Moms in New York, "On the page or on the stage, Katrina always delivers."

CLARITY

Katrina gives absolute clarity, stripping back the complex to easy meaningful strategies which are clear and effective.

CONFIDENCE

She gives outrageous confidence. Participants always leave saying they feel confident about what business changes to make and how to do it.

SUCCESS

She gives true commercial success, sharing what's working for her large client base with recommendations based on extensive research.



SOME OF THE ORGANISATIONS I'VE WORKED WITH



The Pharmacy
Guild of Australia



Independent Vets
of Australia



League of
Extraordinary
Women.

CONNECTING FEMALE
ENTREPRENEURS
AROUND THE GLOBE



INTIMO





KATRINA'S KEYNOTES AND WORKSHOPS

It's never been easier than it is today for a business to lose relevance, customers, control of marketing budgets or pleasure in what they do. And once that happens, you may never get any of them back. The key? Taking smart steps now to protect what you've worked to build up. In 2023, Katrina's four keynotes are all about giving your business the insider track on consumer behaviours. Secrets to staying relevant. Strategies to market with no money. And reasons why being more playful will boost success. They're all about keeping your business in business. The hard-hitting, data-driven topics are available as keynotes, presentations and workshops.

KEYNOTE PRESENTATION

THE SECRET LANGUAGE OF CONSUMERS: UNDERSTANDING THE TRIGGERS BEHIND BUYER BEHAVIOUR

Expertly decoding what all six generation of consumers will respond to in the next decade, Katrina spells out the urgency of a survival plan to future proof your business to stay relevant. She steps you through truly understanding consumers and their behaviour, characteristics and triggers—how to reach the right people on the right channel at the right time using the right language. Katrina uses research-based insights and decades of Fortune 100 sales and marketing experience to give you a blueprint for attracting, engaging and building relationships with consumers at every age and stage of life.

YOUR AUDIENCE WILL LEARN:

- To understand the six generations of consumers in Australia
- To recognise the key behaviours of each generation—Alpha, Gen Z, Millennials, Gen X, Baby Boomers and Seniors
- To discover they key communication preferences and channels of each generation so you can reach them where they are
- Ways to adapt your current marketing strategy to attract, engage and build meaningful relationships with each generation, now and in the future
- To understand your marketing priorities for now and plan for what's ahead



KEYNOTE PRESENTATION

THE WAR FOR RELEVANCE: THE SINGLE BIGGEST OPPORTUNITY FOR YOUR BUSINESS TODAY

With technology and globalisation giving consumers unprecedented access to brand choice, it's never been easier than it is now for a business to lose relevance. And once lost, you'll never get it back. To safeguard survival, every business needs to understand the urgency and significance of staying relevant—and know the rate of change and choice for consumers will only speed up so the risk to business owners and brands is increasing. Global researcher and marketer Katrina tells how to win the war for attention, loyalty and dollars by adapting to stay ahead of consumers' own evolution.

YOUR AUDIENCE WILL LEARN:

- Why relevance has become an issue right here, right now
- Why we aren't talking about this—and the benefits for those who
- The real opportunity for your business to stay relevant and ahead of the curve
- To identify the four mistakes that stop businesses from becoming and staying relevant
- To identify five key strategies to become and stay truly relevant to your customers



KEYNOTE PRESENTATION

NO BUDGET? NO PROBLEM: 2023'S BEST WAYS TO MARKET WITH NO MONEY

Think that your business needs to spend big on marketing to have a big impact? Think again. With a long, proven track record in marketing on a shoestring budget—less than \$300 a month while setting up her first business—award-winning marketer and corporate digital trainer Katrina does a deep dive into her five top no cost strategies for 2023: Partnerships, Brand Story, Video Marketing, Testimonials and Customer Experience. She'll share her replicable secrets for growing gangbuster brands and businesses that rely on creativity and innovation rather than a mega marketing spend.

YOUR AUDIENCE WILL LEARN:

- To develop your own Marketing With No Money strategy to attract, convert and retain to your ideal customers
- To understand why partnerships and collaborations are the fastest way to achieve your business objectives
- To learn how your brand story will help you grow and attract more of your ideal customers
- To identify the reasons why video marketing is essential for every brand, no matter who their customer is
- To understand why testimonials are critical to your growth (and how to get them)
- To discover how to create and enhance your own customer experience to activate word of mouth marketing



WORKSHOP

GENERATIONAL MARKETING: HOW TO TRULY UNDERSTAND BUYER BEHAVIOUR IN ALL AGES

Your success over the coming decade will be determined by your ability to form deep, meaningful connections with different generations of consumers. What will consumers respond to? How does your business connect with what consumers really want? Future proof your business by understanding how to market your business to attract, engage and build meaningful relationships with customers no matter what their age or stage of life. In this forward thinking workshop, award-winning marketer Katrina will deep dive into the key characteristics, behaviours, motivations and communication preferences of each of the six generations - Alpha, Gen Z, Gen Y (Millennials), Gen X, Baby Boomers and Seniors. Drawing on research and her own generational expertise, you'll learn how to reach the right people, on the right channel, at the right time using the right language. You'll walk away with a clear understanding of how to deeply connect with each generation of consumer and learn how your business might need to adapt its marketing, both now and in the future.

This workshop is suited to small business owners, marketing managers, social media managers, account managers and anyone else who needs to deeply understand the defining behaviours of each of the generations.

This workshop can be tailored to specific industries. This can be run as a half day or full day event.

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- To understand the six generations of consumers in Australia
- To recognise the key behaviours of each generation—Alpha, Gen Z, Millennials, Gen X, Baby Boomers and Seniors
- To discover the key communication preferences and channels of each generation so you can reach them where they are
- Ways to adapt your current marketing strategy to attract, engage and build meaningful relationships with each generation, now and in the future
- To understand your marketing priorities for now and plan for what's ahead

TRADITIONAL MEDIA
CONSUMERS



WORKSHOP

MARKETING WITH NO MONEY: ATTRACT, CONVERT AND RETAIL TO IDEAL CUSTOMERS ON A ZERO BUDGET

Think your business needs to spend big to have a big impact? Think again. With a long, proven track record in marketing on a shoestring budget—she attracted 150,000 members to her first business on a tiny marketing spend—award-winning marketer and author Katrina shares 2023's five top replicable strategies (including partnerships, brand story and a couple of surprises) for growing brand and businesses using creativity rather than a mega marketing spend. Knowing how to market with no money is super relevant right now for small businesses. According to 2022's The BIG Small Business Survey, 61% of small biz owners find marketing overwhelming, all while dealing with significant running cost increases and needing support. Drawing on her marketing experience both as a Fortune 100 team leader and entrepreneur, Katrina demystifies marketing and steps you through using existing resources and focusing on unconventional approaches to differentiate your business from competitors and generate buzz.

This workshop is suited to small business owners, civic teams including councils and marketing managers who need innovative marketing with no money strategies to combat shrinking marketing budgets. Participants will walk away with a blueprint for marketing priorities that can be implemented immediately on a zero budget. The focus is on the practical rather than the lofty theoretical and works across different industries. It can be run as a half or full day event.

YOUR AUDIENCE WILL LEARN:

- To develop your own Marketing With No Money strategy to attract, convert and retail to your ideal customers
- To understand why partnerships and collaborations are the fastest way to achieve your business objectives
- To learn how your brand story will help you grow and attract more of your ideal customers
- To identify the reasons why video marketing is essential for every brand, no matter who their customer is
- To understand why testimonials are critical to your growth (and how to get them)
- To discover how to create and enhance your own customer experience to activate word of mouth marketing



WORKSHOP

MARKETING TO MUMS: WHAT AUSTRALIAN MUMS REALLY WANT

Mums in Australia are responsible for \$132 billion in spending every year yet 63% of Mums believe advertisers and brands don't understand them. In this hands on workshop, award-winning businesswoman Katrina McCarter will help you develop a strategy to become more profitable. Katrina will introduce you to her unique 8 Pillars of Success framework.

This workshop is designed to ensure that you walk away with a roadmap to success and a clear understanding of next steps. This will all be specific to your business and written in the Marketing to Mums Workbook.

This workshop is most suited to small and medium business owners, Mumpreneurs, Social Media Managers, Marketing Managers, Brand Managers, Consumer Insights teams and women in business.

This workshop can be adapted to any industry, making it perfect for membership based associations and franchise businesses.

This can be run as a half day or full day event.

YOUR AUDIENCE WILL LEARN:

- Why mums are the most powerful consumer of them all
- Identify the 9 mistakes to avoid when marketing to mothers
- Learn the key trends impacting mothers' behaviours by generation
- Understand the 8 pillars you need to have in place to successfully attract, convert and retain mothers and their families to your business
- Develop your marketing to mums strategy



PICK N MIX

Katrina is the speaker's version of a double threat. Book her for an event and she can do double duty. You get to pick'n'mix the bundle you prefer:

A keynote presentation then a business workshop

A keynote presentation and a motivational workshop

The benefit to you? Having Katrina cover all bases means you avoid booking two different experts, saving you on flights, accommodation and admin and creating the opportunity for the audience to build trust throughout the conference with one speaker who takes them on different journeys.



WHY NOT BOOK TWO OPTIONS FOR ONE EVENT?

KEYNOTE PRESENTATIONS

THE SECRET LANGUAGE OF CONSUMERS:
UNDERSTANDING TRIGGERS BEHIND BUYER
BEHAVIOUR

THE WAR FOR RELEVANCE: THE SINGLE BIGGEST
OPPORTUNITY FOR YOUR BUSINESS TODAY

NO BUDGET? NO PROBLEM: 2023's BEST WAYS TO
MARKET WITH NO MONEY



WORKSHOPS

GENERATIONAL MARKETING
MARKETING WITH NO MONEY
MARKETING TO MUMS

TESTIMONIALS

"Katrina ROCKED our stage. In less than 5 minutes she had 350 people in rapturous applause! What more could I ask for?"

Glen Carlson, Dent Global

"Katrina delivered a highlight presentation to almost 500 delegates at our "Look Forward Conference" in October, educating our audience of optometrists and their teams to better understand Gen Y and Gen Z in order to attract, engage and delight these future eyecare consumers. As always, Katrina's delivery landed perfectly. She managed to simplify complex ideas through an easy to follow structure, providing practical strategies and advice for implementation now and in the future. This keynote attracted a 5/5 star rating from attendees and as a result of the interest in this topic, we have scheduled full day generational marketing face to face education sessions for our members with Katrina in 2023."

Sarah O'Connor, Marketing Manager, Provision

"We have been fortunate to feature Katrina McCarter on our M2Moms®-Marketing to Moms program for the past 3 years. Founded in 2005, M2Moms® is the only executive learning event in the world that specializes in helping brands deliver better business results with today's mom & family consumers. Katrina is one of the leading voices in the world on this topic. She is a global expert whose passion and prowess is boundless and borderless. Katrina has a signature style of speaking that is smart, clear, logical and action oriented. Katrina uses case study examples that help us understand immediately how the keys she teaches can be applied to produce positive results. Her new book, The Mother Of All Opportunities: A strategy for a decade of growth, profits and market share gains, is a must-read for all mom-brand businesses. On the page or on the stage, Katrina McCarter never disappoints. She's got the goods."

Nan McCann Co-Founder & Producer M2Moms®-The Marketing to Moms Conference M2W®-The Marketing to Women Conference

"Our company recently engaged Katrina McCarter to speak at one of our live and in-person events, which was attended by over 350 business owners. I am pleased to say that Katrina's presentation was extremely well received to the point where I can highly recommend Katrina to others. Her presentation was full of great content and plenty of practical examples. We will definitely be working with Katrina again."

Dale Beaumont, Founder, Business Blueprint





KATRINA IN THE MEDIA

As well as being a successful entrepreneur and speaker, Katrina continues to have a growing media presence. She has been interviewed and featured on radio, television, newspapers, podcasts and many other media platforms.





WOULD YOU LIKE TO WORK WITH KATRINA?

If you're sure Katrina is the speaker you want to inform, educate and entertain your audience, she'll be thrilled. She'll throw everything at making your event the success you want it to be.

To confirm Katrina's speaker's fee and your booking, let's start the conversation.

LET'S TALK



For a quote,
Contact Carly at Talent Corp
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