



MEDIA



Kristy Dickerson

KIT

2016 - 2017



Kristy Dickerson



WHO IS KRISTY?

Kristy Dickerson, keynote speaker, businesswoman, and active CEO and co-founder of STARTplanner, has devoted her life to providing hope for individuals who are looking to achieve balance, success, and happiness within their own lives. Dickerson has been sought-after for keynote speaking due to her relatable story, no excuses tone, valuable advice, and upbeat personality that she entrenches in all aspects of her brands. She believes and preaches that individuals have the ability to do anything they want. Through business coaching, workshops, and speaking she has shown individuals how to make change happen in their life and small business.

MOTIVATOR

ENTREPRENEUR

PRODUCTIVITY EXPERT

Forbes Inc.

Entrepreneur
MAGAZINE

THE ATLANTAN

atl&co biz 1190 

NORTH ATLANTA
BUSINESS POST

SHOWIT *Live* UNITED 2015

MODERN LUXURY

Brides

Atlanta

weddings

Brides

JEZEBEL



weddings
unveiled™

MODERN LUXURY

ATLANTA
OCCASIONS
MAGAZINE



Kristy Dickerson

QUALIFICATIONS

Kristy holds a bachelor's degree in finance with a minor in business management and has a corporate background in business. She is the CEO of STARTplanner, a daily/weekly planner company that made a six-figure profit within 6 months with zero cash invested in the startup. In the month of July 2016 alone, just over a year after STARTplanner was founded, the company grossed six figures. What was once a vision for Kristy became her reality. By properly delegating, organizing and automating, Kristy has been able to maximize her productivity and take her company to the next level. As a mom to three young boys, she knows what it takes to achieve success by pursuing her passions while also achieving balance. She aims to share her experiences and insight with others through speaking engagements, business coaching and through her social media channels and blog, which are already go-to resources for thousands who seek her advice on everything from business and photography to health and organization.

NEWSLETTER: 5k

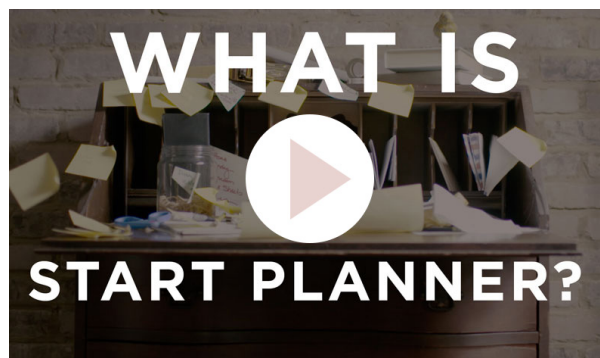
WEBSITE PAGE VIEWS: 55k

FACEBOOK PAGES: 24K

INSTAGRAM: 7k

As of Dec. 5, 2016

STARTplanner



NEWSLETTER: 16k

PRIVATE FACEBOOK GROUP: 3k

FACEBOOK PAGE: 6,500

INSTAGRAM: 12k



Kristy Dickerson

SPEAKING TOPICS

INTERESTED IN HAVING KRISTY SPEAK?

TITLE ONE:

[TURNING WALLS INTO DOORS](#)

TRACK/THEME:

INSPIRATIONAL

TARGET:

INDIVIDUALS NEEDING INSPIRATION TO CREATE OPPORTUNITIES, CONQUER FEAR, AND MAKE THINGS HAPPEN.

SHORT DESCRIPTION:

Kristy shares real life experiences and candid struggles one can have when pursuing a dream with no road map. All too often, we end up feeling defeated by life and as though we have run into a “wall” while following our dreams. Kristy explores what happens when we allow ourselves to embrace the reality of entrepreneurship and although daily we encounter “walls,” we should turn them into “doors” through perseverance and hard work.

TITLE TWO:

[START BALANCING](#)

TRACK/THEME:

INSPIRATIONAL/BUSINESS

TARGET:

ENTREPRENEURS/CORPORATE/DIRECT SALES CONSULTANTS

PRESENTATION TITLE VARIATIONS

START BALANCING – Maximize Your Money

START BALANCING – Skyrocketing Sales

START BALANCING – Your Key to Success

SHORT DESCRIPTION:

Kristy’s goal is to teach individuals how to start balancing their professional and personal ambitions. She believes that by properly seeing a vision and being set up to succeed, you will. Kristy will walk attendees through what they need to implement in order to bring focus to their daily lives. She will share the keys and tools to make attendees more productive, efficient and happier both in the office and at home. In addition to being left with an inspiring message, attendees will walk away equipped with the resources and knowledge to achieve success on a daily basis.

For speaking engagements, public relations, advertising, sponsorship or anything else pertaining to this media kit,

email hello@kristydickerson.com



Kristy Dickerson

OPPORTUNITIES FOR BRAND AWARENESS

MY LOVE LIST

(6 & 12 month contracts)

Includes logo on blog, description from me on how and why I love it, URL to website, blog post about product or service. (Promo code encouraged to drive traffic). Two posts a quarter talking soft selling and working in your product or service. Sponsorship opportunity for national and regional shows/workshops.

FEATURED POST

(monthly/quarterly)

Feature a blog post reviewing your product, service, place or talking about a new release or update.

CURRENT OBSESSION

(monthly/quarterly)

Feature a product, service or place with an icon or image of it.

EDUCATIONAL VIDEO

1-3 minute

BLOG POST

Featuring a location, a brand/product/service. By approval only. *Suggested to allocate marketing funds to any blog post on Facebook. They will organically reach Kristy Dickerson's audience, but then you can target specific consumers.*

SPEAKING ENGAGEMENT

Option 1: Regional Show/Workshop Sponsorship

Option 2: National Show/Workshop Sponsorship

NEWSLETTER INCLUSION

PROFESSIONAL COMMERCIAL IMAGES

Featuring your Product, Service, or Experience

**I'm always open to other opportunities so don't be afraid to spark a conversation!*

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