

MEDIA



Kristy Dickerson

KIT

2016



Kristy Dickerson

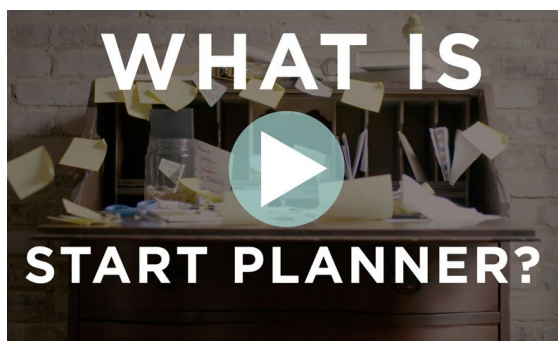
ADVISOR
ENTREPRENEUR
SPEAKER
PHOTOGRAPHER

KristyDickerson.com



ORGANIZER
CO-FOUNDER
StartPlanner.com

*See a peek into my organization world
and my mission to create more happiness...*



WHO IS KRISTY?

Kristy Dickerson is a small business speaker and advisor, co-founder of StartPlanner.com, CFO of all things organized, lifestyle photographer, mom of three boys and a wife that is never wrong...never. ;)

Upon completion of her degree in finance and business management she started her first business after having her first son in 2008. Merging her business sense with her passions, Kristy has developed ways to help small business owners balance turning passions into a career all while still playing her most important role...being a mom. Giving tips on business, balance, organization, photography, health, and the occasional DIY projects to inspire, direct, and lead others to success and happiness.

TEMPLATES
BRANDING
BUSINESS EFFICIENCY

StartKickinBooty.com

Learn more about Kristy's story here...

“ I fell into the creative world after my husband had a brain hemorrhage. You never know what life will bring but I fully believe we ALL have a path and a purpose! It is just seeing, believing, and following your heart! ”





OBJECTIVE

Objective for Kristy Dickerson is to help other women find a balance in their life, and most importantly to help them setup their life to be efficient, productive, healthy, and successful as possible. Creating resources, inspirations, showing “how-to’s”, reviewing products, services, and companies, and by providing tools/resources to make that happen. Main objective is to leave this world a better place than I found it. If I can change one life or impact one family I am succeeding.

QUALIFICATIONS

Corporate background in business with a formal education with a bachelor's in finance and minor in business management. Meshing my formal education with a home based business and having limited time (aka I am a Mom), I have developed ways to help others find success with pursuing passions, achieving balance. With having reliability to others Moms with having 3 young boys of my own. Openness through social media channels and my blog has cultivated a group of women followers that look for advice, recommendations, and resources on business, DIY projects, travel, photography, health, and organization.



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

email hello@kristydickerson.com



Kristy Dickerson

FAVORITE TOPICS

INTERESTED IN HAVING KRISTY SPEAK?

WHAT DO I CHARGE? PRICING FOR SUCCESS: *(Business)* Starting a business and creating a profitable stream of income is hard. I will teach you business principles so that you can know what to charge and understand how to create budgets and allocate funds, in to give your business direction. Do numbers scare you? If so this is for you! I will break it down and show the importance of valuing time, cost of raw goods, and marketing so that you can confidently know and understand your numbers.

SETTING UP YOUR FINANCES TO CREATE FREEDOM: *(Personal)* Financial freedom is a such a powerful thing. I believe in building a life that you own and it doesn't own you. It is hard when we live in a world of triggers and our daily lives are filled with companies marketing to us in every aspect of our life. I will show you how, why, and ways to create freedom from money so that you are always in control.

SOWING SUCCESS, FREEDOM & HAPPINESS: *(Business & Inspirational)* Sowing is an action which means to implant, introduce, scatter to allow for growth. I am going to show you how to sow using Branding, Organization, Specializing, Outsourcing, and Health to result in business success, happiness, and financial freedom, which are all outcomes of sowing. Giving you the tools to automate aspects of your business and delegate rolls so you equip yourself and your business to flourish. Allowing you to build a life that you dreamed while following your passion to support your personal life and goals. Let's get busy!

BALANCE: *(Business or Personal)* This is all about happiness. Living everyday feeling that when you laid you head on the pillow at night you gave it your all, your heart feels content, or if you didn't you know that tomorrow is another day to try again. I am going to talk about balancing professional and personal roles

ORGANIZATION FOR SUCCESS: *(Business or Personal)* Increased productivity + more efficient = greater chance for success. I really believe without being organized in both personal and professional life you are not setting yourself up to succeed. The one thing we have limited resource is time. And time is money and or something that you can't get back to focus on what really matters.. Without organization your are throwing away money, and even more than that time you can't get back. I will share tools, resources and how to create work-flows and establish routines in order for you to set yourself up for success.

SPECIALIZING, THE KEY TO SUCCESS: *(Business & Marketing)* Finding your path can be tough. If you are starting a new business, wanting to generate more profit, or even are struggling to find profit I will help. Through branding, setting up systems, and properly allocating funds we will get you charging a premium for your service!

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hello@kristydickerson.com

- www.KristyDickerson.com
- www.KristyDickersonBlog.com

Website Traffic blog Jan - Dec 1st YTD 2015

Sessions: 65,786

Users: 53,186

Page views: 92,124

- www.facebook.com/KristyDickersonPage 10,000+
- www.Facebook.com/KristyDickerson 2000 +
- <http://instagram.com/kristydickerson/> 4,900+
- Personal Email Subscriptions. 4,500

TARGET MARKETS

SMALL BUSINESS OWNERS

(leadership, direction & profitability)

ORGANIZATION

(creating budgets, organizing & reaching goals)

LEADERS

(community & small business)

TOOLS/RESOURCES

(downloads, small business tools, resources, recommendations)

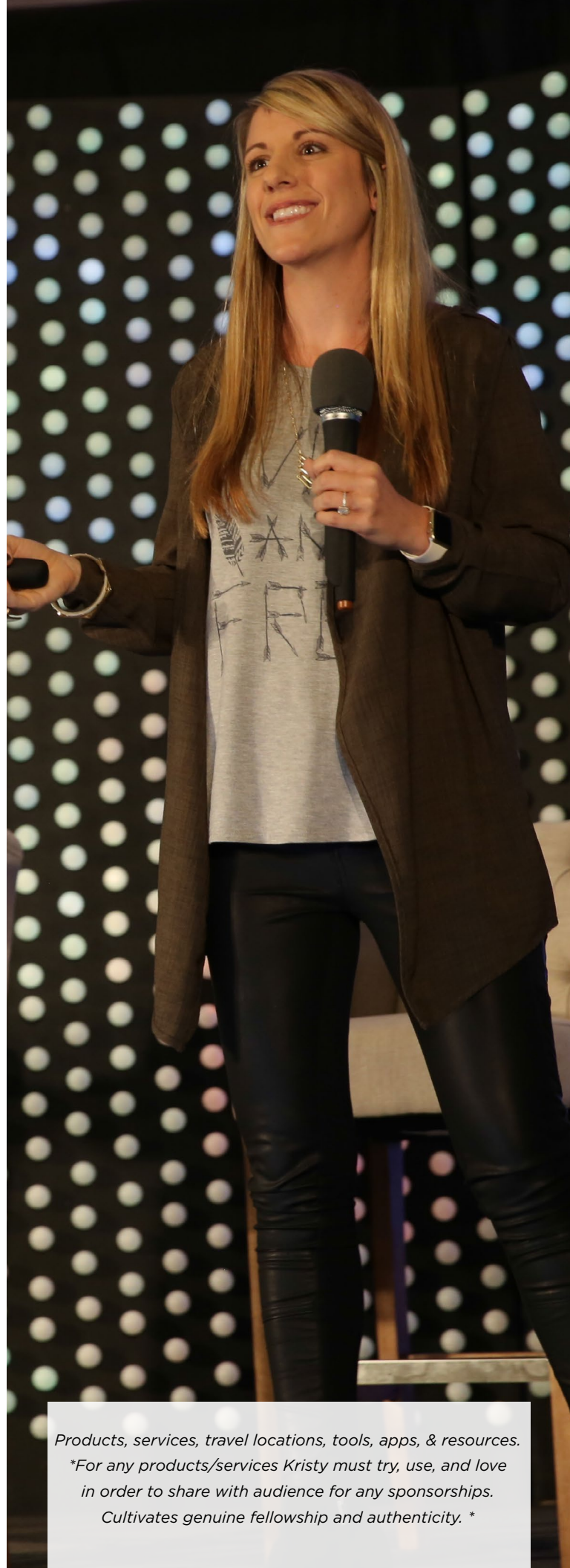
WOMEN

(Stay-at-Home Mothers or Working)

PHOTOGRAPHERS

(tips, tricks, how-to targeted at both photographers and consumers)

**Kristy shares travels, DIY/Home projects, health, and personal experiences to cultivate an organic following.*



*Products, services, travel locations, tools, apps, & resources.
*For any products/services Kristy must try, use, and love in order to share with audience for any sponsorships.
Cultivates genuine fellowship and authenticity. **



Kristy Dickerson

OPPORTUNITIES FOR BRAND AWARENESS

MY LOVE LIST

(6 & 12 month contracts)

Includes logo on Blog, Description from Kristy on how and why she loves, Url to website, blog post about product or service. (promo code encouraged to drive traffic). 2 posts a quarter talking soft selling and working in your product or service. Opportunity sponsorship 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 a icon or image on that.

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

**Always open to other opportunities, don't be afraid to spark a conversation!*

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