



Book Sarah
today

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SPEAKERS KIT

SARAH CROSS

Sarah Cross is a vibrant entrepreneur from the age of 24 building a multi-million dollar business from her kitchen table. She's the Founder and CEO of Creative Product Institute, a well-known speaker, author, business coach and authority on empowering women in business.

She encourages innovation, strategy, creativity, and entrepreneurial spirit.

Sarah's passion is to challenge business owners to get out of their comfort zones and break free from limiting self-beliefs.



HI I'M SARAH

About Sarah

Helping passionate and creative women build million-dollar product businesses

Sarah is the creator of the **Creative Product Institute Mastermind** and multiple Product Mentorship Courses. Sarah is a master storyteller, captivating her audience by delivering a keynote with a distinctive combination of start-up business insight, sharp wit and take away value.

Sarah is an award-winning businesswoman and a leading expert in helping small business owners leverage their product businesses to wildly grow their profits.

At 24 years old Sarah successfully built and sold her own million-dollar gift hamper business and was formally recognised twice in the Australian Telstra Business Women's Awards. With the rapid expansion of her

rags to riches national gift business, Sarah built systems and procedures to enable its sale and marketing success and mastered the art of outsourcing to fulfill the demands of a highly seasonal operation to sell for \$500,000.

Sarah loves spending time with her husband and two gorgeous sons and is from Melbourne, Australia.



Talking Points

Sarah is passionate about teaching female entrepreneurs and showing small business owners how to think bigger. Sarah has an amazing ability to raise the energy level in the room, connect one on one with participants and share how they can transform their businesses and accelerate their financial success.

Sarah focuses on business strategy and growth, connecting with your audience in a real way and playing a big game to take your business to the next level.

- Think Big Now in Business
- Fearless Fempreneur - From Kitchen table startup to Multi Million Dollar Brand
- Build a wildly successful business on you terms
- Business Strategy and Growth
- Playing a bigger business game
- Finding your Passion and Purpose
- Female Magnetism - scale your business without the burn out
- Scaling from Passion to Profit



AV Requirements

Sarah likes to walk and engage with her audience so a wireless microphone will provide the best result.

- Lapel microphone (or hand-held if lapel is unavailable)
- Screen, data projector and sound system.
- Internet access if videos are being played
- If the session is a workshop then a flipchart.
- Pens or a whiteboard
- If on a panel discussion then a chair and water
- Water on a speakers table for all types of events

Please let Sarah know if the room will be set up in lecture, classroom or cabaret style.



“When Sarah speaks to her audience you know she has a special energy that captivates and lights up the room. Her warmth, generosity, and engaging style with the audience is an inspiration!”
JANE EKHOLM
Business Consultant, Newcastle Virtual Assistants



“Sarah is the authority on Product-based Marketing. She is well researched and knows the in's and outs of the gift industry like non-other. She is professional and is an excellent speaker who demonstrates the importance of this new way of marketing and empowering corporate culture. Highly recommend.”
SAM CAWTHORN
CEO & Founder Speakers Institute



“I had the pleasure of hearing Sarah speak about ‘Gift Marketing - the new currency’ and she was terrific: energetic, entertaining and inspirational. She engaged so well with the audience as she shared her business stories and tips. A five-star performance.”
DR RICHARD ALLEN
International Speaker and Author

reed gift fairs



we might be tiny



As seen on...

Sarah's expertise has been featured on leading Australian websites, industry trade events, magazines, and radio shows, including Business Woman Media, The Business Experiment Blog, Thrive Global, Kochie's Business Builders and Vanilla Magazine Australia's premier magazine for female entrepreneurs.