



Kristen Beireis

Marketing Coach/Consultant, Speaker & Trainer

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Values and Marketing: Where who you are meets marketing success

The problem with most marketing training is it teaches you that success comes from doing things “right” or “following the plan provided”. That’s great, except that it’s a very external point of view. As coaches, we know that success is more about the internal state than it is about the external doing.

It’s time to go inside and apply who you are to your marketing success. Prior to the session, it’s recommended that you take the Core Values Index™ so you can apply the results in this presentation. Yes, you read that right. We’re bringing values into the marketing space. Why not? We use values to help our clients create success, don’t we?

In the end, you’ll walk away with:

- A new definition for who you are as a marketer.
- A short story you can tell to get the attention of potential clients.
- A way to build trust and intimacy through marketing.
- How to ensure you are marketing your business in an ethically responsible way.
- One personalized, easy-to-follow concept that will successfully drive your marketing actions forward.



About Kristen

Kristen Beireis is the Trust-Building in Marketing Expert. She specializes in helping Coaches discover their unique plan for what to do and say in marketing. Kristen has found that it all starts with trusting in your own values, language and uniqueness. This leads to building trust fast with potential clients.

Kristen has over 15 years of marketing experience online and offline. In 2015, she was voted ICF Ohio Valley Coach of the Year for her contributions toward advancing the coaching profession.

Kristen is also an ICF Credentialed Coach (ACC), a Group Coach, Certified Essential Message™ Facilitator and Certified Core Values Index™ Facilitator.

*You are as unique as tie-dye.
Trust it. Capitalize on it.*