



Pat Altvater

Author. Trainer. Marketing Strategist.

Leveraging Knowledge to Become a **Thought Leader!**

A Few Presentation Topics:

Content Marketing: Leverage Your Knowledge to Increase Awareness and Build Trust

- **Learn** an integrated content marketing strategy that effectively builds awareness
- **Discover** how to create content that attracts attention, piques interest, and converts
- **Leverage** content in a way that demonstrates you are an authority

Content Video Marketing: Tips to Implement 2017's Biggest Trend

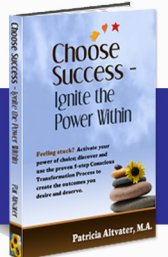
- **Learn** specific tips for video creation, including how to write your script and call to action
- **Explore** powerful presentation tips as well as how to prepare for your shoot using the 5 step Choose Success process
- **Identify** where to distribute your video online to get the best SEO
- **Create** a plan to integrate your videos into your marketing strategy

Effective Calls To Action: Make Yours Irresistible

- **Learn** how to craft your call to action based on your target market and what you sell
- **Discover** 4 factors to keep in mind when crafting calls to actions
- **Understand** how to structure the CTA so it's easy to take the action you are requesting

All of Pat's presentations can be delivered as a keynote, breakout or half or full-day formats to meet your group or organization's needs.

Pat will customize a presentation, based on her book *Choose Success - Ignite the Power Within*, to meet your group needs and timeframe.



A partial list of Pat's clients include:

First Solar

Heartland Payment Systems

Mosser Construction

Owens Community College

ITT Technical Institute

eWomen Network

NAWBO Cleveland

Arbonne International

SRC Software

Adaytum Software

Independent Bank

Panczner and Associates

Davis College

Toledo Area Public Schools

Cadillac Chamber of Commerce

Arrowhead Massage Therapy

Women's Entrepreneurial Network

Monroe Community College

Curves for Women

Washtenaw Community College

Retreats:

Transform Yourself Weekend Retreat

Your group will learn the Be-Do-Have model in this interactive retreat which can be customized to meet the requirements of your team or organization. They will discover unconscious beliefs that keep them from achieving and replace those with patterns of thought and action that guarantee ongoing success.

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Rave Reviews:

“Energetic” “Engaging” “Educational”
are the words most commonly used to
describe Pat Altvater

"Pat's engaging keynote helped us bring awareness to and then eliminate those beliefs holding us back from achieving our best. I highly recommend Pat Altvater to anyone who wants to provide their group with a session that is a life changing experience!"

Irina Haydon, Vice President
Heartland Payment Systems

“Pat Altvater truly speaks from her heart and gains instant audience credibility with her authenticity, approachable nature and FUN demeanor. She inspires people to think differently and shows them how easy it is to accelerate their business. She has a great deal of knowledge and wisdom to share.”

Michelle Blood, Owner
Musivation

“Pat, great presentation last night, very spirited and right on! I truly enjoyed listening to you share the wisdom you have gained over your years as an entrepreneur. Thank you again for giving everyone some great food for thought. Oh, by the way, I read your book and LOVED IT!”

Carol Kirken, NVP
Arbonne International

Credentials:

Author, Choose Success - Ignite the Power Within

Founder and CEO BizTV Shows®

Video Show Host: Online Video Marketing: Grow Your Business Through the Use of Video

Author: *The Choose Success Guide To Creating Online Video Scripts that Connect*

Member, NAWBO Cleveland & Columbus

Producer, Transformations Trilogy CD Set

Meet Pat Altvater:

Author, trainer, consultant, Pat Altvater, has natural credibility which inspires her audiences to take action. Her over 15 years of sales and sales management experience coupled with 15 years of entrepreneurship, gives her the ability to relate to her audiences. Her infectious positive “can-do” attitude has helped hundreds of individuals reach their highest potential.

In her entertaining, high-energy style, she packs her presentations full of how-to's, tools and worksheets, real life story and humor - leaving people saying “YES, I can DO this now.”

During every presentation, Pat lives her mission of “*helping others showcase their expertise and achieve their desired results.*” With more than 20 years experience delivering training programs, workshops and retreats, Pat consistently receives rave reviews.

Contact Pat Today:



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Author, Trainer, Consultant

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