



**Hello and Thank You** for taking the time to consider Katrina Sawa to be one of your featured speakers at your upcoming event, conference, webinar, radio show or podcast!

This document contains all the information you will need to make the decision to book Katrina Sawa to speak at your event as well as find everything you need to promote and market her talk including bios, talk descriptions, logo, headshots, interview questions, social links, references and more.

**There are many videos of Katrina online**, some of large presentations, some small and some quick video tips so you can get a sampling of her candor. For videos, go to [www.JumpstartYourBizNow.com/speaking](http://www.JumpstartYourBizNow.com/speaking) or [www.youtube.com/c/KatrinaSawa](http://www.youtube.com/c/KatrinaSawa)

**Katrina can sell or not sell from the stage as host prefers** however we always ask that at minimum we can hold a drawing and/or have a display table in the room during the entire event as well to offer books and free stuff (virtual too). We are open to discussing opportunities for offering a commission to the event coordinator for anything we do sell; please let us know if you are interested in this or if you have the budget to purchase books for all your attendees to walk away with. We also typically promote your event to our email list and social following for more reach.

Thank you, we look forward to working with you!

*Ebony Jones*

Katrina Sawa's Online Business Manager  
Please contact me with any questions or concerns:  
(916) 872-4000  
[info@jumpstartyourbiznow.com](mailto:info@jumpstartyourbiznow.com)



*Jumpstart*  
**PUBLISHING**

## Why Choose Kat as a speaker for your event?

Katrina always gives, high-content, high-value presentations that are energetic, motivating and fun for all audiences. In Katrina Sawa's presentations she usually always interacts with the audience, asking questions, getting them to think outside their comfort zone and to take notes on material she covers. She's also been known to 'spot coach' some attendees during her presentations.

**Please List Katrina as:** Katrina Sawa, 14x Int'l Best-Selling Author with 22 books, Jumpstart Your Biz Coach, and Founder and CEO of JumpstartYourBizNow.com and JumpstartPublishing.net

## Speaker Headshots and Social Links



Main headshot link: <https://jumpstartyourbiznow.com/wp-content/uploads/2022/07/KatrinaSawa-LeopardHeadshot.png>

### Contact links for Katrina Sawa online:

Business Coaching website: <https://www.JumpstartYourBizNow.com>

Book Publishing website: <https://JumpstartPublishing.net>

Speaker Webpage: <https://www.JumpstartYourBizNow.com/speaking>

### Social Media Links:

<https://www.facebook.com/katrinasawa/>

<https://www.facebook.com/JumpStartYourBizNow/>

<https://www.facebook.com/groups/JumpstartYourBiz>

<https://www.facebook.com/groups/TheAuthorSuccessCollective>

<https://www.YouTube.com/KatrinaSawa>

<https://www.linkedin.com/in/katrinasawa/>

<https://www.instagram.com/katrinasawa/>



# Katrina Sawa Bios

## **Really Short:**

Katrina Sawa is a sought-after business coach, international speaker, and book publisher. Known for her direct, humorous and inspiring style, Katrina delivers actionable insights that leave audiences equipped and motivated to take their businesses to the next level. With 25 years of experience, she has helped thousands of business owners level up their confidence and pricing, simplify their marketing, automate operations, and build sustainable revenue streams. As the founder of Jumpstart Publishing, Katrina has also guided over 150 entrepreneurs through the process of becoming a published author, using books as powerful tools to boost their visibility, credibility, and their business.

## **Short:**

Katrina Sawa is a sought-after business coach, speaker, and CEO of JumpstartYourBizNow.com. She is known for her no-nonsense approach to helping entrepreneurs grow and scale their businesses. With over two decades of experience, she has helped thousands of business owners streamline their marketing, monetize their expertise, and build sustainable revenue streams. As the founder of Jumpstart Publishing, Katrina has also guided over 150 entrepreneurs through the process of becoming published authors, using books as powerful tools to boost their visibility and credibility.

An award-winning speaker and the author of several business-building books, including Jumpstart Your New Business Now and Love Yourself Successful, Katrina is recognized for her practical, results-driven strategies. She has been featured on ABC, The CW, in numerous national publications, and she regularly shares the stage with top industry experts. Known for her direct, humorous and inspiring style, Katrina delivers actionable insights that leave audiences equipped and motivated to take their businesses to the next level.

## **Long:**

Katrina Sawa is a dynamic business coach, speaker, and book publisher with a proven track record of helping entrepreneurs grow and scale their businesses. Known for her no-nonsense, results-driven approach, Katrina specializes in guiding business owners to build streamlined systems, monetize their expertise, and create multiple revenue streams.

Entrepreneurs who work with Katrina appreciate her direct, actionable advice and her commitment to holding them accountable. Whether they need help creating scalable offers, refining their messaging, or leveraging books as business-building tools, Katrina provides the expertise and support they need to achieve tangible growth.

Through her company, Jumpstart Publishing, she empowers entrepreneurs to establish their authority and attract more clients by becoming published authors—whether through solo books or strategic co-author collaborations.

If you're an entrepreneur looking to grow your business, increase your visibility, or finally get that book idea out of your head and into the world, scheduling a call with Katrina Sawa could be the game-changer you've been looking for. Whether you're struggling with inconsistent revenue, unclear marketing, or the overwhelming process of becoming a published author, Katrina has decades of experience to help you cut through the noise and create a clear, profitable plan.

Beyond business, Katrina is fun, relatable, and approachable. She's the kind of person who's easy to talk to, whether you're swapping business tips or sharing life experiences over a glass of wine. She's also fiercely dedicated to creating meaningful connections and lifting others up, making her not just a mentor or coach, but also a genuine friend and cheerleader.

Learn more and BOOK A CLARITY CALL with Katrina at [ChatWithKat.biz](http://ChatWithKat.biz).

Learn more about her BUSINESS COACHING & EVENTS at [JumpstartYourBizNow.com](http://JumpstartYourBizNow.com).

Learn more about BOOK PUBLISHING & BOOK LAUNCHES at [JumpstartPublishing.net](http://JumpstartPublishing.net).

## Proposed Speaking Topics:

The following is a list of **Presentation Topics** that Katrina Sawa, CEO of K. Sawa Marketing, speaks on to groups, organizations and businesses in general. If you are interested in a topic other than what is listed here, contact us and inquire.

**All of these talks are best as a keynote or 90-minute presentation however we can shorten them for 60, 30, or even 15-minute presentations as needed.** Katrina always gives, high-content, high-value presentations that are energetic, motivating and fun for all audiences. These presentations are designed for small business owners and solopreneurs; however, they can be tweaked for sales teams, associations and non-profits as well.

Katrina has a style of teaching and speaking that makes it easy for anyone to follow along, be inspired and to take away more than enough implementable strategies to grow their businesses or skills substantially.

Katrina has a very broad background of experience, training and knowledge in regards to starting, growing, running and marketing your small business (online or traditional businesses). She's worked with thousands of different businesses in over 25 different industries and she makes it easy to apply whatever she's teaching to any business structure.

### Speaking Topic #1:

## Marketing Basics for Consistent Cash Flow

(2 alternative titles: How to Scale Without Burning Out: Smart Marketing Strategies for Entrepreneurs OR Marketing on a Budget: Big Impact Strategies Without a Big Price Tag)

**Are You Finally Ready to Learn EXACTLY What to Do AND HOW to Do It in Regard to Getting More Clients in Your Business Consistently?**

Marketing and Sales are the two most CRITICAL activities that ANY small business owner (or sales professional in ANY industry) needs to learn and GET REALLY GOOD AT DOING!

Maybe you're spending a lot of time marketing, but it's not working and you're spending way too much time. Or maybe you haven't caught up yet with what's NEW and working?

**Come to this presentation and learn:**

- The power of storytelling in marketing and how to use it effectively
- How to position yourself all over the internet as an authority so clients seek you out
- Creative low-cost marketing strategies that generate leads and sales and don't make people mark you as a yucky spammer

Then once you've got your business into a smooth-running, consistent income-generating machine you can implement additional strategies. But if you don't at least do the basics of what works and what will bring you results consistently then you'll just be spinning your wheels over and over again not seeing the income you want (or deserve!) and you may use up all your original start-up capital to boot, then what? You may have to give up your dream of being an entrepreneur and author all together and go back and get a J.O.B.

Come to this session and learn how to automate, delegate and systematize your marketing and business tasks so that you're reaching MORE PROSPECTS FASTER and converting them EASIER into your sales funnel

### **Speaking Topic #2:**

## **How to Make Fast Cash with Easy YES Offers!**

This presentation is designed for entrepreneurs, small business owners, independent contractors, speakers and anyone who needs to meet a lot of people and build relationships in order to promote and increase their business. Marketing these days is useless without building quality relationships with your clients, prospects, referral sources and contacts. Making offers is a key component to building those relationships. You can do this if you're a speaker or doing a speaking presentation or in your day-to-day sales conversations and connecting with prospects in person or online.

Most entrepreneurs are NOT prepared to make a sale and take money "on the spot" at live networking events however, unless they ARE the speaker so this information will arm you with the keys to doing this on a daily basis wherever you go no matter what.

*In this presentation, you will learn:*

- What questions to ask yourself when planning your easy yes offers or any offer for that matter!
- 5 Levels of offerings most business could (or should) have
- Some of the do's and don'ts regarding making all your offers
- Plus, you'll hear examples and stories of easy yes offers to give YOU ideas on what to create!



### **Speaking Topic #3:**

## **5 Steps to Faster Sales Results!**

Building your business into a smooth-running, consistent income-generating machine these days takes the implementation of many business, mindset, and marketing strategies. Some of which are basic and foundational in nature, yet many entrepreneurs skip over them in hopes of growing faster which is a mistake. If you don't at least do the basics of what works and what will bring you results, then you'll just be spinning your wheels over and over again not seeing the income you want (or deserve!).

In this age of virtual-run businesses, you need to shift what you're doing to stay in business or open up and learn these new skills required to sustain yourself and thrive.

In this presentation you will learn:

- To get clear and confident in what you do, what you charge, who it's for, and why they should care
- How to design your business around the kind of life you want to live, incorporating your ideal lifestyle vision and big money goals
- Where to spend your energy, resources, and time to see the financial results you're hoping for quicker
- How to effectively maximize this online, virtual world we're living in and still do the kind of business that you are passionate about
- How to develop more productive habits and tech-oriented solutions that will produce better results

### **Speaking Topic #4:**

## **Jumpstart Your Sales - One-on-One or Online**

Now more than ever you may want to look at learning how to get better at "booking" and "closing" sales conversations. Many entrepreneurs are experiencing a drop in leads coming from social media and therefore sales too. Many have also gotten away from one-on-one sales calls.... is this a mistake?

Whether you're leaving the house or not, your prospects and clients are most likely doing both these days. This means more in-person networking events, and virtual meetings and events. If you're experiencing less prospects to do one-on-one sales conversations with or those you are holding aren't converting, or you've gotten away from doing them, then it could be time you changed things up a bit!

It's time to stop the doom and gloom attitude if you are experiencing that and learn what you need to do to **MAKE MORE SALES** on a monthly basis. That could mean that you need to **DO THINGS DIFFERENTLY**. Either way, there are plenty of people out there buying right now (Yes, even **YOUR** products, programs and services too!).

Key takeaways – learn how to:

- Book more appointments and 1on1 sales conversations via email, zoom, social media and from anywhere
- Conduct effective and results-oriented conversations for “Collaborations & Connecting” (I call them “Get-to-Know-Ya” calls)
- Take prospects through that 1on1 sales conversation much more easily, more authentically yet with more assertiveness and strategy so you can actually get more people to say YES to you
- Develop the right offerings with the right pricing, from Easy Yes Offers to High-End Programs and everything necessary in between so that you close a much higher percentage of prospects into something no matter what
- Dance with concerns, objections, questions and challenges about enrolling or buying

### **Speaking Topic #5:**

## **8 Secrets to a Consistent Moneymaking Business**

Building your business into a smooth-running, consistent income-generating machine these days takes the implementation of many business, mindset, and marketing strategies. Some of which are basic and foundational in nature, yet many entrepreneurs skip over them in hopes of growing faster which is a mistake. Others are not what you might expect, therefore, many entrepreneurs miss out on focusing on these. First, you have to at least do the basics of what works and what will bring you results, or you'll just be spinning your wheels over and over again not seeing the income you want (or deserve!). Then you have to innovate, uplevel, and get more consistent.

In this age of virtual-run businesses, you need to shift what you're doing to stay in business or open up and learn these new skills required to sustain yourself and thrive. In this presentation we will review and go deep on the critical areas that it will take to sustain a successful business through any economic time.

- How to design your business around the kind of life you want to live, incorporating your ideal lifestyle vision and big money goals
- Where to spend your energy, resources, and time to see the financial results you're hoping for quicker
- How to effectively maximize this online, virtual world we're living in and still do the kind of business that you are passionate about
- How to develop more productive habits and tech-oriented solutions that will produce better results
- How to develop the courage to take action, set boundaries and go after what you truly want

## Speaking Topic #6:

# Jumpstart Yourself as a Speaker to Grow Your Business or Career

There are lots of speakers out there talking about all kinds of different topics. What makes YOU different? **Why should you speak more and how can you stand out among others who do what you do?**

If you're doing speaking presentations already or even if you've never done a single one, this presentation will give you some fresh new ideas to get started speaking, be prepared to get more speaking gigs and generate a lot of leads doing it.

There are so many ways to market and grow your business, get clients, and make money these days but being a speaker is probably one of the easiest and fastest ways! Whether you're comfortable speaking or not, there is a way to get more comfortable so that you can make this one of your top marketing strategies.

### **Come to this presentation and learn:**

- 6 Step System for Jumpstarting Yourself as a Dynamic, Sought After Speaker
- The "MUST HAVES" for being prepared to get booked anytime
- Tips for MONETIZING your talks, presentations and appearances online and off
- How getting more clarity around all of this will bring you more confidence to actually do it!

## Speaking Topic #7:

# How to Design Your Talk to Make Everyone Want What You've Got to Offer

There are lots of speakers out there talking about all kinds of different topics. What makes YOU different? How can you stand out among others who do what you do?

If you're doing speaking presentations already or even if you've never done a single one, this presentation will give you some fresh new ideas to get noticed and get booked.

Designing what to talk about is an art and a skill because you want to know your overall goal from what you want out of the exposure before you figure out what you want to say. If you're primarily speaking for free, then you can often make an offer at the end of your talk. In that case, you need a talk that shares good content but also highlights what you're trying to sell. If you're looking for more paid speaking opportunities, you don't usually make an offer but there are things you do want to make sure you do to maximize those opportunities.

### **Come to this presentation and learn:**

- How to craft your talk so it's easier to remember
- 3 strategies to increase your closing ratio without sounding salesy



- 5 ways to capture the contact information of everyone in the room regardless of what type of talk you're giving
- How to develop a kick-butt follow up system to engage attendees and sell more later
- How to know when to sell what and for how much to which group and why it matters

### **Speaking Topic #8:**

## **Jumpstart Yourself as an Author to Grow Your Business**

Why should you tell your story or write your expertise down in a printed book? Being an author could be the #1 thing that sets you apart from your competitors in your marketplace or industry. It can also bring you more clients from those who read your book and get to know you better. Being an author can also help you grow your business by opening doors for more speaking gigs and referrals.

The problem is that many people who start out on a journey to write their first book, have no real plan on how the book will help them in their business, much less how to market the book. There are also many different types of books one could write, some that are easier to do than others. What you don't want to do is Overthink It!

Whether you're comfortable writing or not, it's time to learn how to finally become a published author and achieve that next level of credibility or celebrity status in your industry. This presentation will share the dos, don'ts, pros and cons, and tips for before and after publishing so you're more educated when you implement this strategy.

**Come to this presentation and learn:**

- 4 Benefits to having a book or 2 or 10
- 7 different types of books you could write quickly and easily
- The pros and cons on all the ways you could publish and print your book (or BE published in other books for less)
- The biggest mistakes authors make
- 3 Critical Keys to Success, Clients & Money as an Author

### **Speaking Topic #9:**

## **Increase Your Authority as a Speaker with a Book (or 2 or 5)**

Did you know that speakers are 8 times more likely to get booked for paid speaking gigs if they have a book in their topic of expertise? Of course, you knew that. But do you HAVE the perfect book to fit your talk or talks? Instead of just having ONE book to highlight you as an author, consider multiple books. You can publish smaller, bite-sized books that fit you talks easily and affordably if you set your mind to it. Small books make a great addition to your speaker kit that you mail to prospective event planners, and they make add-on sales when organizations buy them to give out to your audience members.

**Come to this webinar/workshop and learn:**

- The 10+ types of books you can write to elevate yourself as an authority.
- How to get more books out faster and more affordably.
- 15+ ways to market and sell your books or use them to grow your business.

Presented by 14x Int'l Best-Selling Author and Publisher, Katrina Sawa, CEO of Jumpstart Publishing. Katrina never wanted to become an author early on in her business, she just wanted to help entrepreneurs make more money in their business and grow and scale with ease and systems. But, along the way, Katrina found that by having a book, or 3 or 4 of them, gave her numerous opportunities to get on more stages, get free publicity and interviews on her local TV stations, podcasts and she even gets paying clients from those who read her books. She now has 22 books and counting, publishing a new one yearly as it adds a fun 'event' to her marketing plan. Jumpstart Publishing helps speakers and entrepreneurs write, publish, launch and market more books, efficiently and affordably, so they can grow their influence and profits.

### Speaking Topic #10:

## Automate to Accelerate: Systems That Free Your Time and Skyrocket Your Income

Are you tired of working harder and longer, yet not seeing the profits or freedom you dreamed of when you started your business? It's time to stop being your own bottleneck and start letting systems do the heavy lifting for you.

In this energetic, content-packed session, **business coach and sales strategist Katrina Sawa** will show you exactly how to take your small business from chaotic to consistent—with marketing, sales, and admin tasks running like a well-oiled machine (even when you're not around!).

You'll discover:

- **Where to start**, even on a tight budget, to automate key parts of your business
- **How to systematize your marketing and client follow-up** so you bring in more leads and sales—without working more hours
- **Simple tools and structures** that keep things running smoothly while you enjoy the freedom to travel, rest, or focus on your next big idea

When your business runs on autopilot, you're no longer chained to it—you're finally free to **live the lifestyle you've been working for**. Don't just grow your business... streamline it and scale it.

## **Speaking Topic #11:**

### **3 Topic or Title Options:**

- 1) Unwavering Faith**
- 2) Putting Yourself First**
- 3) Love Yourself Successful**

You know that feeling in your gut (or your heart) that allows you to take baby steps when you're unsure of where you're going or big leaps of faith when you're scared but willing to try something new?

Where does that feeling come from? Why is it present in some people more than others? What is it that gives us that courage and confidence to just take those next steps when we aren't sure of what could happen?

The truth is that when you DO muster up the strength to take a big leap of faith to go after what you want, leave something that isn't serving you anymore or just make a big decision, you feel scared and excited at the same time. You also tend to achieve more of your dreams, you crush your goals, and you often can live a much more fulfilling life.

When you hold yourself back, you're not serving yourself or others. You have gifts that need sharing, advice that needs hearing, and dreams that need you to have more unwavering faith so that you can achieve them. They are waiting for YOU!

This presentation will help you

- Trust in yourself more so that you can take those leaps faster and more often
- Set better boundaries and bigger goals to achieve your dreams.
- Stop settling and live your life on purpose now. You deserve to have it all!

## **Speaking Topic #12:**

### **Sales & Marketing Automation 2.0**

#### **Why yesterday's processes are now "Old School" and how to adapt quickly**

Get ready to be more productive and efficient so your business can be more profitable, with next level automation tools and strategies! it's time to get your life back and focus on what matters - more automation in your business is how to achieve that. CEOs and business professionals are burning out left and right, or living in a constant state of overwhelm because there is more to manage these days regarding your business in general, and especially with your sales and marketing activities. These two aspects of your business are the lifeblood of it, and you want to learn how to do it all more efficiently so you can reach and connect with MORE prospects consistently.

In this presentation, you will walk away with 3-12 actionable steps you can take for little to no cost that will dramatically increase your conversions and profits! Don't hide your head in the sand

anymore or leave the "systems" to the IT department, take a vested interest in how to catapult your success this year and beyond.

### **Speaking Topic #13:**

## **Follow-Up Frenzy: 3 Key Strategies to Enroll More Clients**

If you've ever lost a potential client, simply because you didn't follow up enough—or at all—you're not alone. In the world of business, the fortune is truly in the follow-up. Whether you're a seasoned entrepreneur or just starting to make your mark, mastering the art of follow-up can dramatically increase your closing rate, boost your sales, and keep you top of mind with prospects. But here's the kicker: Follow-up isn't just about sending a single email or making a phone call. These days, with DMs and Message Bots, it's about being strategic, consistent, and creative in the ways you reconnect with potential clients and partners.

By the end of this session, you'll learn 3 powerful follow-up strategies that can help you close more deals with less effort.

- What's stopping you from doing more follow up and why
- How to manage doing more in less time because ALL of it matters
- What's missing in your current follow up plan

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## **Want to know what other organization and event directors are saying about Katrina Sawa as a speaker at their events?**

"Katrina Sawa has been one of my main stage speakers for the first four Annual Public Speakers Conferences for the Public Speakers Association. She delighted the audience by giving incredible value, information and tips from stage while entertaining them which made her presentation so remembered. I have received so many comments from my attendees that they love her presentations. I highly encourage you to book Katrina for your next event. You and your audience will be so glad you did! Katrina Sawa was not only an amazing emcee for my conference in 2017 but truly brought value to the attendees, humor from stage, helped with timing and adjustments and was brilliant at introducing each of the presenters. I highly recommend Katrina for your next event!" – Tonya Hofmann: Founder & Previous CEO of the Public Speakers Association [www.PublicSpeakersAssociation.com](http://www.PublicSpeakersAssociation.com)

"Working with Katrina was great! She was very quick to respond and easy to plan with. Katrina did a GREAT job speaking to our group. She is really at ease in front of the room and all the attendees were really intrigued; I just wish she had had more time to speak! Her content was very value rich and full of great advice. Katrina is really laid back and fun to work with and I highly recommend having her speak to your group!" ~ Rebecca Miller, Previous Managing Director, eWomenNetwork Portland Chapter

"Katrina Sawa has a true gift of creativity – the ability to see things so clearly, with focus and conviction. She has a unique talent of being able to take what seems like the most daunting marketing

problem and quickly and clearly break it down into very bite size doable steps of action. Couple that with her true passion to help women entrepreneurs succeed not only in their marketing but all areas of their business – she truly has what it takes to “Jump Start Your Business!” ~ Stephanie Sherwood, Founder of The Tapestry Network [www.TheTapestryNetwork.com](http://www.TheTapestryNetwork.com)

"Thank you again Katrina for your wonderful presentation on "9 Strategies to Boost Your Sales Copy". You shared so much valuable information and expertise in such a short period of time. I know that 20 minutes is not a lot of time, but you did a terrific job outlining the information you were sharing, giving examples and interacting with the audience. I have to say that your presentation was one of the very best we've had. I'm always thrilled when my members and guests are able to leave with some very specific tools and ideas that they can implement right away. And, as usual, the positive energy you bring to the room is contagious. Thanks again!" ~ Karen Penfold, Previous Executive Managing Director, Elk Grove Chapter at eWomenNetwork

"Thank you for presenting at the International Virtual Assistants Association's 6th Annual Online Summit on October 20-21, 2011. Your presentations were excellent and we continue to hear outstanding feedback from the attendees." ~ Patti Ciccone, IVAA 2012 Online Summit Co-Chair & Owner of Infinite Business Solutions [www.InfiniteBusinessSolutions.com](http://www.InfiniteBusinessSolutions.com)

"On behalf of our Sacramento Professional Network membership, I thank you for an extremely interesting, informative and dynamic presentation the other day on how to start up a new business you're passionate about." ~ John L. Mohammed, President [www.sacpronet.com](http://www.sacpronet.com)

"Thank you, Katrina; it was great having you come to our sales meeting! We all benefited from your info and everyone is asking for you to come back." ~ Mary Strauss, Mary Kay Cosmetics, Folsom, CA [www.marykay.com/marystrauss](http://www.marykay.com/marystrauss)

"Katrina has been one of my favorite people for many years. It has been great watching her grow as a professional. Katrina has a unique talent of drawing her audience into her presentation. As she was speaking to our Chamber's Small Business/Home Business Group she not only held their attention, but she invited group participation, all the while keeping the presentation lively and entertaining. As a testimonial to Katrina's effectiveness, she has been asked to speak at another Chamber event next week! I recommend her and her special qualities to one and all!" ~ Sue Field, Previous Membership Director Folsom Chamber, [www.folsomchamber.com](http://www.folsomchamber.com)

### **Speaker References, feel free to contact any of these people regarding Katrina's speaking presentations or skills:**

1. Kym and Sandra Yancey, eWomenNetwork Annual Conference, 2009, 3,000 attendees, topic: systems, leveraged offerings, [kym.yancey@ewomennetwork.net](mailto:kym.yancey@ewomennetwork.net)
2. Nancy Matthews, Women's Prosperity Network, 2018 with 300 attendees, Title: Jumpstart Your Follow Up, [nancy@nancymatthews.com](mailto:nancy@nancymatthews.com)
3. Tonya Hofmann, Founder and CEO of BEE Konnected, previous CEO of Public Speakers Assoc, spoke 4 years in a row at annual conference various topics, [tonya@tonyahofmann.com](mailto:tonya@tonyahofmann.com)
4. Elaine Turso, Managing Director with Polka Dot Powerhouse, spoke various times and topics, [elaine@polkadotpowerhouse.com](mailto:elaine@polkadotpowerhouse.com)
5. Craig Duswalt, Rockstar Marketing Bootcamps, spoke various times and topics mostly on systems and automation for more profits, [craig@craigduswalt.com](mailto:craig@craigduswalt.com)
6. Matt Brauning, Evolution Seminars, spoke on systems, automation and follow up, [mbrauning@evolutionseminars.com](mailto:mbrauning@evolutionseminars.com)
7. Stephanie Sherwood, Founder of The Tapestry Network, previous eWomenNetwork chapter, spoke on marketing and business growth. [Stephanie@thetapestrynetwork.com](mailto:Stephanie@thetapestrynetwork.com)



## **Partial List of Speaking Clients (size of audience, topic and presentation length):**

1. Kat has been holding her own 2-4-day live seminars every single year since 2008 with from 15-140 attendees, so she can capture and hold an audience, train and interact very well plus make a well-received offer that gets results
2. eWomenNetwork, various chapter events from 20-80 attendees each across the US, various topics, mostly 20-30-minute presentations and 2009 Annual Conference in Dallas, TX to over 2500 women entrepreneurs in main stage presentation plus a breakout session to 180
3. Blog & Video Con, virtual event 2020 - "Building a Team to Repurpose Your Content"
4. Orange County Speaker Network, virtual - "How to Make Fast Cash with Easy Yes Offers"
5. Int'l Speaker Network, virtual and in person presentations from 2012 to present, annually
6. Speakers, Authors & Coaches Conference, Los Angeles, CA, 2019 on "Expand Your Reach to Influence the Masses"
7. Women's Prosperity Network Unconference, Orlando, FL on "Follow Up Marketing"
8. Publicity Crash Course with Jill Lublin, CA on "Marketing Basics for Consistent Cash Flow"
9. Prosperity Conference, Las Vegas, NV - "YouTube Video Marketing & Repurposing"
10. Tri Valley Consultants, bay area, CA
11. Nat'l Assoc of Professional Women, Sacramento, CA - "Practical Tools for Social Marketing"
12. Women in Networking, Southern CA chapters
13. Professional Women's Network in Monterrey, CA
14. Toastmasters Regional Conference, San Francisco, CA, 2018, 300+ attendees, breakout
15. American Society for Association Executives (ASAE), Marketing & Communication Conference in Washington D.C. 2019, 1000+ attendees, breakout
16. IVAA Live Summit, Vancouver, Canada 60+ attendees, 60 min presentation on marketing basics
17. Exposure & Profit, Atlanta, GA, 45+ attendees, content marketing conference, 30 min presentation
18. Placer Women's Network luncheon with 60+ attendees, 30 min presentation multiple times
19. National Assoc. of Women's Business Owners, chapter dinners, various topics from 40-60 attendees each, 30 min presentations, plus their annual Entrepreneur's Edge event, Owl Awards
20. Women of Influence, Sacramento Monarchs Networking event, 60 attendees, 20 min presentation on Networking
21. Women on the Move Conference two years in a row, 60 min breakout session to keynote presentation on Love & Money
22. Unleashed Biz event, 100 attendees, on stage with Les Brown on topic of my book
23. Public Speakers Association Annual Conference, 80-200 attendees, on stage again with Les Brown and many other well-known speakers, 5 times in 6 years
24. Evolution Seminars, Business Breakthrough Summit, 120 attendees, panelist
25. Craig Duswalt Marketing Seminars, 450+ attendees, main stage speaker twice
26. Bright Side of Everything, 80+ attendees, main stage speaker on marketing basics
27. Folsom Chamber of Commerce, various presentations from 10-30 min each to 40-50 attendees each on various business building topics
28. El Dorado Hills Chamber of Commerce, various presentations from 10-30 min each to 40-50 attendees each on various business building topics
29. Asian Chamber of Commerce, chapter dinners, various topics from 40-60 attendees each, 30 min presentations
30. Polka Dot Powerhouse various chapter events all over the US with 20-50 attendees each, 25 min presentations (PDP is a women's business and connections company)
31. EntrePalooza, 140-person event for entrepreneurs, spoke on Follow Up Strategies and Marketing in General, 70 min presentation
32. The Opportunity Expo, 30 min breakout session at a business expo, 10 attendees
33. American Society for Training and Development, 35+ attendees for dinner event on Networking and Marketing, 45 min presentation

34. Multi-cultural Business Forum, 60 min breakout session at business expo, 30+ attendees, part of marketing panel
35. American Business Women's Assoc., 20 attendees for dinner event on Networking and Marketing, 30 min presentation
36. Money Wi\$e Women Forum, 60 min breakout session at business conference, 40+ attendees
37. Business & Technology Summit, 30 min breakout session at business expo, 20+ attendees
38. Juice Plus Regional Conference, 60 min presentation on Networking and Follow Up Strategies, 250 in attendance
39. Mary Kay Sales Meetings, weekly sales meetings for team of 20 on topic of Networking and Marketing in general, 30 min presentation
40. Creative Memories Regional Meeting, 60 min presentation on Follow Up Strategies and Email Marketing, 65+ in attendance
41. The Last Tangle Salon, Employee Workshop on Networking, Marketing and Online Social Networking, 10 in attendance
42. Cybertary Annual Conference, Portland, OR – in person and virtually broadcasted conference
43. International Virtual Assistant Association – annual online summit, hundreds in attendance, online format
44. Women Inkorporated – La Mesa, CA and San Diego, CA chapters
45. Reciproty Referral Organization mixer – 100 people in attendance, Portland, OR
46. Unleashed Biz 2013 alongside Les Brown with 100+ attendees, 2-day seminar
47. Alliance for Virtual Businesses and Online International Virtual Assistants Convention, hundreds in attendance, online format
48. Numerous Rotary Clubs in No. California
49. Numerous virtual telesummits and online conferences with multiple speaker presentations

**Radio & Television Interviews** (most are on my website media page if audios or on my video page if video (<https://www.jumpstartyourbiznow.com/speaking>):

1. Oprah and Friends Radio, Law of Attraction Show in Chicago, Interview 2008
2. Sacramento & Company, ABC, multiple interviews and segments on Business, Speaking, Love and Online Dating
3. Good Day Sacramento, UPN 31, Momtrepreneur Segment as Marketing Expert 2007
4. News 10 Online, 30-minute Interactive Interviews with Online visitors, ongoing expert segments
5. Sacramento & Company, on News10 an ABC affiliate, ongoing expert segments
6. Entrepreneur Magazine Radio Interview
7. Wayne Kelly, The On Air Publicity Guy, Interview
8. The Dr. Annette Show, KLAS (Las Vegas), Interview
9. Dozens of Podcasts, Blog Talk Radio or Internet Radio Shows including Attracting Ideal Clients Show, Selling in a Skirt, Stand Up & Speak Up

**Memberships and Organizations Katrina is involved with or a member of:**

- Women Speakers Association – Previous marketing expert
- Public Speakers Association –Collaborator of the Year Award winner 2016
- eWomenSpeakers Network – Previous member
- eWomenNetwork – 21-year member
- Women's Prosperity Network - Lifetime member
- Polka Dot Powerhouse - Diamond member and Managing Director
- National Association of Women Business Owners (NAWBO) - multiple time nominee for the Outstanding Woman Leader award
- Entreprenista – Lifetime Member

- Leap for Ladies - member
- 100+ Women Who Care (philanthropy organization) - member
- eSpeakers – member
- SpeakerHub - member
- International Speaker Network – Founder, current member and previous CEO
- Women Entrepreneurs Extraordinaire - member
- Business Among Moms - member
- Non-Fiction Authors Association – member

### **Additional Accolades for Katrina Sawa:**

- Small Business of the Year Award presented by the El Dorado Chamber of Commerce in 2006
- National Collaborator of the Year Award presented by the Public Speakers Association in 2016
- Nominated for an OWL Award (Outstanding Women Leaders) by the National Association of Women Business Owners (NAWBO) in 2016 and 2018
- Finalist for Matchmaker of the Year Award presented by eWomenNetwork at the Annual Conference in 2008
- Finalist for the Woman of the Year Award by the National Lymphoma & Leukemia Society in 2005
- International Best-Selling Author of 14 books from 2016 to 2023
- Extraordinary Speaker of the Year Award Nominee with Polka Dot Powerhouse at their Annual Celebration Conference in 2019

### **Potential Interview Questions to Ask Katrina Sawa (choose whichever you like or come up with your own!)**

Katrina can roll with any type of interview, impromptu or planned out and more structured. Since she speaks on various topics... these are just a few questions that could be asked, but if you ask, we can provide more on a particular topic as well.

So, Katrina, tell us how you got started and built your business?

How did you figure out that automating a lot of it would make you more successful?

What mistakes did you make in the early stages that changed the way you did business - and what did you do to avoid more mistakes in the future?

Looking back, what was the single change that brought about the biggest result in your business?

As a business coach, what are the biggest issues you see out there that business owners are doing that are making them work way too hard or long for not enough profits?

Why is automating your business and marketing such an important factor in building a successful business, Katrina?

What are a couple of the top things a business owner should automate in order to be more efficient with their time?

What are a couple of the top things a business owner should automate in order to produce more sales?

How can a business owner get started and where should they focus in order to automate things more?

What are the first 3-4 things you suggest business owners delegate in their business?

So, you still do a lot of in person networking then yourself? Why is that still important?

What are some effective online marketing strategies you recommend?

I know you talk about the business's website being the HUB of your business, can you tell us more about that and what we can do to improve our websites?

And then of course you're known for your Ultimate Marketing Follow up system and you said that and networking is how you grew your business in the beginning – what is one thing you can tell us about follow up that can help listeners actually get it done?

So, tell us Katrina, what are some of the biggest mistakes entrepreneurs make when it comes to their networking and follow up?

So, in our follow up then, what exactly should we be sending, mailing, emailing and saying on it all?

What happened for you that made you realize that you needed to talk more about love and money?

What lessons did you learn along your journey of being an entrepreneur?

What are some suggestions you have for how entrepreneurs can have both more love and more money in their business?

What are the first things listeners can do to jumpstart their businesses in 90 days or less like you say?

What are some of the easiest and most profitable business models out there that you see right now if someone wanted to figure out one or two things to do?

If listeners are interested in finding out more about you, where can they go and what do you have to offer them to help them start automating in their business more in order to make more money and be more successful?

### **Money / Business Related Questions:**

So, Katrina, tell us how you got started and built your business?

What mistakes did you make in the early stages that changed the way you did business - and what did you do to avoid more mistakes in the future?

As a business coach, what are the biggest issues you see out there that business owners are doing that are making them work way too hard or long for not enough profits?

What are the first things listeners can do to jumpstart their businesses in 90 days or less like you say?

If listeners are interested in finding out more about you, where can they go and what do you have to offer them to help them jumpstart their business more in order to make more money and be more successful?

### Love / Self Related Questions:

So, Katrina, tell us how you got started and built your business?

As a business coach, what are the biggest issues you see out there that business owners are doing that are making them work way too hard or long for not enough profits?

What happened for you that made you realize that you needed to talk more about love and money?

What are some suggestions you have for how entrepreneurs can have both more love and more money in their business?

If listeners are interested in finding out more about you, where can they go and what do you have to offer them to help them start automating in their business more in order to make more money and be more successful?

### Very short Podcast Bio:

Katrina Sawa is a sought-after business coach, international speaker, and book publisher. Known for her direct, humorous and inspiring style, Katrina delivers actionable insights that leave audiences equipped and motivated to take their businesses to the next level. With 25 years of experience, she has helped thousands of business owners level up their confidence and pricing, simplify their marketing, automate operations, and build sustainable revenue streams. As the founder of Jumpstart Publishing, Katrina has also guided over 150 entrepreneurs through the process of becoming a published author, using books as powerful tools to boost their visibility, credibility, and their business.

### ===== longer introduction =====

Katrina Sawa is a sought-after business coach, international speaker, and book publisher. Known for her direct, humorous and inspiring style, Katrina delivers actionable insights that leave audiences equipped and motivated to take their businesses to the next level. With 25 years of experience, she has helped thousands of business owners level up their confidence and pricing, simplify their marketing, automate operations, and build sustainable revenue streams. As the founder of Jumpstart Publishing, Katrina has also guided over 150 entrepreneurs through the process of becoming a published author, using books as powerful tools to boost their visibility, credibility, and their business.



Katrina lives in Northern California with her husband Jason, stepdaughter Riley and their loving dog Luna. She loves entertaining, cooking, wine tasting and speaking to groups of all sizes on how to make fast cash with consistent revenue generation strategies.

**Share your CTA and how you'd like people to get in touch with you.:**

Go to [www.JumpstartYourBizNow.com/freetrainigs](http://www.JumpstartYourBizNow.com/freetrainigs) to learn how to Jumpstart Your Biz and fast as well as take her Jumpstart Your Biz Quiz so you can find out what's missing in your business!

Go to [www.JumpstartPublishing.net](http://www.JumpstartPublishing.net) to learn tips and strategies for successful book publishing, book marketing and launches.

**Please share your mailing address.:** 18 Legacy Ct., Roseville, CA 95678 (personal address DO NOT SHARE this publically. Public address is: PO Box 6, Roseville, CA 95661. Thank you