



M. Colleen Wietmarschen



Colleen Wietmarschen's goal is for businesses, entrepreneurs, solopreneurs, healthcare providers, and CEOs to realize if your business' message is confusing, you're driving potential income away! Your message is "More Than Just Words!" As your Verbal Positioning System, she's your roadmap to successful content so your business makes more money. Having a clear message sets you apart from others. Your written word represents you, your brand, and your company.

As a speaker, Colleen conveys her vast knowledge of business, writing, and grammar as she communicates the importance of a professional written image to every person in the audience. She interacts with individuals sharing stories about her "lack" of love for writing and the English language until her late 20s. Talk about irony!

As a leader, Colleen has a compelling background in Project/Team Management, Mentoring and Tutoring Programs, and she is the Director of the Public Speakers Association Chapter in Cincinnati, Ohio. As an entrepreneur, Colleen won the Best of Cincinnati Writer's Award in 2011 and the Jan B. King Scholarship for Professional Virtual Author's Assistant in May 2015 and completed the certification in October 2015. She is a published author and currently writing a new book to be released in the fall of 2016. Colleen assists authors through the entire publishing process and she also edits and formats books for proposals, and provides copywriting and editing for marketing materials, email sequencing campaigns, websites, and more!

CONNECT WITH COLLEEN

Author, Award-Winning Writer, Professional Author Assistant, Speaker

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"For my two books, Colleen assisted with copyediting and formatting the book proposals as well as the Author One Sheets. After working with Colleen, my anxiety level decreased 100%. Thanks for everything! PERFECTION!"

Karin K., Author

"Colleen was very well prepared for the weekend. She provided a supportive, encouraging atmosphere in which those in the group could share aspects of their lives/businesses that might be rather personal, and yet we all felt safe to share and to offer suggestions to others in the group. (Thank you M. Colleen!)."

Gwen P., Business Owner

"Colleen arrived and was excellent at engaging with the group in attendance prior to speaking. She introduced herself to everyone, creating a relationship, and by the time she spoke everyone was attentive to what she was going to say. There were some electrical problems and Colleen was very professional and changed gears as needed for her one-hour presentation. She made the group think; made them laugh; and gave them hope and encouragement as she spoke with passion and strength. I will have Colleen speak again in the future."

Carroll Hall, Marketing Director



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Breakouts ▪ Keynotes ▪ Workshops

Increase Income through Clear Messaging/Writing/Publishing

- **Your Book, It's More Than Just Words: Taking the Confusion Out of Publication**

This is the perfect keynote or breakout session for speakers, business owners, coaches, creative writers, medical professionals, and others struggling to take the leap to published author! You are the expert at what you do! You have your story to tell. It's time to let go of the fear, the confusion, the negative chatter in your head, and tell the world. During the session, Colleen shares her first publishing fiasco, what she wishes she'd known before agreeing to "publish in 30 days or less" and why she decided to become a Professional Author's Assistant. She'll share her top three tips on what's needed to help you through the process of successfully publishing your book, and why becoming a published author can take your business to the next level... Your Book: It's More Than Just Words.

- **Five Tips to Clarity in Your Written Content: If Your Business' Message is Confusing, You're Driving Potential Sales Away**

In this presentation, Colleen shares her five tips to clear messaging steering clients to your destination. Written content is more than words on paper. Your book, marketing materials... The words are only the beginning. Crisp, clear, grammatically precise writing establishes your professional image and positions you as the expert in your field. Chaotic, confusing, or awkward writing is distracting, distorts your image, and drives potential sales away. After hearing Colleen's tips, you'll see how a road map to successful written communications can lead clients straight to your door!

- **Four Key Ingredients for Successful Writing**

Successful recipes call for key ingredients; the same is true for writing. For a recipe to be successful, taste great, and leave your guests desiring seconds, certain ingredients are added or the recipe fails. The same is true for writing. In her hands-on workshops and presentations, Colleen shares the four main ingredients for writing so messages doesn't flop:

- ◇ Read
- ◇ Write
- ◇ Observe
- ◇ Live

Even writing pessimists find fun as Colleen adds zest to writing activities. After her sessions, entrepreneurs, students, writers, and others leave with the ingredients, and like any chef, have the ability to develop their own recipes for successful writing. This workshop/presentation can be tailored to a breakout, a keynote, a full-day workshop, or a weekend writing retreat.