



Biography: Brandi Starr

“An unsettling numbers of small businesses fail within the first 3 years,” says Brandi Starr, President and Brand Strategist for Cassius Blue Consulting. Brandi started Cassius Blue because she is passionate about helping small business owners to succeed. Brandi believes that “most small business owners are extraordinary at doing that ‘thing’ that they built a business around; but they lack the ‘know how’ to develop a solid strategy and to effectively market and sell their product or service. Through action-oriented consulting and training, Brandi Starr helps her customers see real results!

With 13 years marketing experience in both B2B and B2C environments Brandi energizes small business owners who are in the early stages of their business to win more customers, grow sales and build reputation. “I choose to primarily work with business owners who are still in the phase of ‘figuring it all out’; having a strong strategy and using effective sales & marketing tactics is the difference between success and failure,” stated Brandi Starr. Through Cassius Blue, Brandi provides her clients with the knowledge and tools they need to not only be successful but to also be profitable.

Brandi’s mantra is to “Simply Be Amazing” and that she is. During her first year of service, Brandi received numerous awards such as the 2012 Entrepreneur of the Year for Marketing and Communications by Stiletto Woman Media and she was the 2011 recipient of the Momentum Builder Award from Inspired Sistah, LLC, and was honored by BCM Federal Contracting as a “Woman on the Move”.

Brandi works with industries such as Travel & Leisure, Weddings & Events, Health & Beauty, Traveling, Legal, Retail, Consumer & Business Services, Real Estate, Construction & Renovation and many more. And she is also sits on the board of directors for Atlanta Women Entrepreneurs as the Sr. Director of Strategy.

Audience:

Professional Organizations · Business Conference · Educational Institution · Networking Event · Training Center

Duration:

Presentations are adjustable to 30, 45, 60 minute formats. Some topics are also offered as hand-on 2-hour workshops.

Topics:

- Are You Headed for Business Burnout? Developing Strategy for Scalability & Success!
- Live on Purpose: Purpose + Passion + Persistence = Profit
- Rock Your Sales Goals: How to Sell without Being Salesy
- From Chit Chat to Cha Ching: Turning Casual Conversations into Profit
- Simply Be AMAZING: Finding Your Remarkable Difference
- Ooops I Tripped & Fell into My Business, Now What?
- Bulls Eye: Narrow Your Target Market to Gain More Sales
- Be You, Be Amazing: Connect With Your Customers Through Your Story

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