



Kelly McCormick's Story and Topic Ideas

Story Ideas

Kelly can provide commentary, background, story ideas, and entire articles about: doing business in an uncertain economy, marketing, communicating, using social media, selling to women and to men, selling and doing business as a woman, an entrepreneur, a consultant, and an owner of a small to medium sized business.

Topic Ideas

- Be the Business That Booms in a Bust Market
- Traps that Entrepreneurs Must Avoid in a Sink or Swim Economy
- Tap Into the BIGGEST Global Market - How to Sell to Women
- Don't Just Paint Your Brand Pink When Marketing to Women
- Important Gender Differences in How Men and Women Buy
- Do Business a Woman's Way
- Lesson Big Business Can Learn from Small Business
- What Your Customers and Clients Are Afraid to Tell You
- How to Leverage Social Networking to Build Your Brand
- Using Social Networking to Stand OUT in Crowded Markets