

Kathleen Soldati

*Strategic Marketing Executive
& Cultural Growth Specialist*



Kathleen Soldati is a strategic marketing executive, transformational leader and dynamic speaker who empowers clients to identify opportunities to drive sustainable growth, such as assessing their book of knowledge and using it as a marketable asset.

New to Phoenix, Soldati hails from New Hampshire where she used her management, marketing and tourism skills to put employers and clients on the map, and guided countless individuals through professional transitions.

SERVICES

One Day Consulting - half day intensive meeting includes a communications audit, and recommendations on top strategies for clients to execute.

Extended Consulting - one on one mentoring to guide the client through their execution of the strategies.

Facilitating Interactive Seminars - available for in house sessions for employees or for conferences, professional societies, etc

PRESENTATION TOPICS

STRATEGIC MARKETING
FOR SMALL BUSINESSES

HOW TO THINK
ABOUT MARKETING

REVENUE DIVERSIFICATION
WITHOUT MISSION DRIFT

THE ART OF STRATEGIC
STORYTELLING

BUILDING AUTHENTIC
COMMUNITY CONNECTIONS

BUSINESS COMES TO THE EXPERT

CONCEPTS TO HELP YOU THINK ABOUT MARKETING

Brand Voice + Storytelling

First: What problem/challenge are you addressing? What are you selling?

Features of your product/service: you're selling yourself and your knowledge, putting your expertise into the marketplace to drive traffic to you as the Expert.

What is the name of your Book of Knowledge?

Manage your knowledge: Identify, archive, distill and disseminate.

Distill your knowledge: Break it down into bite size pieces: case studies (client challenge, your recommendation, result/testimonial), story ideas, elevator speech, tagline, ads, bio, boilerplate, etc.

Disseminate your knowledge: Distribute to every vehicle your audience pays attention to, including professional societies, community associations, etc.

Benefit/Impact of your Product/Service: What is your impact? What problem are you solving? Do you have Case Studies archived somewhere to easily draw on?

Brand Voice is the distinct, consistent personality and style a company uses in all communication to connect with its audience. It transforms a faceless company into a relatable, human-like entity that drives loyalty and distinguishes it from competitors.

To develop your brand voice, use your expertise to identify the challenge and provide a solution. Focus on key qualities: confidence, consistency and clarity (plain speaking, no jargon!). Some businesses employ a professional tone, some prefer casual. No matter the tone, staying true to how you impact your customers is how you build trust.

Storytelling: Focus on the challenge you've identified and the impact/solution for previous and future clients. Case Studies show your impact: how you solved a problem in the past; for the future, you can talk about the projected impact of a proposed solution. Your boilerplate will reflect your bio and the specific position your firm holds in the marketplace due to its success in solving client problems.

MANAGE YOUR KNOWLEDGE, MARKET YOUR KNOWLEDGE