



Charly Leetham

Speaking Kit



Relax, You're In Good Hands With Charly Leetham

Owner of AskCharlyLeetham.com

Inspiring, Motivating,
Plain Speaking (no 'Geek Speak') Techie Speaker

Charly Leetham's goal is to assist small business owners realise the power of the Internet as a channel to market their organisations in an appropriate and cost-effective manner. She helps solopreneurs and small businesses map their business processes and plan their web presence.

About Charly Leetham

Charly has a passion for IT and helping people overcome their technology challenges. It is this enthusiasm that appeals to her audiences and makes Charly such an inspirational teacher.

She has more than 20 years experience in the IT industry, ranging from hands-on technical, to high-level business management. She installs and configures computing equipment and has managed business contracts in excess of \$26 million dollars.



This experience in IT and running a successful business from home is what attracted the Women's Ecommerce Association International Board of Advisors to invite Charly to be an adviser for Women in Ecommerce. Charly has also won the MCEI Women in Business Marketing Award 2010 and was shortlisted for the Telstra Business Woman of the Year 2010 awards.

*MCEI Women In Business
Marketer Of The Year, 2010*



2010 CATEGORY WINNER



5 Reasons To Book Charly As Your Next Speaker

You want a qualified and inspiring speaker with real experience, who will share their experiences and anecdotes, willingly

You want simple your audience to be engaged AND educated

You want simple and practical strategies that go beyond the techie jargon – NO ‘Geek Speak’!

You want an event that is memorable and leaves a lasting impression

You want something more than the standard IT presentation

Qualifications

Charly is a popular speaker, entrepreneur and coach, and her qualifications include:

*Masters Of Business
Administration
(Internet Mktg)*

*Associate Diploma
Engineering (electronics)*

*Certified Wishlist Member
Developer*





Sample topics

The following are examples of topics Charly speaks about, however she will tailor her presentation to each event and/or organisation. Charly's presentations are inspiring and educational and her audiences walk away with easy-to-implement techniques they can use immediately.

1. Your Business Plan Should Drive Technology, Not Vice Versa

After putting so much effort into writing a business plan when they start out in business, so many business owners don't use the plan to ensure they stay on track. This includes jumping at every online marketing opportunity that comes along – and there are many!

Charly explains the importance of knowing exactly what business owners want to achieve when adding the Internet as a new channel. She speaks from her own and client's experiences about the challenges associated with selecting an appropriate technology solution for business.

2. SEO for Business Owners

What is SEO (Search Engine Optimisation) and why is it important in small business? Charly answers these questions in this presentation, explaining how being indexed by search engines will help a business market successfully online.

She offers advice on how a business owner can get listed quickly and start ranking for their chosen keywords using her own tried and tested techniques. Charly also takes business owners through each step so they can determine whether they can handle their own SEO or outsource.

3. Lead Capture Processes On and Offline

Building a website is one thing – but encouraging visitors to return time and time again is another. Charly will explain the importance of "Lead Capture" to your business and provide practical strategies for implementing and managing effective lead capture processes for your business.

4. Social Media and Your Website.

5. The Online Marketing Mindset: getting the most out of your Internet sales channel



Previous Engagements

Charly has spoken on a number of occasions including:

- Janet Beckers 4th Dimension Mastery 2010
- Australian VA Conference 2010
- Summer Speaker Series 2009 (Erin Blaskie)
- Giant Squid Open Mike 2009
- Writers Business Academy Sizzlin' Summer Seminars 2009
- Journey to Self: Empowering the Use of Technology 2008
- The Passion Project: Solving Your Tech Issues 2008



Testimonials

What others say about Charly Leetham

“Charly Leetham is my (not so) secret weapon in my business. I first met Charly when she joined my community at Wonderful Web Women and she quickly stood out from the crowd as a person who solves problems and genuinely cares about helping people build their online business. Since then Charly has become an integral part of our team. Not only does she manage our internal websites, but Charly takes an essential role in the delivery of programs for our customers.”

Janet Beckers, Wonderful Web Women, www.wonderfulwebwomen.com

“Whenever I meet anyone who says to me, ‘I wish I could find someone to help me with my site,’ I send them to Charly. She speaks in plain English, has just about more technical knowledge than anyone I know, gets the job done thoroughly and quickly, and has a genuine desire to help independent business owners. Oh, and she's a sheer delight as a human being. What more could a business owner want in tech support?”

Lynn Serafinn, Transformation Coach, www.lynnserafinn.com

“Charly has a wonderful way of helping people to understand the best way to go about building an online business. She's a great teacher who imparts her knowledge in a respectful and patient manner. Not only is she very knowledgeable about the technical aspects of building a website and promoting it online, she has a strong business sense as well. She is my most trusted advisor in all matters related to business, website development and Internet marketing.”

Laura Whitelaw, Best Choice 4 Resumes, www.bestchoice4resumes.com

“I consider Charly Leetham to be one of my most important mentors. She has a ‘tone’ of patience, helpfulness and just plain good-heartedness that makes working with her one of life’s greatest pleasures. She knows the answers to all the techy stuff. And it’s the techy end of things that makes people like me tend not to try and succeed in Internet marketing enterprises.”

Kate Loving Shenk, Nursing Career Transformation, www.nursingcareertransformation.com

“Charly’s ‘cool, calm and collected’ approach to helping with anything website/Internet related is brilliant.”

Claire McFee, Organize Your Life, www.organizeyourlife.com.au

“Charly Leetham is a well-known name world-wide when comes to experts in Internet marketing and we are lucky to have a woman of Charly’s calibre right here in Australia. Since working with Charly my website has gone from being in obscurity on Google to being constantly ranked in the top four or five sites on my key word search terms (dogs sand cats) out of a field of 22+ million competing sites.”

Randa Magdi, Dogs and Cats, www.dogsandcats.com.au

Book Charly Leetham For Your Event Today

AskCharlyLeetham.com specialises in connecting disparate systems to create a business web presence and handles technical projects for many clients. Charly's unique experience, coupled with her natural ability to educate, offers an exceptional ability to assist clients in services ranging from web development and design to full service business coaching

For further information, contact Charly using the details below:

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