Book Business Growth Expert Yoon Cannon to Speak at Your Next Event!

Yoon Cannon Featured In:

CNN Entrepreneur FORTUNE Inc. Money THE WALL STREET JOURNAL.

Popular Presentations to Grow More Profitable Businesses!

6 Figure LinkedIn Secrets - How to Attract High Paying, Lucrative Clients on LinkedIn in Less Than 30 Min. a Day

Discover how to use your free LinkedIn account to quickly build your expertise, grow your list, get more speaking engagements and attract lucrative clients.
* Free Guide for Attendees: Finding Lucrative Customers on LinkedIn Cheat Sheet

How to Nail Down Your WOW Factor to Win More Clicks, More Clients!

Stand out even among a crowded marketplace with the right USP.
* Free Guide for Attendees: Wow Factor Discovery Template

3 Game Changing Strategies to Double Your Business This Year

A strategic planning process that simplifies how you can double your business.
* Free Guide for Attendees: 1-Page Business Marketing Plan Template

How to Hire Great Marketing Assistants for More Freedom and More Money in Your Business

Surprisingly affordable hiring tips to scale and speed your business success.
* Free Guide for Attendees: Marketing Candidate Criteria and Comparison Chart

Watch Yoon's Speaker Video

* for detailed talk descriptions see pages 2-5

> *I have booked Yoon Cannon to speak several times and have found her presentations to be highly informative and refreshing. She **increased attendance to our events** and brought tremendous value to our audience members!*

John S. Cryan III
Pennsylvania Jewelers Association

> *Yoon was a **fantastic guest speaker** with her topic on LinkedIn. The content she generously shared was detailed, actionable, and specific. I highly recommend having Yoon as a guest expert for your events.*

Mandi Ellefson,
www.MandiEllefson.com

> *Our **audience raved about Yoon's** presentation. The content she shared helped them get clear on how to build their businesses. She gave us great tools to put into action now to see results.*

Angela Thell,
Managing Director
eWomen NETWORK

Presentation Descriptions

6 Figure LinkedIn Secrets - How to Attract High Paying Lucrative Clients on LinkedIn in Less Than 30 Min. a Day

High content; no fluff.

Our guest speaker, Yoon Cannon has cracked the code on monetizing LinkedIn for business. She is going to share with us how she uses LinkedIn in less than 30 min. a day to attract high paying, lucrative clients that generates 6 figures in new business.

Yoon is a top business growth expert featured in Entrepreneur magazine, Money, CNN, Fortune and The Wall Street Journal. She helps entrepreneurs create thriving 6, 7, and 8 figure businesses.

Attendees will discover:

- How to test whether your ideal target market is on LinkedIn.
- The 3 things you need to focus on to find lucrative clients on LinkedIn.
- The one most costly mistake people make when prospecting on LinkedIn. Avoid this mistake and you'll profit. Ignore it and you will struggle.
- The difference between sharing a LinkedIn update vs publishing a LinkedIn post and how they impact attracting your best customers.
- The 3 things you can do right now to get the attention of your high paying lucrative clients on LinkedIn.

Free Guide for Attendees: Finding Lucrative Customers on LinkedIn Cheat Sheet

> *I attended many seminars, and **Yoon is the best** so far! Yoon is truly a coach because she made me want to jump out of my chair and start!*

Krista Booth
Business Banking, PNC Bank

> *Yoon Cannon was the first expert who nailed down what was missing in my social media strategy. Her LinkedIn training **completely changed the way I approach marketing** my business!*

Hope Anderson,
6 Figure LinkedIn Secrets Member
Weight Loss Coach, Nutritionist

How to Nail Down Your WOW Factor to Win More Clicks, More Clients!

> *Yoon Cannon is a dynamic, high energy speaker who offers tremendous insights as a seasoned entrepreneur.*

John Arena,
Johnson & Johnson

Business growth expert, Yoon Cannon will share how small business owners can stand out even among the big players in your industry to win more clicks and more clients. If your marketing message sounds the same as a lot of your competitors, then be sure you don't miss this event! Our guest speaker will show you how to transform a dull, boring message into a compelling, memorable and unique wow factor, so you can stand out in a noisy marketplace and attract your ideal high paying, lucrative clients.

Yoon Cannon is a top business growth expert featured in Entrepreneur magazine, Money, CNN, Fortune and The Wall Street Journal. She helps entrepreneurs create thriving 6, 7, and 8 figure businesses.

Attendees will discover:

- Three wow factor templates to position and differentiate you as the leading expert among your top competitors.
- A proven, simple 3-step process for discovering your unique magnetic appeal.
- The one easy action step you can do right now to nail down your wow factor (most people skip this step and wonder why they struggle!)
- How to communicate your core value proposition in a memorable way

Free Guide for Attendees: Wow Factor Discovery Template

> *Yoon Cannon's talk has helped me to streamline our core message for our non-profit organization. As a speaker, she gave us highly useful information that* ***will leave you feeling energized!***

Jessie Marushak, Attendee
www.HealthLinkMedical.org

> *I found Yoon Cannon's seminar on How to Find Your WOW Factor highly useful for our business! And,* ***Yoon is very personable and relatable.***

Sharon McConnell, Attendee
www.HomeStagingonParkAve.com

3 Game Changing Strategies to Double Your Business This Year!

> *The seminars we hosted with Yoon have always been well attended.*
>
> *She delivers great value to the audience!*

Eric Jacobson
Seminar Host

Business growth expert Yoon Cannon will be talking about how small businesses can create a business marketing plan that really works to quickly grow and even double your business this year! Our guest speaker has doubled her business 11 times using these same strategies she will be sharing with us.

Yoon Cannon is a top business growth expert featured in *Entrepreneur magazine, Money, CNN, Fortune and The Wall Street Journal.* She helps entrepreneurs create thriving 6, 7, and 8 figure businesses.

Attendees will discover:

- Why only 3 factors in your business marketing plan should receive the bulk of your attention and energy. If you focus on these 3 things, you can ignore almost all the other pieces in your marketing and still increase your sales.
- What GPM and CLV means and how to use it to shortcut your sales growth.
- How to raise your price with confidence and charge what you're worth.
- Why you need to be engaging with your prospects differently.
- The number one method Yoon uses to convert prospects into paying customers. (informative demonstration/ sales presentation)

Free Guide for Attendees: 1-Page Business Marketing Plan Template

> *Yoon's seminars are thought provoking and **highly motivating!** She shakes up my whole thought process!*

Sheila Singer, Attendee
President, CB Administrators

> *I felt **Yoon's ideas were refreshing.** She gave me some great approaches to getting traffic to my business without costing a fortune. Thank you Yoon!*

Jessica Finch, Attendee
Store Owner

How to Hire Great Marketing Assistants to Give You More Freedom and More Money in Your Business

Powerful tips audiences can implement to get results.

Our guest speaker, Yoon Cannon will show how busy entrepreneurs can stop struggling to do all the marketing by yourself and start taking your business to the next level by hiring great marketing assistants to free you up. Yoon has started, turn-keyed and sold three successful businesses – none of which would have succeeded without the help of effective marketing assistants.

Yoon Cannon is a top business growth expert featured in *Entrepreneur magazine, Money, CNN, Fortune and The Wall Street Journal.* She helps entrepreneurs create thriving 6, 7, and 8 figure businesses.

Attendees will discover:

- How even startup solopreneurs can afford to speed your success with a part time marketing assistant.
- Four ways to finding your perfect marketing assistant(s).
- Which critical marketing tasks to outsource or delegate first.
- What skill sets and criteria to look for when hiring a part time or full time marketing position.
- How much to pay your marketing assistant. Where to save money and where it pays dividends to invest in higher level candidates.
- Interviewing tips to help you choose the right candidate.

Free Guide for Attendees: Marketing Candidate Criteria and Comparison Chart

> *"I left more excited to grow my business than ever before!*
>
> *The marketing and mindset strategies that I learned from Yoon's seminar **inspired me** that is was possible to reach my goals."*

Maria McGill
Franchise Owner

> *"Yoon's presentation has refocused my thought process to make large ideas into small, attainable actions to help me achieve my goals.*
>
> *She also reminds me of motivational speaker, Anthony Robbins."*

Marc Altman,
Attendee

About Yoon Cannon

Yoon Cannon helps entrepreneurs create thriving 6, 7 and 8 figure businesses, so you can make a bigger impact in this world while enjoying greater freedom through your business.

She has been featured in *The Wall Street Journal, Fortune Magazine, CNN Money, Inc., Entrepreneur, Huffington Post,* business journals and more.

Yoon Cannon has keynoted for: (partial list)

American Bar Association
American Inns of Court
Association of Legal Admins
Asta Tech
Chamber of Commerce
Entrepreneurs Forum
eWomen Network
Exec Sense Webinars
International Coach Federation
Ideas Women's Expo Conference
Interexchange International Conference
Lifetime Expos Symposium
National Assoc. of Catering Executives
Pennsylvania Bio Tech Center
Pennsylvania Jeweler's Association
Women's Business Forum
Women's Referral Network

Yoon lives outside Philadelphia with her husband with their two teenage boys and daughter. She started and sold three companies all while being home for her family. Her mission is helping entrepreneurs create a life and business you love.

For great resources to short cut growing your business visit Yoon's website at www.ParamountBusinessCoach.com

To Book Yoon Cannon
Call Today (215) 292-4947

Yoon@ParamountBusinessCoach.com
(215) 292-4947
/YoonCannonParamountBusinessCoach.com
/in/yooncannon
/yooncannon
/+YoonCannon
yoon.cannon

Mailing Address: 2977 White Tail Court, Suite 200, Doylestown, PA. 18902