



Cathy Alessandra

Cathy Alessandra, also known as The YES I CAN Coach, is a dynamic, innovative woman who inspires her clients and audiences into action.

An entrepreneur for over 23+ years, Cathy has owned and published two magazines with a third, Womanprenista™, set to launch in 2019. She has published four best-selling books on Amazon and coaches entrepreneurs around the country using her signature YES Method™ and YES Success System. Cathy's energetic style provides an interactive experience for business owners who want to take their business and life to the next level. She shares her expertise on topics ranging from marketing to networking to work-life balance!

Cathy is the CEO of Alessandra Group LLC and has been featured on CBS.com, career-intelligence.com and KFWB news radio in Los Angeles among others. She was nominated for the Los Angeles Business Journal 2015 "Women Making a Difference" award and others as well as receiving the President's Call to Service Life-Time Achievement award for her philanthropic work. She is a Certified Business and Life Coach with the International Coach Federation but more importantly, she has "been there", "done that" and "walks her talk". Her stories of challenge to celebration and struggle to success along with her implementable tips, tools and tricks will inspire your audience to say **YES I CAN** to creating a business and life they love.

Stop the Insanity! The Must-Have Marketing Strategies for Success in Your Business

Marketing is one of the most critical ingredients in a successful business, but it doesn't always come easy. The confusion around what to do and the overwhelm to do it can leave business owners stuck. During Cathy's presentation, you will learn:

- Quick and easy marketing strategies you can implement immediately with little or no cost
- The most important marketing tools you must use in your business for massive results
- Which solutions are right for YOU and YOUR business and how to use them to create a complete marketing plan

Exposed: Be Seen, Get Heard, Connect

Are you attending networking meetings but don't seem to convert your leads to sales? Are you out speaking at events but having a hard time connecting with the attendees? Maybe you are thinking about hosting your own event to make more money but don't know where to begin? Cathy has attended 100's of networking meetings, spoken around the country and hosted over 75 live events. Building relationships by attending, speaking and hosting events is critical to your success. During Cathy's presentation, you will learn:

- Proven strategies to connect and build relationships
- The 3 things you must have to begin speaking
- What you need to consider in planning your own successful event



Networking: The 7 Super Simple Essentials to Make Connections

Does the idea of networking make you cringe? Not sure where to go, what to say or how to even begin? In today's world of online everything, it's more important than ever to get out from behind your computer and make the in-person connections. Join us for this interactive presentation where you will learn super easy steps and strategies to get the most out of your networking activities.

The YES Factor: Essentials to Empower You to Greatness

Tired of saying "NO" to the things you really want? Feel like you may be missing something but not sure what? Questioning "is this it"? Stop waiting to live your best life and begin to follow your dreams today. Learn how to step into the life you are meant to live – using the YES Factor to design your life for fulfillment, fun and fabulousness, inside and out. During Cathy's presentation, you learn:

- Five key factors for success both personally and professionally
- Simple steps to be fully present in all areas of your life
- The one powerful word that can change your life

The Power of YES: Leading from Within

If you aren't a leader, you're a follower. To lead by example one must start by leading from a place within. Cathy shares her compelling stories of challenge and success to motivate and inspire her audience to say YES, I CAN and embrace their own leadership potential.

- During Cathy's presentation, you learn:
- The core principles of leading from within
 - The three pillars of leading by example
 - How a strategic YES can change everything

Get Your YES On – A Half Day Experience

YES I CAN begins with a mindset. It's living "all in" and playing "full out" in ALL areas of your life! In this ½ day workshop, Cathy walks you through her 5 Step YES Success System. You will walk away with concrete tools and strategies to grow your business and change your life!

- During Cathy's ½ day workshop, you learn:
- The Principles that drive success
 - The Foundation needed for BIG growth
 - The Strategy to increase your bottom line
 - The Secrets or "secret sauce" that pulls it all together

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Call or email Cathy to get your event booked today!