



Deborah Chaddock Brown

writing **Words People Read** SM

- Professional Writer
- Author
- Toastmaster CTM

Deborah Chaddock Brown

Deborah helps companies communicate to their customers and their employees by focusing on the reader. With almost 30 years in retail, marketing and communications, Deborah understands the importance of focusing on the customer so they understand, relate and respond. Prior to opening AllWrite Ink, Deborah was the Director of Communications for a 1 billion dollar retailer.

G.R.E.A.T. Customer Service

Win your customers for life with G.R.E.A.T. Customer Service: Greet, Reveal, Educate, Ask and Thank each customer. In this half-day session, learn tips for building relationships with your customers, how to manage difficult situations, and consistently offer GREAT customer service.

Earning Customer Loyalty

In this 30-45 minute luncheon speech, learn tips for earning customer loyalty so they Remember, Refer and Return

Guerilla Marketing For The Small Business

Identify your target customer and then learn techniques for reaching them with your value message. In this keynote address, learn tips that you can immediately put in place for finding and reaching your target customer.

Driving Traffic with One-Day Events

Looking to drive customers into your place of business? In this half-day workshop, learn how to plan and execute an effective one-day sales event in your business.

8 Tips to Great Web Content

Deborah shares 8 easy ways to make your website more visible and readable in this keynote address.

Marketing to the 21st Century Customer

In this half-day session, you'll define the 21st Century customer and what motivates them to select one business over another. You'll learn how to be more visible on the Internet and be available for your prospects to find you.

Communication: It's A 2-Way Street

Do you have a two-way communication strategy for your employees? Deborah shares techniques and tips from her experience as Director of Communication for a communication program that keeps employees informed and allows for their input. Well informed employees produce results.

Deborah's Writings:

**It's a Party,
Planning a Successful Retail Sales Event**
can be found on www.allwriteink.com.

Blogs: www.bizinformer.com
www.allwriteink.blogspot.com

"Deborah - We really appreciated your presentation at the Womens' Focus Group Meeting on Wednesday, October 19th. Sharing the challenges that you faced and opportunities that were attained really made our attendees identify with your efforts in starting your own business. I received excellent feed back as to how helpful your advice, experiences and suggestions were. You certainly were a wonderful example of the career options and opportunities that are available for a woman today. Thank you!"
Ann Kretschmer, Right Management

"Thank-you so much! You are such a delightful person. I could listen to you all day. I have had so many people tell me how much they enjoyed your speech.

My goal is to give our local business leaders something they can take back and use today! We learned many things along the way, but sometimes we need information that is not buried under tons of calculations! We need REAL information that can be used right now! And that is what you do. Please come back any time."
JoAnne Capinjola, President, Uniontown Business Association

"It was such a pleasure meeting you last week! I learned so much from your seminar. Thank you very much for your time, tips, and information!"
Julie Clarke, participant in Driving Traffic with One-Day Events



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