

SUSAN GUZZETTA

PROFESSIONAL SPEAKERS FOR ALL OCCASIONS



COLETTE CARLSON

SPEAK YOUR TRUTH. THINK IT! SPEAK IT! LIVE IT!

The Truth About Colette Carlson, MA

Colette is a funny and exciting Human Behavior Expert and author who motivates thousands worldwide revealing the power of Speaking Your Truth! Only by telling the truth on herself, combined with her hunger for personal development, was she able to overcome her own fears and addictions that kept her 50 lbs. overweight and making underwhelming choices. This led to her passion to share her wit and wisdom with others saving them time, money and sanity!

Audiences Laugh While they Learn

Whether she's opening for Suze Orman in a crowd of 3500 or speaking in house at Fortune 100 companies to include Microsoft, Boeing, PepsiCo and Cisco, Colette blends the perfect amount of humor with practical applications so attendees can immediately begin to think, speak and live their truth to lead more authentic, fulfilling, productive lives. Because she is willing to make great fun of herself, Colette invites her audience to take a heartfelt, humorous look into their own lives bringing about the self-awareness that begins all long-lasting change. After all, laughter can be endearing, inviting and infectious.

Speaks from First-Hand Knowledge

Colette knows her stuff and has the research, education and experience to back it up. After applying the strategies she now teaches, Colette found the courage to leave the safety net of a monthly paycheck as a top-notch administrative assistant and step out into the realm of a bold, commission-only sales livelihood. Working for sales legend Tom Hopkins, she quickly ascended to become the #1 sales producer. Her immediate success led to an opportunity to join sales guru Brian Tracy's international organization, and shortly thereafter she became a National Sales Trainer for US West. In the midst of raising her two daughters, Colette went back to night school to earn her Masters in Human Behavior which certainly helps now that they're teenagers!

The Buzz About Truth Telling

Colette was recently featured in Success Magazine, and has also appeared in Working Mother and Personal Development publications. Her monthly column, "Tactfully Speaking" is featured in the National Institute of Business Management's hard-copy publication, in addition to her professional advice column, "Ask Colette." As a Show Host, her program, Communicate with Confidence, is presented at The Women's Information Network. Colette has been featured on The Success Training Network's "Made for Success" series, and played a role in motivational movies, Pass It On and Riches: The 7 Secrets of Wealth you Were Never Told. She is the author of her own soon-to-be-released book, and a contributing author in two other texts: Conversations on Success, along with Deepak Chopra and Mark Sanborn and The Book of Riches, along with T. Harv Eker, John Demartini and Brian Tracy. Lastly, she is an active member of the National Speakers Association.

COLETTE CARLSON

TOPICS

The Truth About Communication: 5 Simple Steps to Getting What you Want

Want to be recognized, respected and rewarded in your career? Speaking clearly matters! Exceptional communicators get hired quicker, promoted faster, get along better with others and live happier lives. Colette opens our eyes and ears to the latest research in communication to help you get what you want. You will laugh as you learn in this hands-on session as she unveils the language of leadership - the small changes that can have a huge impact on your career. Learn how to DEAL with any communication confrontation with confidence and grace using her proprietary and practical technique. Most importantly, recognize defeating behavior and embrace positive mind, mouth, and motions that allow you to speak your truth, facilitate understanding and catapult your career and credibility!

The Truth About Balance: How to Stress Less and Laugh More

In our crazy-busy world, people often think they must have more, do more and be more, but the truth is that mantra only leads to more mayhem and stress! In this hilarious and heart-warming keynote, Colette shares with us how clear boundaries and thoughtful choices lead to greater satisfaction and stronger results. She shows us how to balance the things that matter most so that talented individuals can think, speak, and live their truth. By letting us laugh out loud at ourselves, we learn how to take back our lives and love it, lower our stress by becoming an ASK Master, and move up on our own "to do" list. You will howl with laughter and walk away inspired to make positive, long-lasting changes after witnessing Colette's signature, visual close that brings it all home.

The Truth About Gender Communication: Leverage Your Language For Maximum Results

He says, she says, but what are they really saying? Using humorous examples and real case studies, Colette unlocks the secrets of gender communication to help you present, persuade, sell, and communicate better for maximum results. You will walk away with ways to tailor your messages to get the focused attention you need to be heard, re-frame questions to receive more than one-word answers and create buy-in for your ideas. Whether this fosters communication in your family, love or business life, there will be a difference after attending.

The Truth About Sales: Sincere Selling Leads to Outrageous Results

The truth is people still buy people. The percentage of clients and customers you bring on board is in direct proportion to the degree of trust you gain, which is why you must employ the ultimate sales tool: Truth! Never before has it been more important to promote you and your products and services honestly, assertively and authentically to attract the business required to survive and thrive! Only when you're transparent do clients feel comfortable answering your powerful questions to identify their true needs, pains, wants and desires Without the ability to open that dialogue, you'll never close the sale. Join Colette Carlson to understand how sincere selling leads to remarkable results!

The Truth About Negotiation: 7 Strategies for Success

Stop selling yourself short and leaving business on the table! Negotiation is a necessary skill throughout your business and personal life, but few of us have ever had any formal training on how to succeed. In this content-rich program based on the latest research, Colette discloses innovative ways that will forever change the way you close a sale, buy your home, ask for a raise, or even get your kids to clean their room!

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CLIENT LIST

CORPORATE

Allison McCloskey Escrow
Bank Iowa
The Boeing Company
Cardinal Pacific Escrow
CCS Presentation Systems
Chevron Texaco
Chicago Title
Cisco
Community Affordable
Housing Equity Corporation
Discovery Bank
Energy-Northwest
Exxon Mobil
Hotel La Jolla
The Impac Companies
International Truck & Engine
Maly's
Madow Group - Dental Event
Merck & Co. Inc.
Metafacts, Inc.
Microsoft
Morgan Run Resort & Club
NetApp
One Coach
Pacific Northwest National Lab
PepsiCo
Raytheon
Reed Smith
Rockwell Collins
Rurban Financial
Ruiz Foods
PIMCO
Salon Training International
Siltronic, Inc.
The State Bank & Trust Co.
Synopsis
Takeda Pharmaceuticals
This Week
USG Corporation
Vintage Senior Living
Weekenders
Westport Escrow
Your Beauty Network
Young Living Essential Oils

Associations

Admin Professional's Conf. (2005, 06, 07, 08, 09, 10) US and Canada
Am Business Women's Assoc
Am Society of Women Accountants
American Banker's Association
Deputy & City Clerks Association
CA Society of Addiction Medicine
CA Tax Collectors Association
Escrow Institute of California
Financial Women Intl - SD
Florida Bankers Association
Georgia Assoc Chiefs of Police
Inter Assoc of Admin Prof.- CA
Limo Digest
Natl Assoc for Electrical Distributors
Natl Assoc Professional Mortgage
Women (2006, 2007, 2008)
Natl Assoc of Prof Organizers San Diego
Natl Assoc of State & Local Equity Funds
Natl Assoc of Women Bs Owners - OC
National Auctioneers Assoc Auxiliary
Professional Fiduciary Assoc of CA

HEALTHCARE

Beth Abraham Health Services
The Golden Door Spa
Harris Hospital
Grinnell Regional Medical Center
Lancaster General Hospital
Major Hospital
Memorial Hospital
Northwest Medical Center
Parker Chiropractic Seminars
Penn State Hershey Medical Center
Scripps Hospital
Sharp's Health Symposium
Speaking of Women's Health Conference

WOMEN'S CONFERENCES

Bakersfield Women's Bs Conf (2007, '09)
Central CA Women's Conf (2006, 2008)
Columbus Area Chamber of Commerce -
Women's Professional Conference
Desert Women Entrepreneurs Conf.
For You Network
Ex Women Leading the Way Natl Conf
Executive Women Intl- SF, Chicago
E-Women Network - Orange County
Harrisburg PA Business Women's Forum
Kansas City Women in Business Conference
Long Bch Chamber of Comm Women's Council
Manhattan Beach Chamber of Commerce -
Women In Business Conference
Natl Assoc of Female Executives Conference
Palos Verdes Chamber of Commerce Conf
Professional Business Women's Conference -
Sacramento, San Francisco
Rancho Santa Fe Bs Women's Prof'l Association
San Diego Chamber of Commerce Conference
Soroptimists International Rgnl Conference
Young Women's Spirit of Leadership Conference
Wealthy Women's Business Expo
Women & Business Expo - Inland Empire
Women's Council of Realtors - Southern CA
Working Mother Balance Seekers Program
Women Sage Conference
Non for Profit
Jenna Druck Foundation Teen Conference
Jewish Community Services Youth Conference
National Charity League
United Warriors Survivor Foundation
YMCA

EDUCATION

The Bishops School
Parker Chiropractic Seminars
University of California - UCSD

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TESTIMONIALS

"The feedback we received on your "The Truth About Communication" program was absolutely terrific. Your contagious enthusiasm and entertaining style makes learning a pleasure and fun!"

PepsiCo

"Your program, "The Truth About Communication" was extremely well-received with both our local and international teams that flew in specifically for training that week. Your ability to use humorous examples while providing solid content on how to deal with difficult conversations was refreshing. We look forward to bringing you back for additional inspiration and cutting-edge techniques."

Microsoft

"On behalf of myself and the 3,500 attendees at the 2008 Central California Women's Conference, I want to say, "thank you". Your opening keynote presentation, The Truth About Balance, was the perfect way to start our conference. Having you as the opening keynoter and Suze Orman the luncheon speaker, for the sell-out crowd, was a wise decision and proved to be our best conference in the 21 year history of CCWC!" Colette's hilarious keynote left our attendees excited, enthusiastic and full of energy. She brought down the house!"

Central CA Women's Conference

"Colette's hilarious keynote left our attendees excited, enthusiastic and full of energy. She brought down the house!"

American Home Shield

"Wow! What a great presentation - nothing but fabulous raves!"

Boeing

4

"Your keynote exceeded our expectations and was the highlight of the conference!"

Raytheon

"Colette's keynote was outstanding! Not only did she give us exact phraseology to get positively noticed in the workplace, but a formula to deal with difficult conversations as well."

Energy-Northwest

"Choosing you to bring your program, Speak Your Truth, to Cape Town, Johannesburg, and Durban was a smart investment! I've never received so much written, positive feedback from attendees to date."

Going For Gold International

"If your sales team wants to master the fine art of asking rich questions, listen to my brilliant friend Colette."

Mark Victor Hansen

Co-Creator of the New York Times #1 Best-Selling Chicken Soup for the Soul Series® and Co-author #1 New York Times best-seller, One Minute Millionaire

"As our 2009 Bakersfield Women's Business Conference opening and session speaker, Colette wowed her audiences with her high energy, humor, and practical knowledge about the many roles women play in today's world. In fact, she had the highest rating of all our conference speakers! She uses real life experiences and stories to make her points clear and memorable. Attendees raved about her upbeat and funny examples. If you are looking for a speaker who is genuine, articulate and loads of fun, you are looking for Colette Carlson."

Bakersfield Women's Business Conference 20th Anniversary

COLETTE CARLSON

TESTIMONIALS (cont.)

"You were a perfect fit for our global audience and the highest rated speaker of the day!"

Cisco

"Your Keynote - The Truth about Balance: How to Achieve the Unexpected was very well received at our Working Mother Balance Seekers Event. On a scale of 1-5 with 5 being "excellent," you scored a 4.9 - making you the highest rated speaker of the day! Here are a few comments about your workshop: "She was fabulous + did a good job of having audience evaluate their own life + situation. I loved her energy, her dynamic delivery and the interactive nature of her presentation." "Informative and funny!" "Colette was inspiring" "Colette Carlson was awesome. Very dynamic speaker with real life scenarios and actionable recommendations" "Colette's visual demonstration was priceless!" I truly enjoyed working with you, Colette, and would be happy to recommend you to anyone seeking a speaker. You go above and beyond the call of duty and you do it in a grace and light-filled manner."

Working Mother Media

"Colette took the necessary time up front to understand our organization in order to customize her presentation and connect with our team."

Merck & Co., Inc.

"Every once in a great while a speaker comes along that is like a breath of fresh air. That's Colette Carlson. Easy to listen to with a very timely, beneficial message."

Harry Paul

FISH! A Remarkable Way to Boost Morale and Improve Results and REVVED! An Incredible Way to Rev Up Your Workplace and Achieve Amazing Results, Co-Author and Author

"Emceeding a two-day event can be a huge undertaking, but you kept the crowd at the National Association of Female Executives 2007 National Conference engaged, entertained, and energized all while keeping us running on time! Your participation on the work/life balance panel along with Carol Evans, CEO of Working Mother Magazine and Rayona Sharpnack, founder of the Institute for Women's Leadership provided a well-rounded discussion full of humorous, yet practical advice on how to manage the demands of both work and motherhood."

Executive Women's Network 2007 National Conference

"Colette delivered an arsenal of skills on male/female communication and kept us laughing!"

NetApp

"Our organization works with the foremost thinkers in the world and we don't give out testimonials unless the speaker is world class! Colette is AMAZING! I have had her for several events and every time our clients see her they love her! Her content is fresh, her message is pure and she is a show stopper. I could put Colette in an audience of 100 or 100,000 and she would have them laughing and crying! I have worked with Colette for the past 5 years and will continue to use her and recommend her to our clients!"

OneCoach International

"After seeing you at our 2006 NAPMW Roadshow, "Remarkable Women," I knew you would be the perfect keynote speaker to kick off our 2007 National Convention. Your energy, humor and material was well-received by our attendees, which was reflected by how many chose to attend your break-out session that followed. "

National Association of Professional Mortgage Women

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TESTIMONIALS (cont.)

"We'd like to invite you back again to speak at APC 2009 both in the US and Canada. The 2005, 2006, 2007, and 2008 attendees loved you! Be prepared to do an encore session again (just like last year) based on popularity and attendance!"

Administrative Professional Conference

"All the feedback I received from your keynote, 'Success Strategies - Become a Sales Star' was over the top! Everyone said it was the best conference we have ever put together, and I know that I have you to thank!"

The Escrow Institute of California

"Thank you so much for speaking at our annual Women in Business luncheon. With well over 350 people in attendance, there were many women in the audience who try to balance the overwhelming demands of family and career. Your message on how to say no hit home, and I know many benefited from hearing your message."

Bank Iowa

"After seeing you present at the 2005 Administrative Professional's Conference, our team was determined to bring you to Corporate Headquarters for our 2006 Administrative Professional Day celebration. We loved it so much we had you back again in 2007! You have a gift for making people feel comfortable which gets them to open up and learn. I know that many of us walked away with confidence, skills and desire to grow our careers."

USG Corporation

"The fun, enthusiastic delivery of your progra, exceeded my expectations!"

Women's Council of Realtors

"Thank you for making our Annual Sales Rally a huge success. Your ability to captivate our 200+ audience with wit and humor made learning enjoyable! Our employees left with a positive outlook, excellent sales tools and newly found motivation to succeed."

The State Bank and Trust Company

"Your presentation 'Negotiation Strategies for Success' was a huge success! Your charm and wit kept our audience stimulated and actively participating. Your thought provoking concepts and tips were so beneficial and delivered with such humor and clarity. Thank you!"

SCORE - Counselors to America's Small Business

"Your topic, 'Yes, I can Say No!' was riddled with humor and the audience was riveted. I can honestly say that you were the favorite speaker at the expo. In addition to getting your message across, the attendees enjoyed your up-beat personality -- you were a hit!"

2006 Women in Business Expo - Inland Empire

"When our team debriefed one month after training, our sales people were still implementing the majority of the skills learned in our session with Colette. Bringing her in to work with our team was a wise investment."

Siltronic Corporation

"The conference was a huge success thanks to the great job you did with your presentation. I am pleased to report that your program received a rating of 4.75 on the standard ABA 5-point scale!"

American Bankers Association

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TESTIMONIALS (cont.)

"When Florida Banker's Association President, Gwynn Virostek, returned from the 2007 American Banker's Association Conference and said, "I found the perfect speaker for our conference," she was right! Your energy, content and humor kept the attendees engaged and laughing. Yet, based on the feedback, you also gave them skills to take back to the workplace and grow their business. Thank you for making this event a success on all levels!"

Florida Bankers Association

"Thank you for helping make our inaugural Discovery Women event such a success. Your presentation was informative and entertaining. Laughter is a great stress reliever and you really had them laughing."

Discovery Bank

"You brought a creative energy that was extremely informative and helpful to our team. Your examples were a true testimonial to our industry, and we will be able to use your informational seminar outline on a daily basis in our workplace. Thank you for being so inspirational."

Hotel La Jolla at the Shores

"Having Colette Carlson speak on Negotiation at your event is like hitting a home run every time. She is amazing, and Colette brings information, energy and humor to the stage. She was the highest rated speaker at our Expo, and we were honored to have her grace the platform."

Women's Small Business Expo 2006

"Your entertaining style captured the audience and compelled them to listen, think and apply your message. The buzz was all positive, and I'm thrilled we chose you to empower our audience."

Women in Business Symposium

"Colette, thanks again for bringing so much fun and energy to the Auxiliary's 2007 Annual Convention. I do not think that there was one person in the room who could not relate to your message. I truly believe it was a mirror image of each woman there, and each related to what they saw and heard. I am so glad that we had the pleasure to meet you and have you as part of our event!"

National Auctioneers Association

"After seeing you speak at the 2005 APC Conference, the administrative assistants were so excited to hear that you were coming to share your communication strategies at ITEC's Corporate Headquarters. Thank you, thank you, and thank you for providing another energizing, hilarious and tangible afternoon of fun at our 2006 Annual Administrative Professionals Forum event."

International Truck and Engine Corporation

"Thank you for the invaluable teachings and wisdom you shared at our conference! We have already received an overwhelming amount of positive feedback on your incredibly relevant, timely and helpful topic, and hope to have you present again soon."

Professional Fiduciary Association of California

"I knew when I saw you speak at the Escrow Institute of California's Annual Convention that you were just the right person to bring in-house to inspire and educate our staff. Your mix of sales, customer service, motivation and humor is exactly what we needed."

Westport Escrow

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TESTIMONIALS (cont.)

"Wow!! You humored, inspired, and informed the 370+ attendees at the annual Women in Business luncheon sponsored by the Chamber of Commerce. I know I took away several positive, "doable" habits I can incorporate in my life, and I thank you for finding such an interesting way to present them."

KMA960/KKBZ FM

"Throughout your energized presentation you suggested easy changes we could make in order to increase our business and challenged us to feel more powerful by being specific, clear and concise in our words and actions. You were just what we needed, and we want you to come back again soon!"

Cardinal Pacific Escrow

"Colette Carlson is an articulate, thought-provoking speaker. She has launched me on to a wonderful life changing voyage. Every woman should experience Colette personally."

USANA Health Sciences