



**BEHEARD SOLUTIONS**  
Find your voice, tell your story and be heard.

# Story Ideas

Shannon Cherry, APR has helped hundreds of women in business to be heard. For more than 15 years, she's been turning people's thoughts and ideas into clear, concise, compelling stories – the kind that stands above the rest and gets noticed.

As a former television personality, Shannon knows how to connect with any audience. After years in the news media – one of the toughest, most competitive environments where communicating is essential – she has a knack for telling stories and bringing concepts alive with humor and thoughtful tips.

Savvy and on-target, Shannon shares insights and principles of marketing, women in business, and entrepreneurship. She is the founder and president of Cherry Communications, and its subsidiary Be Heard Solutions. Shannon is also an award-winning marketer author and international speaker.

***Why many small businesses fail.*** According to US census research, more than 572,900 small businesses – mostly developed by entrepreneurs – were created in 2003. But, by year's end less than one-third were still in business. *How can an entrepreneur avoid becoming the next statistic?* Shannon knows the difference between success and failure, explains how to leverage a person's own strengths to stay successful.

***Marketing mistakes women make.*** Many women entrepreneurs are technical experts in what they do but start a business without any formal training or experience in management practices and principles. As a small business owner, you literally are your business. Shannon shares the top five marketing mistakes women in business make - and explains how to leverage personal strengths to avoid them.

***Why women are the future of business.*** Women currently own approximately 9.1 million small businesses in the U.S. and are starting them at twice the rate of their male counterparts. And currently women make more than 80 percent of all consumer spending. That's a force to be reckoned with and Shannon explains the implications on business and society.

***Insider secrets to becoming an expert.*** Shannon shares techniques and proven strategies that leaders use to create a positive attraction. She explains how to showcase YOU, while strengthening the ability to persuade and inspire, increasing the sphere of influence, and unleashing the power of personal charisma.

## ***Additional Ideas:***

- Grow your business without breaking the bank
- The art of networking
- Your mini-billboard: the business card
- The #1 misconception about direct mail
- The 7 mistakes in event planning and how to avoid them
- Selling yourself without selling out

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