

# Susanne Whited

SPEAKER | AUTHOR | TRAINER

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My Business Tweets

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## BIO

Susanne inspires small business owners to jump off the marketing hamster wheel. Her company, My Business Tweets, empowers business owners to escape the "bright shiny object" marketing madness and focus on practical solutions to grow their business through strategy consultations, educational programs and done-for-you services.

Based in Colorado, Susanne is a best-selling author and frequent guest on radio and television programs. She has been featured on podcasts and other expert interview venues and she regularly addresses groups as an inspirational speaker and marketing "How to" strategist.

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## Top 5 Social Media Killers

**Keys to overcome them and put money in the bank!**

The problem with most social media advice you find online is that it is either implementable only by companies with large marketing budgets, it is designed for interaction versus bottom line, or it was effective for a very specific business demographic and it is very difficult (maybe impossible) to create duplicate results for your business. So what is an already-too-busy business owner supposed to do? Come to this presentation!

### Audience takeaways:

- 5 social media killers and a recommended fix for each one.
- Strategies designed for the single owner/employee business owner who already has way too much to do.
- Strategies that consider your bottom line and are not designed for large companies.

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