



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Sarah Petty, CSP

Travels from: Illinois

Fee Range: \$5,001 - \$7,500

There's never a quick trip to the grocery store for Sarah Petty. You see, she's in heaven in a place with so many products. She'll pick up a box of cereal to examine the packaging and dissect the store window displays all while strategizing what works and what doesn't. For Sarah, marketing really is a joy. She simply can't get enough.

Even though she has won plenty of awards for her photography, it's not photography technique that has made her business successful. Sarah believes it takes more than technical expertise to win in business. And old school marketing? Forgeddaboutit! The knowledge Sarah shares with audiences worldwide has helped thousands of boutique business owners grow their small businesses beyond their wildest dreams.

Sarah is a *New York Times* best-selling author, highly-acclaimed speaker, author, MBA and coach who has inspired thousands of boutique business owners to use beautiful marketing to take their business to the next level. Her expertise is based on over 20 years helping build the Coca-Cola brand, meeting the marketing goals of a top regional advertising agency's clients and building her own successful boutique photography studio. This studio was named one of the most profitable in the country within just five years in business. Sarah has mastered the science of marketing and the art of making it simple, actionable and, yes, fun!

Most Requested Programs...

- **Worth Every Penny: How to Attract the Right Customers and Still Charge What You're Worth**