

## **Holly Fisher**

*Marketing Strategist + Messaging Specialist*

*CEO & Founder, Fisher Creative Marketing*

*StoryBrand Certified Guide | Unreasonable Hospitality Coach*

[holly@fisher-creative.com](mailto:holly@fisher-creative.com) | 843-991-1689

Holly Fisher is a sought-after workshop facilitator and speaker. She's helped dozens of organizations build a marketing strategy, clarify their marketing message, and develop an effective sales funnel that generates more leads and boosts their bottom line.

Holly is the owner of Fisher Creative Marketing and a long-time StoryBrand Certified Guide. She has worked with clients around the globe and in a variety of industries. Holly is also an Unreasonable Hospitality Coach, helping organizations transform their customer experience.

Holly lives in Asheville, North Carolina, with her husband, teenage daughter, and two dogs. She enjoys CrossFit, reading, cooking, and hiking.

### **Speaker Summary**

Whatever your speaker needs, Holly can deliver:

- Short presentations
- Conference breakout sessions
- Full-day workshops
- Keynote presentations

Holly speaks and teaches on a variety of marketing topics, including messaging, websites, email marketing, and the customer experience. She is comfortable speaking in-person and virtually.

### **Speaker Topics**

### **– Clarify Your Message So Customers Engage**

When it comes to talking about their businesses, many people are so close to their products or services they don't know where to start. The StoryBrand Marketing Framework helps companies understand what customers are looking for, so they can tell their story in such a way people listen. Get an introduction to the seven-part StoryBrand Marketing Framework to see how creating a clear message will help you connect with customers and grow your business.

### **– Create a Captivating One-Liner**

What happens when someone asks, "What do you do?" Is your answer clear and compelling? Does it encourage someone to say, "Tell me more!" If not, you need a one-liner: a clear and concise statement that explains the problem you solve for potential customers and clients. Learn the three components of a one-liner and then workshop your own one-liner so you're ready for your next networking event.

### **– The Difference Between Service & Hospitality (and why it matters)**

If you have customers or clients, you're in the hospitality business. So how do you create a culture of hospitality where your customers and clients feel seen, heard, and valued? How can you make hospitality your No. 1 competitive advantage? It starts with understanding the difference between hospitality and service – and why it matters for the success and growth of your business.

### **– Sell More with 5 Simple Soundbites**

Create soundbites that stick. Use a five-part framework to develop soundbites that help you stand out from the competition. Easily explain what you do and how you solve a specific problem for your customers. When you talk about your business in simple, clear words, prospects will immediately understand why they need to hire you.

### **– The No.1 Marketing Tool You're Not Using**

If you're not using email as a way to grow your business, you're leaving money on the table. Tap into the power of email marketing. In this powerful presentation, you'll learn why email marketing works, what kind of content you should send, and the logistics of sending regular emails to nurture your audience.

### **– The Marketing Made Simple Checklist**

Stop wasting money on marketing. This five-part checklist helps business owners create a sales funnel so they can reach more customers. Learn to effectively develop, strengthen and communicate your brand's story in the marketplace with a one-liner, website, lead generator and email campaigns.

## **Connect with Holly:**

- [Instagram](#)
- [LinkedIn](#)
- [Facebook](#)
- [Website](#)

Visit Holly's [YouTube](#) Channel to see her in action as a speaker and educator.

## **Event Organizers Praise Holly's Speaking Style**

"We loved working with Holly to help our audience of edible landscaping entrepreneurs clarify their marketing message at The Foodscaper Conference. Holly clearly and skillfully explained the StoryBrand framework, which instantly got the attention of our guests. She gave our guests honest and helpful feedback about their websites and marketing messaging, and by the end of her presentation people were practically begging Holly to offer feedback on their websites! It was hands-down our most engaging presentation during our three-day online conference. We highly recommend Holly! ~ Lindsay Wolff, conference manager, The Foodscaper

"Holly Fisher is the best! Her marketing insight has been invaluable. It's like the blinders fell away from my eyes and now I see I have a lot of work to do on my website. It was truly one of the best marketing classes I've ever been to. She really is a consummate professional, and I can't recommend her enough!" ~ Valerie Welbourn, PLR Connect Events LLC

"Holly is fun, energetic, and engaging. Her ability to cultivate a marketing plan/strategy in the moment with a diverse group of businesses is very impressive. Her tools for success are straightforward and approachable to any business. Definitely recommend you book her today! " ~ Tommy Dennison, Asheville Area Chamber of Commerce