



Jean Caton

*The Profitable Woman.com*

Speaker for Professional Women Executives and Entrepreneurs



**About Jean Caton MA, MBA, RD**

Jean has been a pioneer in the world of women in business careers. She learned what it takes to succeed during her 20+ years as a marketing executive for four Fortune 500 companies and now as a small business owner. She is a popular speaker who informs, motivates, inspires, and coaches the audience. Invite Jean to speak to your organization, company, or at your annual meeting. To learn more about Jean visit [www.Jeancaton.net](http://www.Jeancaton.net) or e-mail [speaker@JeanCaton.net](mailto:speaker@JeanCaton.net)

**Jean's Most Popular Topics**

**Marketing ME!**

*How to stand out and get noticed.*

Discover strategies for confident yet comfortable self-marketing that will make you more visible, get recognition for your contributions, earn you a promotion, help you stand out in a crowded job market, attract clients, close sales, earn more money and never be overlooked again. Get the Seven Self-Marketing Tips you can put to work immediately to make you even more successful in your career or business !

**Corporate Climber or Entrepreneur?**

*How personality affects career success and satisfaction.*

Don't get stuck in the wrong career. Find out how to decide if you should get on board the entrepreneur express or if a traditional career path right for you and if so what direction? Whatever you determine, this talk will show you how to map your personal best career path that can be both personally fulfilling and financially rewarding.

**Successfully Speaking**

*You are what you ~~EAT~~ SAY! How to say I am confident, capable, an expert!*

Many business women who strengthen their speaking style get taken more seriously and are more successful in the business world. Effective communication is a core competency. What do your conversations and presentations say about you? Do they shout confident and capable or are they peppered with hedges and weak words that sound hesitant, unsure, and do not get heard. This talk presents six steps you can put to work immediately to enhance your conversations and presentations.



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**Especially for Entrepreneurs and Aspiring  
Entrepreneurs**

**If I Build it Will They Come?**

*Seven business and marketing strategies to run a successful  
service business*

Many service professionals such as coaches, health & wellness providers are attracted to the concept of becoming an entrepreneur. Some have long aspired to be one, others are considering it for the first time as a result of a job loss. Many do not understand what it takes to start, run and grow a successful business and therefore fear taking the plunge or do and then do not earn sufficient income. This presentation explains the reality of being an entrepreneur from decision to implementation, will discuss a sample profitable business model and describe marketing strategies and tactics to attract an abundance of clients and build a successful money-making business.

***A Sample of Jean's Speaking Engagements***

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ADA FNCE CONFERENCES  
ALLSUP, INC.  
SOCIETY FOR WOMEN ENGINEERS  
BARNES HOSPITAL  
HUSCH BLACKWELL SANDERS LLP - TRUE NORTH CONFERENCES  
GO NETWORKING  
BETA GAMMA SIGMA INTERNATIONAL SOCIETY  
HEALTHCARE BUSINESS WOMEN'S ASSOCIATION GLOBAL CONFERENCE  
WOMEN IN LEADERSHIP JOHN COOK SCHOOL OF BUSINESS  
COMMENCEMENT AT ST LOUIS UNIVERSITY  
MAINE, MASSACHUSETTS, FLORIDA, MISSOURI, MICHIGAN DIETETIC ANNUAL CONFERENCES  
DA VITA, INC.  
FOX ASSOCIATES

***What People Say about Jean***

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*“She is a gold mine of life and work experience which reveals itself in her skillful coaching and speaking.”*

Pat Katepoo WorkOptions.com FlexibleWorkLife.com

*“Jean promotes, empowers, and inspires. She offers a prospective that is fresh, but experienced. She understands where you are coming from and knows how to get you to where you want to be. Her talks involve the audience and really challenge them to think and question. Jean is a phenomenal speaker who will motivate you to follow your passion and accomplish your goals.”* Suzanne Doerries Nutrition and Fitness Expert

<http://jeancaton.net/meet-jean/>

Head Shot obtain here: <http://jeancaton.net/speaking/#invitejean>

Contact Jean today to discuss more topics and your speaker requirements.

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