

JENIFFERTHOMPSON

book consulting * author * speaker



JENIFFER THOMPSON is an Internet Marketing specialist and web site strategist. She is the author of *Web Site WOW: Turn Your Web Site Into Your Most Powerful Marketing Tool* and the creator of the popular Web Site WOW seminar series. Her passion for Internet Marketing shines through in every class she teaches. Authors walk away feeling empowered, inspired, and armed with the knowledge they need to take their websites to a higher level of success. Mrs. Thompson is an inspiring educator and her testimonials show how much her attendees appreciate her breadth of tangible knowledge.

With a bachelor's in Communications and Journalism from SDSU, Mrs. Thompson began her publishing career as the Marketing Director of a San Diego publishing house more than 15 years ago. She now uses her marketing prowess and passion for publishing to empower authors around the country. She and her team have helped hundreds of authors slice off their own piece of this powerful pie in the cyber sky—every book needs valuable Internet real estate, Mrs. Thompson will show them how.

“Jeniffer Thompson gives a wonderful presentation that everyone should attend. She walks her audience through the key requirements of a successful web site. Her points are well supported, she provides examples, and makes what is often a baffling topic easy to understand. She answers questions and provides information in a clear and concise manner that leaves those in attendance with a vision of what is required to improve their own web sites, or incorporate that knowledge into a new one. This presentation is highly recommended, from someone who has attended hundreds!”

—Jerry D. Simmons, former executive with the Time Warner Book Group
and founder of WritersReaders.com

SPEAKER TOPICS

I. Web Site WOW: Powerful Web Design to Reach Your Market

Start thinking of your Web Site as more than an online brochure—an effective web site will not only sell your books 24-7, it will build an online community that continues to sell via viral marketing. Design, color, navigation, powerful headlines, and the ability to convey your message clearly are just a few of the elements you need to think about when creating (or recreating) your online presence. Knowing your audience is the most important step. This first class in the Web Site WOW series will teach you how to turn your Web Site into a Powerful Marketing Tool. You will learn how to:

- Design a site that engages your audience
- Write effective sales copy
- Create a powerful call-to-action
- Develop your brand
- Understand the importance of imagery and message placement
- How readers surf the Net and how to capture visitor contact information for future use, & more

II. Web Site WOW: Is Your Site Converting? Turn Traffic Into Revenue

There is no reason to drive traffic to your site if your site is not converting. Learn how to track your traffic effectively and see what is working and what is not—and what you can do to fix it. Understanding the elements that convert traffic into revenue is the first step to Internet Marketing success. In this second class of the Web Site WOW series, you will learn how to:

- Encourage viral marketing
- Create a buzz that takes on a life of its own
- Create an online community
- Make the most of your blog with the least amount of effort
- Create engaging opt-ins and stay in touch with your visitors
- Sell the benefits not the features.

III. Web Site WOW: Drive Traffic to Your Site, Make the Sale

Internet Marketing is all about creating a buzz for your product. This third class of the Web Site WOW series will show you how to unleash the power of the Internet and create a viral marketing campaign that will catapult you to success. Understand the ins and outs of search engine optimization and how to organically increase your site's Google PageRank,[™] increase your visibility across the Net, and drive traffic back to your site. You will learn how to:

- Use social networking sites to increase your visibility
- Optimize your site for maximum search engine results
- Drive traffic to your site
- Create online marketing campaigns and track your results
- Use FREE multi-media tools to promote your business
- Turn potential customers into loyal customers.

PAST SPEAKING EVENTS

- IBPA University (formerly PMA): 2005, 2006, 2007, 2008, 2009
- CIPA (Colorado Independent Publisher's Marketing Association): 2008
- SDSU Writer's Conference: 2006, 2007, 2008, 2010
- SPAN (Small Publisher's Association of North America): 2006
- Express Yourself Author's Conference (Philadelphia, PA): 2004 - 2010
- Learning Annex San Diego: 2004, 2005, 2006, 2007
- Learning Annex Los Angeles: 2004, 2005
- iUniverse Teleclasses: 2006, 2007, 2008, 2009, 2010
- Morgan James Author University: 2008
- Publishers & Writers of San Diego: 2006, 2007, 2010
- Wizards of Words Writer's Conference: 2008
- International Food Wine Travel Writer's Association: 2008, 2009, 2010
- Write Well University (formerly Author Smart): 2008, 2009, 2010
- AME University: 2008, 2009, 2010

ENDORSEMENTS & TESTIMONIALS

"I so enjoy listening to Jeniffer Thompson. It's not just her enthusiasm, though she does enjoy what she is talking about, and it shows. She knows web sites and Internet Marketing inside and out. Her content is always up-to-date and cutting-edge. Inevitably, I come away from her talks with my head swimming in inspiration and new ideas.

And on top of that, she holds the audience's attention throughout her talk. You will not be disappointed."

—Robert Goodman, IBPA board member, and founder of Silvercat Publications

"I highly recommend Jeniffer's Web Site WOW series, she is a consummate professional and dynamic presenter."

—Andrew Chapman, president, Publishers & Writers of San Diego
(an association of publishing professionals)

"Thanks for a great presentation. Best of the conference. Most practical, relevant and inspirational. Thank YOU."

—Tom Kimball, owner, Kimball Productions LLC, Producer/Director/Writer

“Jeniffer Thompson is a gem of a speaker, poised, confident, informative, and very personable. The audience just gravitates to her and when I invite her to speak at events I coordinate, she gets consistent high marks on our audience feedback sheets. I highly recommend Jeniffer for any event you might be considering her for. She’s a welcome addition to any conference.”

—Penny C. Sansevieri, president and CEO, Author Marketing Experts, Inc.

“Jeniffer Thompson taught us how to make our websites actually sell our books! She knows so much about marketing! As authors we are on our own to create our platform and publicize our books, but that’s good news, actually, because with responsibility comes freedom. It’s almost impossible to create a platform and publicize our books now without a strong website. Thank you again for the TONS of information. I had no idea all those possibilities even existed!”

—Margaret Harmon, author of A Field Guide to North American Birders-A Parody

“Jeniffer, YOU are an exceptional speaker who has left quite an impression—both on me and on our audience! Not only was your message sincere and substantial, it was riveting to the entire audience. Your presentation was delivered professionally, with humor and wit. It’s a true gift for a speaker/presenter to combine all of these elements in a very relevant presentation.”

—Rhonda Spellman, author, speaker and disABILITY awareness director,
Artos Enterprises

“One of the best presentations I’ve heard on web sites and Internet Marketing, anytime, anywhere. Extremely thought provoking and full of good ideas.”

—Kevin Rhodes, On With the Show Productions, LLC