



VALERIE GARCIA

SPEAKER | CONSULTANT

KEYNOTES

Mermaids & Momentum

At some point, we all face the 'Ariel Moment' - a point where we either choose to stay comfortable, or we choose to grow. In this session, you'll learn how to lean into discomfort and how to truly grow from it. Whether you are growing a business, managing people, or serving customers, these tactics will help you to change your mindset and see real results.

You are a Weirdo

We are taught early on that we beat our competition by simply being better, but what if we have been wrong all along? This session takes you on a journey to discover why different is actually better than better. You'll hear stories of some of history's most amazing outliers and odd ducks, and uncover why embracing our weird is an awesome way to do business.

Obvious Things

The real estate industry is facing change and disruption at speeds we've never seen before. How do you prepare for the future and protect your business? It's time to start doing the obvious things. In this session, you'll learn 10 steps to take and tactics to embrace to ensure you'll be in business for years to come.

Real Estate in 2024

What do electric cars, dry cleaning, robots, and vending machines have to do with the way your customers are searching for you? Join Valerie for a fun and fascinating look at the ways global technology trends are impacting the Real Estate industry, and how your business can adapt to change and prepare for the future.

Today is Not a Pajama Day

The idea of being your own boss is super awesome, but the reality of running your own business may be a little different than you imagined. This lighthearted session delivers some tough love and actionable advice for entrepreneurs and independent contractors who are learning to manage their time, money, marketing, and sanity in the crazy world of self-employment.

Dragons, Determination & the Dark Ages

Do you ever look back at your goals or business plan and think, what the heck happened? Are you ready to pull up your socks and make a real difference in your life and your business? Join me for a straight-shooting look at some of life's toughest lessons, and how you can apply them to your business. Be prepared to be motivated to get up, dust yourself off, and make your goals a reality.

BREAKOUT SESSIONS

From S'mores to Sales

When you tell a story, people listen. This session will help you craft a message that is compelling, emotional, and effective. Learn how to use the power of storytelling to improve your online marketing, presenting, and client relationships.

Love the Ones You're With: *A database marketing masterclass*

Your database is the cornerstone of your business. Finding creative and effective systems for staying in touch with past and potential customers should be a priority. In this session, we'll explore the tools, methods, and schedules that can help you go beyond simply "dripping" on your database. We'll cover what makes marketing effective, how to craft messages that lead to real relationships and actual results, and how to maintain a simple strategy that is achievable.



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You've Got Mail: *Email marketing that works*

Your email list is one of the most valuable assets in your business. Are you using it to its potential? In this session, you will learn the tips and tricks that will help you create better emails, newsletters, and lead follow-up messages. You will learn how to increase your open rate, what to say, what tools to use, and how to turn your database list into more deals.

The Lead Life Cycle: *Lead Generation, Conversion & Follow Up*

No matter the phase of your business, lead generation and conversion are crucial aspects to your success. In this class, you will learn how thinking like your perspective and past clients can assist you in generating more leads and turning those interactions into transactions! We'll cover: techniques for better lead generation, how the stages of the home buying process affect lead conversion, database management tips, and follow up systems that work.

Snakes, Stories & Skipping Rope: *Breathing new life into traditional education*

The toughest challenges in adult education are getting the audience to show up and convincing them to try something new. This session takes a look at the way adults learn, why they are resistant to change, and how we can better design content that motivates. We'll look at methods like humor, storytelling, and risk, and learn how including these in sessions and events can increase attendance and adoption. We will take a fresh new look at conventional topics and find ways to make them appealing to ever-shrinking attention spans.



WORKSHOPS

The Modern Campfire: *A Storytelling Workshop*

This one or two-day workshop will help you craft a message that is compelling, emotional, and effective. If you want to become a better, speaker, writer, or marketer, this session is for you. Join us around the campfire.

Purposeful Growth

This half-day workshop is designed for Real Estate leaders who wish to grow their team or organization with culture and purpose in mind. Upon completion of this workshop, participants will be able to clearly define their organization's culture and vision, identify the right people for their organization, and have a plan to guide them to success.

Strategic Goal Setting

Build the foundation for your success with a business plan that outlines strategic goals and actionable steps. This hands-on workshop delivers the formula to help you create a plan and stick to it. Workshop includes a participant workbook featuring best practices, templates, worksheets, resources and more. This is a comprehensive guide to Real Estate business planning, with chapters on goal setting, money management, time management, branding, and marketing. Whether you are new to the business or a seasoned professional, you are sure to benefit from this workshop.

Jump, Jive & Wail: *Following the Wonder Process at work*

A full-day retreat or team-building adventure that focuses on solving common workplace challenges while having a big dose of fun. Learn how to ask better questions, communicate more effectively, create a culture of curiosity, and maintain balance by working as a team. This workshop involves hands-on group activities you will rarely see in the typical workplace.



CUSTOM TOPICS AVAILABLE UPON REQUEST

valeriegarcia.com