

Michelle Nedelec

BUSINESS OWNERSHIP STRATEGIST



Strategy Before Tactics

International bestselling author, Michelle Nedelec is an expert in Entrepreneurialism and the founder of Awareness Strategies. She's run her own series of companies for over 22 years and for over 15 years has been helping Managers and Executives to continually double their profits and revenues. She not only has what it takes to help her clients build million dollar businesses, but she does it time and time again.

Michelle particularly loves to talk about Marketing Automation, Systems Integration and support both on and off of the stage. She teaches the key components of business: Strategy, Systems, Support and State of Mind so you know how to continually elevate all three components to build a healthy thriving business. For the past 6 years she's been focusing on helping entrepreneurs bring their businesses online from conceptualization to Done For Your IT automation.

Michelle's Most Popular Media Topics



Identifying Your #1 Marketing Priority

Few things are as frustrating as throwing a ton of money at marketing and not knowing whether or not it's going to turn a profit, but it's absolutely heart wrenching to watch entrepreneurs throw money into the bonfire that is social media and not get anything in return, especially when there is a proven system for assessing where to prioritize marketing efforts so that what marketing is done is effective.



Underwater Basket Weaving and Digital Marketing

"Niche down," they said. "It'll be easy," they said. "You'll make more money," they said. Ya, well, they didn't tell you how to be prepared to fall flat on your face because no one wanted to learn underwater basket weaving! So, how do you know where to niche, how to niche and still make money? Michelle LOVES to talk about the process of niching to a sellable market that works without putting thousands of dollars into market research.



Riding the Digital Wave

Looking back and seeing the people who knew what domain to buy in 1990, or 20 year old brainiacs who turned software into an addiction almost makes it seem like bricks and mortar businesses are going the way of the dodo bird and it's too late to "get in on it" but it's not too late. Timing is perfect and figuring out how to either take your business online or simply find clients online for your face to face transactions has almost never been easier. It simply takes a little knowhow of this thing called your Ideal Client's Ideal Journey and you'll start to ride the wave.

Praise

"Michelle is a dynamic speaker / trainer and made a huge difference in my life. I still have my notes from this class and many years later I pull it out, review it and focus once again on getting back on track"
- **Maureen Dobranski of Next Stop Social Media, Calgary, CAN**

"I've had my best year ever in the midst of a so called recession and I attribute a lot of it to Michelle. I still hear her words in my head when I'm planning and growing."
- **Mark McGraw of Sandler Training Atlanta, GA**

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