



SUSAN FINN

DIGITAL MARKETING GUIDE

SAVE TIME: PROTECT YOUR ENERGY: GET MORE CLIENTS

riseabovenoise.com

Susan believes that every service-based professional has a gift to offer.

She believes that marketing is an act of service to those who are currently searching for exactly what you offer.

Susan has created the 'Rise Above Noise'© 5-pillar process which offers heart-centered entrepreneurs a step-by-step guide to create a digital marketing strategy that saves time, attracts clients, and allows them to show up in their own integrity.

Her clients feel 'in-control' having a system that allows them to create generous conversations at scale. They are building their 'know-like-trust' and growing their business with consistency.

The Goal:

Grow your business using sustainable methods that feel authentic to you. You don't have to "do all the things" anymore. Focus on what works and feels like flow.

Susan is a fountain of digital marketing knowledge. She understands the challenges of someone trying to establish their brand online. Her course was just the foundation I needed and filled me with the confidence to create the future I knew I was destined to design and live as a solopreneur. I recommend her to anyone that is looking for a compassionate and knowledgeable person to guide them and show them the way."

Rachel Pintarelli
Rock Your Brand Copywriting

So here's the thing...

The one thing I'm sure of is that if you are a transformation creator - a consultant, a coach, a teacher - you are needed now more than ever.

I believe that when you "DO" marketing, you reach people.

When you reach people - you create change.

It's really as simple as that.

Marketing becomes an act of service.

Susan

Topics Offered

**DIGITAL MARKETING AS
AN ACT OF SERVICE**

**GET UNSTUCK:
CREATE YOUR CONTENT**

**EMAIL MARKETING:
YOUR BEST ROI**



/groups/riseabovenoise



susanbarronfinn



riseabovenoise



Rise Above Noise

Spotlight Topic Details

DIGITAL MARKETING IS AN ACT OF SERVICE

The Rise Above Noise© process guides entrepreneur through 5 steps to show up on their own terms. The process protects the entrepreneur from chaos and confusion while offering them the road map to save time and attract ideal clients.

Key Takeaways:

1. Establish yourself as a thought leader with generous content.
2. Utilize your content in a number of unique ways to amplify your message and grow an aligned audience.
3. Save time while you show up with consistency & generosity to attract, nurture, & engage your ideal clients.

USE FAQs (AND YOUR VOICE) FOR COMPELLING CONTENT

We hear this all the time:

"It's not about YOU, it's about THEM".

Everyone is searching for the answers that will help them decide their next action.

I'll show you how to leverage your FAQs and infuse your unique voice to create content that drive results.

Key Takeaways:

1. Overcome the overwhelm of the blank page.
2. Establish yourself as a thought leader.
3. Create your content whenever & wherever you get an idea.

YOU NEED AN EMAIL WELCOME SERIES... NOW - MORE THAN EVER!

The right people need to see the right message at the right time. Learn the exact elements you need to welcome new subscribers and make a great first impression.

Key Takeaways:

1. Spend less time each week making authentic connections.
2. Feel more confident with email marketing for business growth.
3. Attract and engage more aligned subscribers

GET MORE OPENS WITH GREAT SUBJECT LINES

In the busy inbox, you have just a few milliseconds to convince someone to open your email.

Beyond the relationship you've been building with your contacts, your subject line must capture their attention and entice them to open and read your email.

In this presentation, we'll provide tips and plenty of examples to get you writing subject lines that work.

Key Takeaways:

- The basics of a good subject line
- Trends for writing great subject lines
- Tips for getting creative with your subject lines



"The most impactful lesson I've learned from Susan is how to be more passionate about my business. It's hard not to be when listening to her speak. Her energy and drive to help transformation creators become more successful business owners is certainly contagious."

Erin Sweeney,
Erin Sweeney Design

To book Susan Finn for your upcoming event:

✉ susan@riseabovenoise.com

☎ 508-400-2097

🌐 riseabovenoise.com/speaker