



Terri Langhans

Want people to listen? You have to say something—and something that stands out from a host of competing messages . . . and that's this marketing maven's specialty!

Testimonials

"After spending time with Terri Langhans, your new perspective on marketing will take your business to a higher level. You will never think about marketing the same way again. Terri takes the mystery out of the process and creates an environment where creativity thrives."

—Mark LeBlanc, Author of "Growing Your Business" & VP, National Speakers Association

"In one workshop you blasted away years of unsightly platitudinous build-up. You might consider a label for your web site: WARNING—Maverick Marketing is hazardous to your preconceived notions about what works."

—Tom Johnson, President, Personalized Financial Solutions

"In 18 years of doing marketing and outreach activities with the SBA, preceded by 15 years with the Treasury Department, I have heard and appreciated many marketing presentations. Yours was definitely the best, most concise and down-to-earth session I have ever heard."

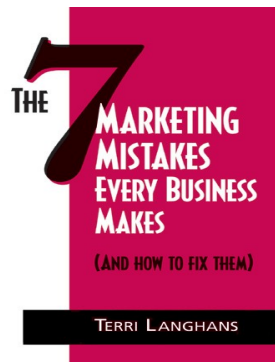
—Don Butzek, Small Business Association, Buffalo

"You changed the perspective and future of this marketer with your insightful and relevant advice. I went from a 'writer' to Marketing VP. Thanks for having a profound impact on me."

—Bonnie Shrock, Marketing VP, Western Baptist Hospital

Terri Langhans is a speaker, author, and remarkable marketing expert. Her extensive experience includes stints on both sides of the proverbial desk—she's been client, consultant, and CEO. Terri started a national ad agency and marketing firm from scratch, and grew it until she sold it to a publicly held company in the mid-1990's. During her 20-plus-year career, she has worked in or with many industries and sectors, including sales, retail, services, education, healthcare, banking, software, manufacturing, non-profits, small business, big business, and government.

Terri named her current company Blah, Blah, Blah, and gave her self the title of COE (no, that's not a typo—she's Chief of Everything at Blah, Blah, Blah!). This smart, fun-loving, and articulate businesswoman is all about standing out and helping others do the same. Terri addresses business audiences that want to get better results. Better results from their sales, marketing, customer service, and business presentations. Better results by making a difference every day and putting some enthusiasm and joy into the workplace.



The author of *The 7 Marketing Mistakes Every Business Makes & How to Fix Them*, Terri skips the MBA theory and rhetoric to offer real life examples and easy-to-adopt solutions to sell more products or services and create a competitive edge. She is known for her creativity ideas, practical information, and tangible tools, delivered in an anything-but-blah style.

A few of Terri's most popular programs include:

- ◆ Maverick Marketing: How to Stand Out from the Herd, Get Better Results & Wrangle More Business Your Way
- ◆ The 7 Marketing Mistakes Every Business Makes (and How to Fix Them)
- ◆ More than a Paycheck, Better than Burnout: Real Life Ways to Make Every Work Day More Rewarding
- ◆ Blah Blah Blah: How to Create Effective Marketing Messages that are Anything But Boring!
- ◆ Get to the Point (and Get People to See Things Your Way)!
- ◆ Marketing is NOT a Department: How to Get Others to Walk the Talk



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