



# PROFESSIONAL BRANDING & POWERFUL PRODUCTS *that Promote Your Message*

Alicia White

Graphic Design Expert. Speaker. Author.

People are naturally drawn to Alicia White. Her bright smile and gracious charm put people at ease instantly. It is no wonder that she is a natural speaker who is passionate about delivering value to her audience. Alicia speaks nationally to public speakers, coaches, authors, business experts and thought leaders on speaker identity and back of the room products and marketing strategy. After hearing one of her presentations, attendees take away solid information to develop and enhance their speaking success.

## *Alicia Speaks On*

### **Give Your Message Legs Long after You Leave the Stage**

Speakers discover the must have products and strategy on how to generate leads and revenue every time they speak.

### **Speaker Sheets that Get You Booked**

Attendees learn the top components for developing a value driven, memorable speaker sheet that gets the attention of event planners.

### **Is Your Marketing Hurting Your Business?**

Alicia shares how the Three Cs of Branding that position you as a credible expert and attracts clients willing to pay top dollar.

"I was **WOWED** by Alicia White's presentation at the Women of Splendor event. Not only did she bring **INCREDIBLE VALUE** but was a **BREATH OF FRESH AIR** with her unique style and approach to the content. I would **RECOMMEND HER OVER AND OVER** again and have booked her for my 2014 Public Speakers Conference!"

**Tonya Hofmann, CEO & Founder**  
Public Speakers Association

✔ **Book Alicia for your  
conference or event!**

✉ Alicia@BORProduct.com

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## About Alicia White

Alicia is recognized as the first in the speaking industry to focus on back of the room marketing and product development for speakers. As founder of Back of the Room Productions™ and SpeakerSheets.com, Alicia is passionate about consistent, professional design that gives her client's the Know, Like, and Trust factor and products that highlight their value and expertise beyond the stage. Alicia's accomplishments include:

- Graphic Design and Branding Expert since 1993
- International Best Selling Author
- Recipient of two Texas Intercollegiate Press Association awards
- Public Speakers Association National Influencer Two Time Nominee
- Public Speakers Association Director
- Featured in *The Dallas Morning News*
- Today's Innovative Woman Nominee
- Published Wildlife and Fire Photographer
- Reserve Volunteer Wylie Fire-Rescue
- Recognized Community Activist

## Past Speaking Engagements

- American Business Women's Association
- Public Speakers National Conference
- Jumpstart Your Marketing Event
- Home Inventory Professionals National Conference
- Public Speakers Association Chapters Nationwide
- Life Changing National Conference
- Interactive Author Mastermind
- Rocker Life Coach Seminar
- Speaker Co-op Organization
- Tough Talk Radio Shows
- Public Speakers Association Virtual Telesummit

## Books Alicia has Coauthored

- 25 Brilliant Mentors
- Share Your Message with the World
- Change Your World... So You Can Change The World
- Building Business through Focus and Design



"Alicia has been a speaker for the Women of Splendor 4-Seasons of Success Event, and **WOW!** what an **EXCITING SESSION**. She has the gift of **ENGAGEMENT, SINCERITY, AND CONNECTION**, and her audience "gets" why she is there. She **HELPS PEOPLE** make needed changes while they are being entertained. I look forward to having her share with our audience again."

**Margo DeGange, M.Ed.**  
Founder of Women of Splendor  
and Splendor Publishing

✓ **For a value-driven, personable speaker, book Alicia for your event TODAY!**

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