

DIANE CONKLIN

1227 Rockbridge Road
Suite 208-107
Stone Mountain, GA 30087

Phone: (770) 864-9412
Fax: (770) 864-9438
diane@CompleteMarketingSystems.com

Education

University of Tennessee, Knoxville, Tennessee

Master of Science
Exercise Physiology

University of Missouri, Columbia, Missouri

Bachelor of Science
Physical Education

Professional Experience

Complete Marketing Systems, LLC

Owner & Founder

(September 2007 – Present)

NetMark International, Inc.

Owner & Founder

(June 2000 – Present)

Shepherd Center

Fitness & Sports Team Director

(1997 – 2000)

US Army Corps of Engineers

Wellness Director

(1992 – 1997)

Sportslife

Director of Exercise Physiology Department

(1987 – 1992)

Bio

Diane Conklin is an internationally known author, entrepreneur, coach, consultant, business and marketing strategist, speaker and copywriter. Diane is a direct response marketing expert who specializes in showing small business owners how to integrate their online and offline marketing strategies, media and methods, to get maximum results from their marketing dollars. Diane also shows entrepreneurs and small business owners how to outperform their competition by measuring their marketing, and strategically use multi-media campaigns to stand alone in their marketplace as the go-to provider for their products and services.

She is the president and founder of Complete Marketing Systems and for more than 17 years has been showing small business owners how to start, build and grow their small businesses to six figures, seven figures, and beyond. Diane specializes in showing small business owners how to create businesses, where they have passive, ongoing, leveraged profits so they can lead more balanced lives.

Through her company, Complete Marketing Systems, Diane helps event promoters market, plan and manage their live events, workshops and seminars, using cost effective, multi-step marketing strategies

that put butts in seats, without the promoters losing theirs. As an Event Marketing & Planning expert, Diane has planned and produced multiple events grossing over \$1,000,000.00.

Diane is also the founder of the LGBT Success Academy where she helps LGBT business owners grow their businesses, with integrity, while being who they are and dealing with issues specific to LGBT business owners. She also helps businesses market to the LGBT community.

As a business and marketing strategist, Diane has been involved in numerous campaigns grossing over \$1,000,000.00 in sales several times in her career.

Diane has proprietary home study systems, coaching programs, consulting, and provides done-for-you services in the areas of Social Media, Information Marketing, Direct Response Marketing, Direct Mail and Event Marketing, Planning and Management.

As a speaker, Diane has shared the stage with the likes of Joan Rivers, George Foreman, Barbara Corcoran, Dan Kennedy, Bill Glazer, Lee Milteer, Harry Dent, Lee Phillips, Fabienne Fredrickson, James Malinchak, Dov Baron, Peggy McColl, Marshall Sylver, Marie Forleo, Alex Mandossian and many others.

Diane was voted Glazer-Kennedy Information Marketer of the Year for her innovative marketing strategies and campaigns. Diane was also nominated as Business Woman of the Year in Atlanta, Georgia.

Diane is also the co-founder of Business Nitrogen, where she helps business owners build responsive websites and get more traffic with a proprietary systems know as Search Engine Acceleration.™ Business Nitrogen also offers online chat, online reputation management, Google search bar domination and other Services.

Speaking Experience

Complete Marketing Systems Annual 3-Day Events For Past 5 Years

LGBT Week Conference – New York, New York – April 2015 – Marketing Success Secrets: How To Grow Your Business And Attract More Ideal Clients With Simple, Effective Marketing Strategies

NAMS13 (Novice to Advanced Marketing System) – Atlanta, Georgia – March 2015 – Now What: How To Implement And Profit IN Your Business Using Leverage – Keynote Speaker

Creative Arts Business Summit – Washington, DC – March 2015 – Your Six-Figure Magic Money Map

Marketing Success Summit for Dental Offices with Kristin Pelletier – Jenks, Oklahoma – February 2015 – Co-Produced and Was Featured Speaker at Event

Vistage Key 3969 with Jeff Oskin - Albany, New York – February 2015 – Marketing Success Secrets: How to Grow Your Business & Attract More Ideal Clients

Cobb Business Women's Association – Kennesaw, Georgia – October 2014 – How To Use Implementation To Grow Your Business With Leverage

NAMS12 (Novice to Advanced Marketing System) – Atlanta, Georgia – August 2014 – How To Have Success With Direct Mail Using Direct Response Marketing Methods

Merle Norman 83rd Annual Convention Keynote Speaker – Honolulu, Hawaii - May 2014 - List Segmentation For Increased Sales

Ken McArthur's JV Alert Speaker - Denver, Colorado - April 2014 - How To Grow Your Business And Attract More Ideal Clients With Simple, Effective Marketing Strategies

Vistage Key 9005 with Julie Reinganum - San Francisco, California - April 2014

Devan Michaels Beyond Business Live - Atlanta, Georgia - March 2014

Mark Harris' JV Summit Speaker - Atlanta, Georgia - March 2014 - How To Turn Your Knowledge Into Passive, Ongoing, Leveraged Income Streams...For Life Using Joint Ventures

Merle Norman 82nd Annual Convention Keynote Speaker - Washington, DC - June 2013 - Marketing Do's & Don'ts

Ken McArthur's JV Alert Speaker - Arlington, Virginia - May 2013 - How To Turn Your Knowledge Into Passive, Ongoing, Leveraged Income Streams...For Life

Info Product Weekend Workshop Host - May 2013 - Hosted Event On How To Make Money With Information Products

Tina Forsyth's Local Marketing Webinar & Livestream - September 2012 - *How To Incorporate Local Business As A Way To Have More Clients & Make More Money*

Kim Doyal's Business Success Webinar - August 2012 - *The 5 Keys To Business Success*

Caren Glasser's Promote Your Passion - August 2012 - *How To Build Business Success With Direct Response Marketing*

Nick James Money Making Mastery Event - London, England - June 2012 - *How To Turn Your Knowledge Into Passive, Ongoing, Leveraged Income Streams For Life*

Buzzbooster's Business Success Event - Salt Lake City, Utah - May 2012 - *How To Have Success With Direct Mail Programs Using Direct Response Marketing Methods*

Laura Gisborne's Master Your Money - Sedona, Arizona - May 2012 - *Master Your Marketing Message* (Also Served As Event Planner & Coordinator)

Glazer-Kennedy Insider Circle Women's Event - San Antonio, Texas - February 2012 - *How To Have Success With Direct Mail Programs Using Direct Response Marketing Methods*

Laura Gisborne's Circle of Life Mastermind - Orange County, California - February 2012 - *How A Marketing Plan Adds Profits To Your Bottom Line Profits* (Also Served As Event Planner & Coordinator)

Wildfire Workshops With Teresa de Grosbois - January 2012 - *How To Grow Your Business With Word of Mouth Marketing & Never Waste Another Marketing Dollar*

Laura Gisborne's Passion, Purpose & Profits - Phoenix, Arizona - November 2011 - *Marketing Success Secrets: How To Grow Your Business And Attract More Ideal Clients With Simple, Effective Marketing Strategies* (Also Served As Event Planner & Coordinator)

Carrie Wilkerson's Business Building Bootcamp - Dallas, Texas - October 2011 - *Successful Direct Mail Programs Using Direct Response Marketing Methods* (Also Served As Event Planner & Coordinator)

Susan Berkley's Voice Over Success Bootcamp - Newark, New Jersey - October 2011 - *Successful Direct Mail Programs Using Direct Response Marketing Methods For Voice Over And Social Media Straight Talk: How To Make Money Using Social Media Marketing* (Also Served As Event Planner & Coordinator)

Susan Lassiter-Lyons Real Estate Wealth Event - Denver, Colorado - July 2011 - *How To Have Success With Direct Mail Programs Using Direct Response Marketing Methods For Real Estate Professionals & Investors* (Also Served As Event Planner & Coordinator)

Suzanne Evans Be The Change Event - Orlando, Florida - March 2011 - *Direct Mail & Direct Response Marketing Strategies For Success*

Chris McClatchey's Real Wealth Event - Orlando, Florida - February 2011 - *How To Have Success With Direct Mail Programs Using Direct Response Marketing Methods For Real Estate Professionals & Investors And Marketing Basics And How To Make Real Money With Social Media In 27 Minutes Or Less A Day* (Also Served As Event Planner & Coordinator)

Kim McClaran's Start Your New Year Off Right Business Success Webinar - January 2011 - *Social Media Success Tips*

Susan Berkley's Voice Over Success Bootcamp - Orlando, Florida - December 2010 - *Successful Direct Mail Programs Using Direct Response Marketing Methods For Voice Over And Social Media Straight Talk: How To Make Money Using Social Media Marketing* (Also Served As Event Planner & Coordinator)

Glazer-Kennedy Insider Circle Info Summit - Baltimore, Maryland - November 2010 - *How To Have Success With Information Marketing*

Dov Baron's Wealth Mastery Event - Vancouver, B.C., Canada - October 2010 - *How To Get Social Media Working In Your Business Today Using Direct Response Principals*

Steve Sipress Chicagoland's Best Event - Chicago, Illinois - July 2010 - *Small Business Success Using Direct Mail Programs And Direct Response Marketing Methods*

Rick Rivers Success In Your Floral Business - Orlando, Florida - June 2010 - *How To Have Success With Direct Mail Programs Using Direct Response Marketing Methods In Your Floral Business*

Glazer-Kennedy Insider Circle Super Conference - Dallas, Texas - April 2010 - *Marketing Implementation Secrets For Women Entrepreneurs*

Bill Gough's BGI Marketing Workshop - Atlanta, Georgia - March 2010 - *Mindset, Productivity & Personal Development And How To Have Success With Direct Mail Programs Using Direct Response Marketing Methods In Your Insurance Business And Marketing Straight Talk* (Also Served As Event Planner & Coordinator)

Dr. Steve Nelligar's Bootcamp For Physician's - New York, New York - February 2010 - *How To Market Your Practice, Grow Your Patient List & Take More Time Off In Your Medical Practice*

Central Florida's Real Estate Investor's Club Meeting - Orlando, Florida - October 2009 - *Internet Marketing: Successful Strategies For Making Money Online Today*

Bill Gough's BGI Marketing Success Bootcamp - Atlanta, Georgia - October 2009 - *Marketing Basics For Insurance Agents And How To Have Success With Direct Mail Programs Using Direct Response Marketing Methods In Your Insurance Business* (Also Served As Event Planner & Coordinator)

Bob Negen's Retail Success Summit - Grand Haven, Michigan - October 2009 - *How To Have Success With Direct Mail Programs Using Direct Response Marketing Methods In Your Retail Business*

Howard Anderson's Success Event For Vacuum and Sewing Machine Retailers - Phoenix, Arizona - May 2009 - *Using Direct Mail And Direct Response Marketing For Success In Your Sewing & Vacuum Retail Store* (Also Served As Event Planner & Coordinator)

Bill Gough's BGI Marketing Success Bootcamp - Chicago, Illinois - March 2009 - *Marketing Basics For Insurance Agents And How To Have Success With Direct Mail Programs Using Direct Response Marketing Methods In Your Insurance Business* (Also Served As Event Planner & Coordinator)

Bill Gough's BGI Marketing Success Bootcamp - Atlanta, Georgia - November 2008 - *Marketing Basics For Insurance Agents* (Also Served As Event Planner & Coordinator)

Chris McClatchey's Real Estate For Wealth Workshop - Orlando, Florida - August 2008 - *Using Direct Mail For Success In Real Estate And Social Media Success For Real Estate Investors* (Also Served As Event Planner & Coordinator)

Numerous Teleseminars & Webinars Every Year - Average 2 or 3 a month on a variety of marketing topics (have spoken for Heather Dominick, Kendall Summerhawk, Ali Brown, Fabienne Fredrickson, Robert Skrob, and many others)

Ted Thomas Tax Lien, Foreclosure & Information Marketing Workshops – Various Places Across The US & Canada – July 2001 – September 2008 – Spoke and ran all aspects of his office and his events, from finding the venues and negotiating the contracts, marketing and putting butts in seats, all the way through to running the sales table at the events, packing up the supplies and getting them back to his office, to approving the final bill for the event.

Publications

Books

"Start Your Own Information Marketing Business: Your Step-By-Step Guide" - published by Entrepreneur Press

"Secrets of Peak Performers - Volume I" - published by Advantage Media

"Secrets of Peak Performers - Volume II" - published by Advantage Media

"The Secret To Getting Things Done"

"Conversations With Expert" – published by PYP Publishing Group

"Let's Talk Strategies"

Other Publications

Amex Open Business Forum

Intuit Small Business Blog

USA Today

Mike Michalowicz's The Toilet Paper Entrepreneur Blog

Lee Milteer Millionaire SMARTS Program Monthly Contributor

Glazer-Kennedy Newsletter Monthly Feature Article

Information Marketing Association

Numerous Blog Contributions

Awards & Honors

Glazer-Kennedy Information Marketer of the Year

Glazer-Kennedy Peak Performer

Client Attraction Winner's Academy

Millionaire Protégé Club

Leadership and Volunteer Experience

Hosea Feed the Hungry & Homeless

Peachtree Road Race Volunteer Director

AID Atlanta Volunteer Coordinator

American Red Cross

Memberships & Association Memberships

Atlanta Independent Women's Network
Glazer-Kennedy Insider Circle
Information Marketers Association
Metro Atlanta Association of Professionals
National Association of Professional Women
National Association of Women Business Owners