



Barbara Mencer  
Professional Speaker  
Business Development Coach  
Marketing Consultant

## About Barbara

Barbara Mencer is a dynamic speaker, results-oriented marketing consultant, and business development coach.

Offering a unique blend of motivation and practical application, she connects with audiences of all sizes, all across the country, with her engaging style and deep knowledge of what works when it comes to helping professionals and small business owners grow their client base and make more money.

Barbara has helped thousands step beyond their comfort zone to create the business of their dreams through keynote presentations, customized trainings and retreats, as well as individual and group coaching.

Her audiences are as varied as the industries and professions she serves. Law, accounting, finance, real estate, high tech, healthcare, hospitality, construction, consumer products ... for profit and non-profit alike ... the list is impressive.

It's not just the passion and energy Barbara brings to her speaking that wins people over. It's the focus on results. People leave her presentations with concrete ideas they can implement immediately to start making things happen. And judging by the results, it's working.

Barbara is a certified graduate of Coach University and has a BS in Business Management with an emphasis in marketing. She has over 25 years of experience working in marketing and business development, which includes serving as strategic director of business development and marketing in professional service firms, in addition to her own consulting, training and coaching business.

Barbara is the author of countless publications on business development, including the booklet, *Business Development: 97 Quick & Easy Tips for Lawyers*, and the comprehensive legal practice building system, *Making Rain Out of Mist*. She's also taught business development for professionals at the University of California, San Diego Extension.

# Inspiring Business Owners to Soar to New Heights

## Barbara's Most Requested Topics Include:

### Market Like A Pro ... The Secrets You Don't Know!

*Do you struggle with sales and marketing ... unsure if you're taking the "right" actions, ones that are guaranteed to build your business?*

*Have you ever wished somebody could just tell you ... step by step ... exactly how to build a thriving business?*

That's precisely what we do.

#### In this program, attendees will:

- ◆ Learn the specific marketing strategies that are guaranteed to produce the greatest results, so they stop wasting time and start generating more clients, customers, and profit.
- ◆ How to distinguish themselves from the crowd in this marketplace.
- ◆ Move past their fear of sales and marketing and learn to SERVE their clients so they never again have to worry about SELLING to them.

Our system is proven and time-tested. If you follow it, you *will* grow your business ... even in tough economic times. *Guaranteed.*

## Are You Making Any of These 5 Fatal Marketing Mistakes?

*What's worse than no marketing at all? Bad marketing.*

Many well-meaning, hard-working business owners unknowingly sabotage their business with poor marketing. That's worse than no marketing, because bad marketing is incredibly expensive ... costing you thousands of dollars each and every year! Not only does bad marketing cost you money. It costs you time. And it saps your energy and enthusiasm.

#### In this program, attendees will:

- ◆ Discover the 5 fatal marketing mistakes that plague business owners.
- ◆ Fine-tune their marketing strategies, so they're consistently ... and easily ... generating more clients, customers, and profit.

Our goal is to show you how to get the maximum bang for your buck!

BUSINESS  
**BreakThrough**  
INSTITUTE

**To Book Barbara Now >>**

858-566-5585

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www.BusinessBreakThroughInstitute.com



## Please call for more information on these popular programs:

- Understanding Generational Differences
- The Business of Attraction
- How to Effortlessly Attract More Clients
- Let Go of Fear and Master the Sales Process

## Partial Client List

Association of Legal Administrators  
Barney & Barney  
Business Growth Solutions:  
University Training  
Butz Dunn DeSantis & Bingham, APC  
Financial Executives Networking Group  
Higgs Fletcher & Mack, LLP  
Kirby Noonan Lance & Hoge, LLP  
Lawyers Club of San Diego  
Lee Hecht Harrison  
Legal Marketing Association  
Neil, Dymott, Frank,  
McFall & Trexler, APC  
New York State Bar Association  
Oregon State Bar  
Professional Women's Roundtable  
San Diego County Bar Association  
San Diego Eye Bank  
San Diego Tax & Accounting Institute  
Seltzer Caplan McMahan Vitek,  
a law corporation  
Solomon, Grindle,  
Silverman & Spinella, APC  
Solomon Ward Seidenwurm & Smith, LLP  
Sullivan Hill Lewin Rez & Engel, APC  
Thomas Jefferson School of Law  
Tredway Lumsdaine & Doyle, LLP  
University of California,  
San Diego CONNECT  
University of California,  
San Diego Extension  
Women's Business Center of California

## Speaking Testimonials

Barbara spoke at our firm retreat and subsequently conducted a follow-up training program for our attorneys. **The results have been nothing short of fantastic! The renewed energy she evoked at our retreat turned into action under her tutelage.** If you want a motivational speaker who incorporates practical training - turning theory into action - you can't go wrong by hiring Barbara to work with your firm."

— Steven J. Cologne, Esq.  
Higgs, Fletcher & Mack

Barbara has the experience to provide training to the most seasoned professional while including the information pivotal to those who are new to marketing their services. **Her facilitation of our retreat gave everyone nuggets of gold for their future business development.**

— Judith Hissong, CLM  
Chief Operating Officer  
Solomon, Grindle, Silverman & Spinella, APC

Barbara has conducted a number of training programs for our attorneys. She works with me prior to each program to determine if there are any areas within the program on which she should focus more attention. **Because the programs are well thought out and customized for our group, they are always well received.**

Barbara is a very natural speaker who is obviously comfortable in her knowledge of the topics she addresses, making her very enjoyable to listen to. In addition to the group programs, Barbara works individually with attorneys to assist them in further developing their skills.

— Patricia L. Groff, CLM  
Firm Administrator, Butz Dunn & DeSantis

Barbara has spoken to our clients on a number of occasions. She always consults with me before the event to shape her presentation to the needs and interests of the group. She actively engaged our clients and created a very positive atmosphere. Her delivery was excellent. **Our group has had many speakers over the years, but she is definitely one of the best.** Our hope is she'll continue to join us to share her helpful insights.

— Fred Dawn  
Lee Hecht Harrison

I've heard Barbara speak to audiences of few, and of very many. She provides excellent information tailored to the audience, with content-rich stories and experience. **If you are looking for someone to bring energy and passion in their presentation, Barbara is the right choice!**

— Judy Hissong, President  
Association of Legal Administrators  
San Diego Chapter

## Barbara is available for:

Keynotes, Breakout Sessions, Staff Training & Retreats

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