

# Speaker, Trainer, Coach = Teacher

**Patty Benton** | BA, Certified Coach

## Conquer Your Marketing Fears

Creating a Marketing System that ANYONE can do.

- ✧ Turn off the noise, and focus on creating a system for YOU.
- ✧ Start having fun marketing.
- ✧ Create the business of your dreams, without having to spend your time "selling."

## Overcome Objections

Without feeling smarmy.

- ✧ Learn the 7 main objections.
- ✧ Effectively conduct your consultations so that overcoming objections becomes less of a necessity.
- ✧ When faced with objection, overcome them without being "pushy."

## Develop a Business Foundation

Empower your business.

- ✧ What are the 3 main components to building a successful business.
- ✧ Why many people miss incorporating these components in their business.
- ✧ Steps you can take today to incorporate them and create the business you intended.

## Building and Maintaining Your Business Through Faith

Staying true to your beliefs in the business world.

- ✧ What does it truly mean to be a Christian Business owner.
- ✧ Why many people miss the amazing opportunity to serve God through their businesses.
- ✧ How to stay true to your faith while running your business.

Unlock the missing pieces and crack the success C.O.D.E.



**Conquer Marketing Fears**

**Overcome Objections**

**Develop a Business Foundation**

**Empower Your Business**

*"Patty Benton ROCKS! She provided tons of valuable information and delivered it in a fun and easy to follow format." - Michael Charest, President of Business Growth Solutions*



*The workshop gave me the perspective that I needed to give in to my fears about starting my business. After the workshop I took a deep breath and knew that I had to believe in myself and my abilities and know that I will do a remarkable job!" - Kathy Fey, Fey and Associate*

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All programs tailored to the clients needs. Additional and custom topics available upon request.

**Dedication + Compassion + Commitment to Your Success = Patty Benton**

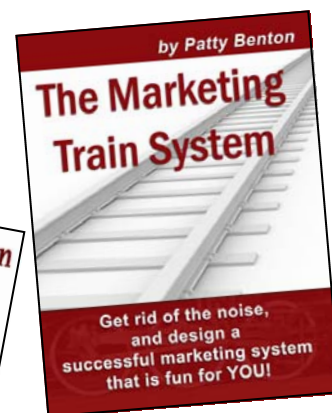
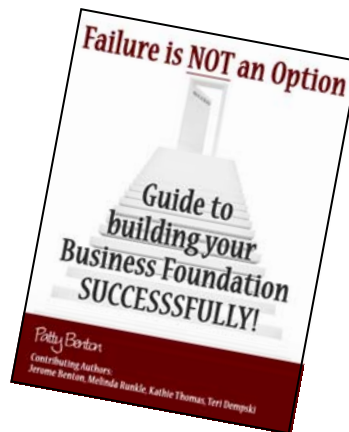
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**Book Patty for your next event.**

## Some additional topics are:

- ⇒ Resuscitating Your Dreams --  
*10 Truths in Reaching Your Dreams*
- ⇒ Squashing Your Fears --  
*Steps to Living Fear Free*
- ⇒ Get on the Marketing Train --  
*And Grow Your Business*
- ⇒ Virtual Assistant --

*All topics are customized based on the group. Custom topics are available upon request.*



## Some recent speaking events:

- ⇒ OIVAC—Regaining Control of Your Time—*And Your Life*
- ⇒ Growth Business Solutions Membership Group - *Virtual Assistant - What the...?*
- ⇒ Arizona Virtual Assistance Connections - *Effectively Conduct Your Complimentary Consultations and Overcome Objections*
- ⇒ International Virtual Assistants Association 4th Annual Online VA Summit - *Mastering the Complimentary Consultation - Learning the Process & Overcoming Objections*

Founder and Coach of the Failure is NOT an Option – Your Business Foundation to Success Coaching Program, which is a uniquely designed program that allows participants to select the coaching level **\*they\*** need starting at the price of a cup of coffee.

## The Story of a Mother's Virtual Professional Success:

Not only is Patty Benton the owner of JERPAT, LLC, but she is a dedicated and faithful Christian, a loving wife, a busy (and sometimes crazy) mother to three children, and stepmother to two full grown sons. She works very hard to show her faith through the quality of services she provides to all. A former elementary public school teacher (teaching always has been and always will be her passion the age of her “students” have just shifted). She enjoys spending time with her family; traveling, shopping, and just playing. Patty is an avid reader, and yes, a “Days of Our Lives” and L.O.S.T. fan - *hey, a girl has to be able to relax and enjoy others chaotic lives.*

Patty has enjoyed the twists and turns in her journey, and is passionate in helping other Virtual Professionals who want to launch their businesses, or are struggling to have the business they intended. She thanks God everyday that she is blessed with a business that allows her to stay home with her family, and yet still find fulfillment in herself through her business, as well as assist with the family finances.



## The Path of Patty Benton's Journey as a Virtual Professional:

- Co-owner of JERPAT, LLC providing web design since 1998 & virtual assistance services since 2003 with her husband, Jerome
- Creator and Founder of the Failure is NOT an Option Program, established in 2005 (originally JERPAT Training & Coaching), training Professionals working from their homes, how to develop a solid business foundation and a solid understanding of marketing their business while enjoying their businesses
- Author of The Marketing Train System and Failure is NOT an Option! A guide to building your Business Foundation SUCCESSFULLY!
- Creator and founding coach of Failure is NOT an Option Coaching program , Failure is NOT an Option Building a Solid Business Foundation Series and The Marketing Train System

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