

Lynette Young

Founder at Purple Stripe Productions

Riverside, NJ, US

Social & Marketing Technology ? Business Entrepreneur
Empowerment

Biography

Lynette Young is a seasoned and informative event speaker and has written, conducted and implemented successful corporate training programs since 1990. Lynette is focused on helping businesses and professionals generate and convert leads, build buzz, and deliver flat-out unbeatable service and support using ?do it yourself? digital media solutions. Lynette is a world-renowned digital marketing consultant, social media subject matter expert, and sought-after keynote and event speaker. She speaks and trains at a wide array of organizations including Fortune 500 firms, women?s organizations, small business conferences and private companies of all sizes to help them overcome hurdles and plateaus of doing business on the social web. Lynette would love to be of service to your organization. Lynette can present on topics targeted around digital marketing, social media, and professional branding. Lynette prefers to take each particular audience in consideration and customize her talks to be unique and up to date every time she takes the stage.

Availability

Keynote, Panelist, Workshop, Host/MC

Industry Expertise

Internet, Social Media, Business Services, Women, Training and Development

Areas of Expertise

Marketing Technologies, Smb Technology Trends, Women and Entrepreneurship, Women in Business, Social Media & Branding

Affiliations

Podcamp Philly, Podcamp East, Podcamp, Social Media Club, Women of Google+, New Jersey Podcast Association

Sample Talks

The Myth of the Overnight Success: How to Build an Iceberg in 25 Years or Less

NOTE: This is the primary talk that Lynette books. This presentation can be customized to fit a keynote, session talk or workshop. Her seven principles of entrepreneurship - Predicament, Perception, Perseverance, People, Passion, Prosperity and Progress - can be presented in part or as a cohesive session. There is a myth in the online space about lucky people that become an ?overnight success? out of nowhere. It?s bunk. Or more specifically, an iceberg. However you look at it, it takes a lot more than showing up to the party to achieve success. Lynette Young has been a technology and marketing professional for 25 years, one of the earliest bloggers and podcasters, and now a huge Google+ fan. Find out how it took her so long to become an ?overnight success? ? including how to dig deep and find your own version of instant stardom. Through this talk Lynette will share stories and insights from her quarter-decade long career from corporate technology to entrepreneurship ? and what you can pull from your own past to create future success.

Google+ for YOUR Business

NOTE: Lynette is no longer taking bookings for this type of talk. Your day is busy. Your time is limited. Your budget is even smaller. Come ?Hangout? with Lynette to find real actionable ways to work Google+ into your business. You will discover why Google+ isn?t just a social network, but a vital piece of online digital publishing and marketing to get you noticed FAST.

Embracing the Negative

Learning how to not just contain the damage or ignore it, but actively solicit the conversation-starters into repairing your image. Don?t want to get into the space because you are afraid of negative conversations about your brand? Guess what? It?s happening if you are there or not.

Beyond Text: Bringing Multimedia Immersion to Your Message

While some may say ?print is dead?, print on the web (or your iPhone) is alive and well. YouTube is one of the world?s most popular web destination for a reason. Learn to reach beyond the the ?printed word? and draw your clients into a multimedia experience that will position you as the go-to source in your industry.

Marketing Where The Money Is

Audience identification hinges on not only finding the right people to listen to, but the right people to sell to. By focusing your online efforts in the most profitable places, you can gain fans and customers while minimizing your time and cost.

Event Appearances

Speaker: Google+ Ninja Tactics: Three Ways to Maximize Your Google+ Efforts
Social Media Marketing World

Speaker: You Want A Raving Fan Base? Here's How The All-Stars Do It... And You Can, Too!
New Media Expo / NAB

Speaker: How to Use Google+ to Promote Your Podcast
Podcast Movement

Speaker: Google+ for Your Small Business
Geek Girl Tech Con

Speaker: Google+ for Your Small Business
Geek Girl Tech Con

Speaker: Google+ for Your Small Business
Social Media Marketing World

Speaker: Google+ for Your Small Business
Geek Girl Tech Con

Speaker: Google+ for Your Business
Bloggy Boot Camp

Speaker: How to Build an Iceberg in 25 Years or Less
Princeton Tech Meetup

Keynote: How to Build an Iceberg in 25 Years or Less
New Media Expo

Speaker: Google+ for Your Business
Association for Computing Machinery and IEEE

Speaker: Using Google+ to Promote Your Indie Book or Bookstore
Book Expo America

Speaker: Google+ for Your Business
MSPC's Executive Women's Networking Group

Speaker
AMA Iowa American Marketing Association

Speaker: Content That Converts: How SMBs and Startups Can Get It, Use It and Crush It
Greater Philly Small Business Marketers

Panelist: Leveraging Google+, Pinterest, and Instagram
BlogHer

Speaker: Google+ for Your Business
Bloggy Boot Camp

Speaker: Google+ for Your Business
Podcamp East

Speaker
Digital Family Summit

Speaker
Type-A Parent

Speaker
Book Expo America

Speaker
BlogWorld & New Media Expo

Speaker
SoMeBizLife

Speaker
Women in Tech Summit

Accomplishments

Toprank Blog 25 Women Who Rock Social Media 2014

From Toprank Blog: Early 100 women have been recognized over the past 4 years and the feedback I've received has been amazing ? just like the women featured on the lists. Publishing these posts has also introduced me to some incredible individuals that are accomplishing amazing things ? creating impact and making a difference ? through social networking and social media content.

Top 30 Women In Social Media Who Are Rocking It #LikeAGirl

<http://kimgarst.com/so-here-ya-go-my-top-30-women-in-social-media-who-are-killing-it-likeagirl>

Testimonials

Ben Blakesley

So many people claim to be social media experts, but Lynette is the real deal. Her knowledge and experience goes beyond the social channels and marries marketing principles with social techniques and tools in a way that helps businesses grow. When I was organizing the social media conference Community Manager Recharge, I knew I wanted to have a session on Google+ and I also knew there is no one I'd rather have present on the topic than Lynette. But even beyond the amazing business mind and insightful marketing expert, Lynette is truly a generous and wonderful person.

Evo Terra

Lynette is a force to be reckoned with. She has a keen sense of the digital space and unparalleled ability to create cohesive working groups. Her enthusiasm is infectious, lending strength and support to those with whom she works.

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