

# Tarsha Polk

**Small Business Marketing Coach at The Marketing Lady**

Plano, TX, US

Personal Branding Strategist, International Speaker, Author

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## Biography

Tarsha Polk, The Marketing Lady? is a personal brand strategist, business coach and international speaker who is passionate about empowering people to succeed in business and life. Fifteen years ago, Ms. Polk stepped out on faith and left a corporate sales job, after her boss denied her of an internal transfer. Now, she is an award-winning entrepreneur, author of the book; Beyond the Business Card and contributing author in the book, Faithpreneur. For over a decade, she has coached thousands of small business owners, career professionals, and non-profits to attract more clients and opportunities. Ms. Polk has received numerous awards from the small business community including, 40 Under 40 in Collin County, Business of the Year from the Collin County Black Chamber of Commerce, and the Leadership Award from National Association of Women Business Owners, for which is the Dallas chapter past-president. She currently serves on the Dallas Independent School District's Minority and Women Business Enterprise Advisory Committee. But, her most defining moment in her career was when she was awarded a contract with the National Football League for Super Bowl XLV. In her free time, she volunteers with organizations helping high school students and military veterans learn about entrepreneurship. Learn more about The Marketing Lady at [www.themarketinglady.com](http://www.themarketinglady.com)

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## Availability

Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## Industry Expertise

Public Relations and Communications, Professional Training and Coaching, Advertising/Marketing, Business Services

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## Areas of Expertise

Social Media, Marketing & Branding, Strategic Networking for Success, Developing Relationships, Client Attraction, Strategic Marketing, Lead Conversion, Contact Management, Networking Skills, Branding and Pr, Creating A Compelling Vision, Personal Branding, Email Campaign, Content Marketing

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## Affiliations

Speaker-coop, eWomenNetwork, National Association of Women Business Owners, Association of Women Business Centers

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## **Sample Talks**

### **Beyond the Business Card: Strategic Networking for Success**

What are you doing to effectively use your network of contacts? This interactive workshop focuses on helping professionals improve their networking skills. Attendees will learn networking strategies and how to overcome networking challenges. During the presentation, attendees will have the opportunity to develop their own strategic networking plan.

### **How to Stand Out from the Crowd with a Recognizable Brand**

Getting noticed when hundreds of competitors are going after the same target audience can be difficult. Make sure you can stand out from the crowd by creating a unique brand. In this seminar attendees will learn how to establish a strong brand as the first step to making self-promotion a lot easier and more effective.

### **Ultimate Marketing Success**

Learn how to attract more clients and increase revenue as you define new strategies for your products and services. This workshop helps you put strategic marketing planning into focus by clearly demonstrating strategies and how to put them into action.

### **From Dream to Desk: How to Write a Compelling Vision for Your Business & Life**

Take the first step to a better future! Make your dreams and wishes come true! Business owners are dreamers, but sometimes don't know how to get the vision from our heads onto paper and into action. This presentation is especially critical for entrepreneurs who want to grow their business, improve, and make a difference in their life.

### **How to Turn Contacts into Contracts**

Learn to turn your leads into prospects and prospects into customers with a simple yet effective strategy that will grow your business. This presentation covers creating a contact management system, improving your networking skills, building alliances, making connections and better follow up techniques.

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## **Event Appearances**

### **Power of Email Marketing**

Industry Summit

### **Social Media Marketing Made Simple**

Sunnyvale Chamber of Commerce

### **Your an Extraordinary Assistant**

Extraordinary Assistant Seminar

### **You.com: The Art of Branding Yourself**

International Association of Administrative Professionals

**7 Steps to Maximize Your Networking Success**  
2013 Veterans Summit

**You.com: The Art of Branding Yourself**  
B.E.S.T. Career Development Seminar

**Strategic Networking for Success**  
Veterans Entrepreneur Summit

**Strategic Networking for Success**  
Veteran Entrepreneur Summit

**Strategic Networking for Success**  
PowerOn Young Professionals Conference

**Be Your Own Boss**  
Entrepreneurship Boot Camp

**Strategic Networking for Success**  
Association of Wedding Professionals

**Strategize Your Success with a Marketing Plan**  
Governor's Small Business Summit

**Stand Out from the Crowd with a Unique Brand**  
Garland Chamber of Commerce

**Be Your Own Boss**  
Entrepreneurship Boot Camp

**Strategize Your Success with a Marketing Plan**  
Jump Start Your Business

**City of Dallas Commissioners Retreat**  
Team Building Retreat

**Be Your Own Boss**  
Entrepreneurship Boot Camp

**Be Your Own Boss**  
Entrepreneurship Boot Camp

**Turn Contacts into Contracts**  
National Football League Emerging Business Workshop

**3 Keys of E-mail Marketing**  
Digital Day at Dallas Market Center

**Strategic Networking for Success**  
Networking Boot Camp

**Strategic Networking for Success**  
Veterans Procurement Symposium

**B.Y.O.B. Be Your Own Boss**  
Veteran Entrepreneur Boot Camp

**Strategic Networking for Success**  
Veteran Entrepreneur Boot Camp

**Be Your Own Boss - B.Y.O.B.**  
Veteran Entrepreneur Boot Camp

**Power of Email Marketing**  
Hat's & Heels - Women in Business

**Strategic Networking for Success**  
Lunch & Learn

**Strategic Networking for Success**  
Resource Link Workshop

**Social Media Marketing Made Simple**  
Tech-Know Spot

**How to Write a Compelling Vision for your Business & Life**  
Small Business Development Center Morning Break

**Social Media Marketing Made Simple**  
Annual SheWear Hair Care Conference

**Turning Contacts into Contracts**  
Veterans Business Summit

**Be Your Own Boss**  
Operation JumpStart

**Social Media Marketing Made Simple**  
Metro Crest Chamber

## **Beyond the Business Card**

Resource Link

## **You.com: The Art of Branding Yourself**

DULYP 5th Annual Professional Development Conference

## **Goal Setting & Planning Skills**

National Seminars

## **Email Marketing Strategy**

Business Breakfast

## **Alamo Area Hospitality Association**

Lunch & Learn

## **Empowering Women in Business**

Capital One Leadership Panel

## **Power Up Your Networking**

Texas CVB Association Annual Conference

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## **Education**

### **University of Phoenix**

MBA Marketing

### **Old Dominion University**

B.S. Marketing

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## **Accomplishments**

### **Business of the Year**

The Marketing Lady was named the 2013 Trailblazers Award for Business of the Year!

### **Top 40 Under 40 in Collin County**

The Collin County Business Press has selected the best and brightest to honor in its inaugural class of 2012!

### **Who's Who Black Dallas**

The publication recognizes African-Americans achievements in the Dallas/Fort Worth area.

### **Women in Media Award**

Local Dallas/Fort Worth women who work in T.V., Print, and Radio were awarded for their work in the industry and service in the community.

### **Business Community Leader of the Year**

The Dallas Black MBA Association and the Dallas National Association of Black Accountants recognized business leaders in the community who excelled in their fields and gave back to the community.

### **Top 25 to Watch in DFW**

A local Dallas newspaper annually recognizes 25 people in the Dallas/Fort Worth area who are doing exceptional things in business and/or the community.

### **Leadership Award**

2016 Leadership Award from National Association of Women Business Owners, Dallas/Ft. Worth.

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## **Testimonials**

### **Robbie Douglas**

Tarsha Polk with the Marketing Lady was a great addition to the Playbook Workshop Series for the North Texas Super Bowl XLV Host Committee Emerging Business program. Ms. Polk provided a very creative and informative presentation to the Approved and Certified minority- and women-owned business for Super Bowl XLV during her presentation, "Turning Contacts into Contracts". Our emerging businesses were able to walk away with tools and tactics to address immediate opportunities around Networking and Strategic Alliance building.

### **Cindy Gebbie**

Tarsha's presentation to our Collin Bank Clients was professional and well done. She brought forward Marketing information that will assist our Clients in their own lifestyle and business. I look forward to having her back to speak at another time.

### **Linda Gray**

I want to take a few moments to let you know what a great job you did as our guest speaker for the Young Professionals Lunch Time Mixer. Your cheerful and willing attitude is an encouragement and your commitment to excellence assures me that each time you present your message that it will be well received and utilized.

### **Irma Kusuma**

"I was very impressed with the seminar presentation given by Tarsha Polk. She really connects with the audience who benefit tremendously from her extensive knowledge in business start-up and marketing. She is clear, concise and motivating."

**Nicole Williams**

Tarsha's training, experience and sensitivity to the nuances of business owners' growth strategies and marketing needs uniquely position her as an alliance partner you truly want on your team. Not only is she knowledgeable, focused, successful and highly motivated, she delivers as promised and on time! It has been a great privilege to meet you and benefit from your expertise, Tarsha."

**Constance Smith**

Again thank you for a very informative, entertaining and absolutely outstanding presentation which truly enlightened me about my business acumen. I am more aware and am constantly reminded about many things you mentioned during the workshop whenever I'm confronted about or am contemplating biz strategies

**Shellye Davis**

?Since my career revolves around developing others, I thought I had heard it all before. Not so. Tarsha was full of great ideas, had unlimited resources to tap into and quick to offer creative marketing concepts. I looked forward to my phone calls each week, if not sooner.?

**Von Bridges**

Tarsha gave presentation at our recent entrepreneur business class for US Veterans. Her "matter of fact" delivery was very empowering. The "after the business card" concept moves you on to practical processes to follow-through with every potential client. A great resource for business development.

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