

CRYSTAL WASHINGTON TECHNOLOGY STRATEGIST & FUTURIST

Crystal Washington works with direct sales organizations that want to leverage technology to increase profits and productivity

WHAT CLIENT'S HAVE TO SAY

I loved your enthusiasm and humor in the session and I picked up some great tips. One that stands out is the archetype....I'm already doing most of what you shared with us, but this will be a new strategy to add to my brand! Thank you!

-G. Gibbs,
Direct Sales Organization Attendee

The audience response to her content has been amazing. Crystal's energy, passion, and expertise simply wows.

-Sterling T. Shea,
Associate Publisher, Barron's

Amazing! She clearly did research on our company and tailored it to our group. She was funny and relatable! I loved the technique shared and how to brand yourself.

-R. Salgado,
Direct Sales Organization Attendee

I have to tell you, since your presentation at the Raymond James conference this year, I've become new friends with LinkedIn, Evernote, and IFTTT. I'd say that you wouldn't believe the response from folks who receive my contact information and a LinkedIn request only minutes after meeting them, but you would believe it. Thanks for helping me improve my game.

-Tim Weddle, Financial Advisor,
Raymond James Financial



Next Level Social Media for Savvy Consultants

- ✓ Create a posting strategy that garners more shares, click-throughs, and calls
- ✓ Leverage digital marketing tools to build real-world relationships with Preferred Customers, Prospects, and Influencers
- ✓ Learn three powerful tips for becoming a referral engine



Brand Yourself in an Increasingly Digital World

- ✓ Select your archetype to remove guesswork and build a magnetic online personal brand
- ✓ Uncover how to use segmentation to make each connection feel like you're tailoring information to their needs
- ✓ Learn the best tools for overcoming overreliance on social media and owning your contacts' information



Imagine the Future

- ✓ Identify the significant ways in which technology is changing human beings
- ✓ Understand generational differences and technology preferences for increased team participation and client acquisition
- ✓ Discover how technology like augmented reality, beacons, and artificial intelligence are shifting the job market and your customers' communication preferences and needs
- ✓ Uncover what you should do NOW to get ahead of the curve and thrive!

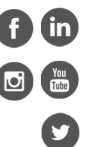


Book Crystal Today!

713.383.9351

crystal@crystalwashington.com

448 W 19th Street #327, Houston, TX, 77008





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PRACTICAL TECHNOLOGY INNOVATION

for SALES, MARKETING AND EFFICIENCY



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The book has great tips to use technology in strategic ways to make connections and get more business. Now you can figure out how to stop wasting time on your cell phone and turn it into a tool to improve your productivity and maybe even help your business.

-G. Guyton

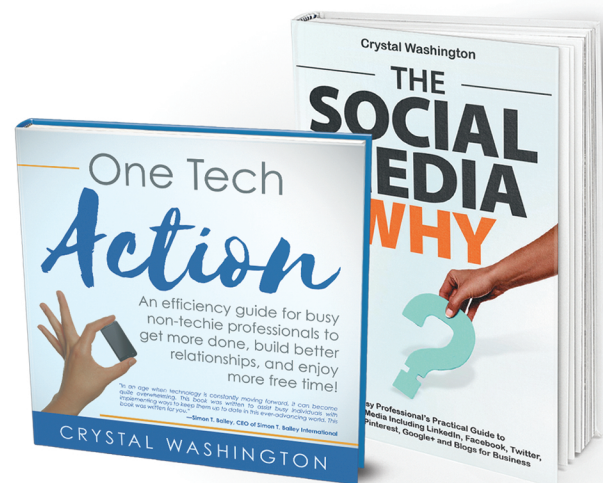
I'm a Boomer, a veteran at Internet Marketing for over 15 years now. It's refreshing to finally have a social media book for business that I can refer to over and over again. Thanks, Crystal, for "writing it plain" — easy to understand, learn and apply.

-R. Baker

In just one weekend, I've finally figured out this social media stuff with the guidance of Crystal Washington and "The Social Media Why." This isn't the first book I've read on social media, but it is the first to motivate me to re-evaluate my half-hearted attempts at using social media for business and to get me to institute practical application.

-M. Cloud

PRAISE FOR
"One Tech Action"&
The Social Media Why"



Crystal's Clients Include:

Google, Microsoft, Rodan + Fields, SendOutCards,
British Airways, Delta, Marriott, Hilton,
Corning, GE, Farmers Insurance

Entrepreneur
MAGAZINE



CNN 650
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