

# CRYSTAL WASHINGTON TECHNOLOGY STRATEGIST & FUTURIST

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



## WHAT CLIENT'S HAVE TO SAY

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

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

*She recharged the audience, had them laughing, energized and engaged in a topic near and dear to all of us.*

**-David Kubissa, Manager,  
Employee Communications, Corning**

*I just returned from a 3-day conference in Chicago attending social media training seminars, and I learned more from you in ½ hour than 72 hours there.*

**-UBS Presentation Attendee**

*Crystal's style is incredibly dynamic and energetic, but her most powerful skill is her ability to create meaningful conversation. Top 5 industry presenters I've seen in 20 years!*

**-D. Colford,  
Chief Revenue Officer, Hanley Wood**

*We immediately went to work on new social media strategy for PhillyTrib.com based on what we heard from Crystal's workshop. After 8 months of activity, we've organically quadrupled our followers on Twitter and our likes on Facebook. PhillyTrib.com has reported a 61% increase in average unique visits per month and a 41% increase in average total page views per month. Now, that's value!*

**-T. Edwards, Digital Project  
Manager, Philadelphia Tribune**



### 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!



### Technology Hacks for Increased Sales

- ✓ Uncover the #1 secret for attracting qualified prospects online
- ✓ Discover the top five tools for wowing prospects, clients, and influencers with little to no effort on your part!
- ✓ Use Google with social media as reconnaissance tools to discover who is using your competition, is actively looking for your services, and to pull membership rosters of potential clients from the "secret" web
- ✓ Utilize simple technology options for creating marketing systems for automating your digital strategy and measuring ROI



### Operation Outsource: Master Efficiency Using Technology

- ✓ Discover secrets for strengthening lucrative professional relationships
- ✓ Identify hacks for better business/career management
- ✓ Uncover fresh "spy tricks" unknown to 99% of Internet users for gaining valuable client information and monitoring your competitors
- ✓ Become an expert at task automation and outsourcing non-revenue generating busy-work (even at home)



### Brand Yourself in an Increasingly Digital World

- ✓ Discover the #1 trick for getting results from LinkedIn
- ✓ Uncover how to use segmentation to make each connection feel like you're tailoring information to their needs
- ✓ Use the best apps for creating a polished brand that attracts influencers and opportunities





CRYSTAL WASHINGTON .com  
 PRACTICAL TECHNOLOGY INNOVATION  
 for SALES, MARKETING AND EFFICIENCY



*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, MD Anderson Cancer Center, Delta Airlines, British Airways, GE, UBS Financial Services, Corning, Harvard Joint Center For Housing, Marriott, Hilton, Kia, Farmers Insurance, Whirlpool Corporation, The American Hospital Association

