



# **Susana Fonticoba**

## **Clear Path Strategy**

**PRESENTATIONS FOR YOUR  
EVENT OR ORGANIZATION**

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# Presentations For Small Business Growth

## **Accelerate Your Success with a Business GPS**

Calling all business owners! Wish you had a GPS to follow in your business so you never get off track? Get a firm grip on the road to profitability by defining the 8 navigation points of success in your company and keeping them in alignment. The Clear Path Strategy Growth Positioning System is a guide that grows with you; it will keep you focused and moving in the right direction.

## **Clear the Path to Prosperity with Perfect Prospects**

It may seem that offering to help everyone will attract the greatest number of possible customers. But marketing to everyone is a fast path to being broke, and targeting the exact individuals that are right for you will lead you to be profitable and joyful! Let's FINALLY reveal your target market with the Clear Path Strategy Ideal Client Reveal method.

## **Move Prospects to Clients with Targeted Content**

Content Marketing may sound overwhelming, but when you become clear on what you say, where you say it, and who you say it to, it becomes a powerful tool to attract leads, engage prospects, and retain customers. The best news – you don't have to be a professional writer to make it work for you. We'll explore the simplest yet most effective ways to use "the right words" to make an impact; where and how to showcase your message.

# Susana Fonticoba

[www.ClearPathStrategy.com](http://www.ClearPathStrategy.com)

Susana Fonticoba owns Clear Path Strategy LLC in NJ. Having built her business and nurtured consistent growth for almost two decades, she knows that entrepreneurship is both tremendously rewarding and absolutely terrifying. She a business navigator to dedicated and creative business owners who are tired of indecision and ready for action that keeps them firmly on the road to success.



Susana is an experienced and engaging presenter at conferences, chambers of commerce, podcasts, webinars, and associations. Susana is actively involved in the National Association of Women Business Owners, the North Jersey Chamber, and the NJ Association of Women Business Owners.



***Susana did a fabulous job presenting to the North Jersey Chamber. She expresses a passion to guide her clients in the importance of building a strategy around a business plan. Susana is professional, comfortable and an expert in bringing value to business owners of all levels. M. Vernuccio, President, The North Jersey Chamber.***

***Recently, the West Orange Chamber hosted a talk by Susana. The material was timely and meaningful. Her workshop enabled us to successfully navigate and overcome difficult challenges. Susana's expertise and enthusiasm in presenting the workshop made it easy for attendees to walk away with renewed purpose and confidence in building their own businesses. A. Amir, Growth Point Business Consulting.***

***We hosted Susana at the Suburban Chamber, presenting how to attract clients with targeted content. She did a great job and we received lost of enthusiastic positive feedback from attendees. I particularly appreciate her approachable and confident style. Her materials were top notch and flowed smoothly. I especially liked that her content addressed attracting customers and potential employees. She demonstrated clearly how business owners can be more cognizant of creating a targeted approach to their business growth. M. Gencarelli, Lakeland Bank***

