

# KIM DEYOUNG

My gift is a combination of seeing big-picture opportunities while strategizing and overseeing implementation to make them happen.

When I started my business, I studied with the best, and was in the trenches doing work from info product creation, to website development, to list building, to affiliate management, to fully understanding the importance of developing a long-term relationship with my prospects and customers.

I've worked with some of the top online marketing companies to grow their businesses. My focus is to support heart-centered business owners to get their brilliance out into the world by developing products that resonate with their target market and creating thoughtful, well-optimized marketing funnels that guide a customer by the hand through all their offerings

Currently, my business is comprised of both running my own coaching programs, based on my products, and consulting with other business owners to develop their products and build marketing and sales funnels.

## Consulting Experience

Currently I'm the acting COO for 2 high-end business coaches who sell their offerings online via products and classes. I'm involved in everything strategic and implementation regarding revenue generation, product development, customer experience, launches, funnel build-out, business development, and affiliate relationships. For both I oversee small teams of tech, copy and graphics.

As the VP of the Full Funnel Optimization Group at **Digital Marketer** I helped 7-figure business owners build their funnels and optimize conversions at every stage of their customer lifecycle leading to improved bottom line results.

For the **Empower Network**, a large network marketing company that sells business information products, I pulled the brilliance from the founder's brain to create a series of three info products that support the person new to network marketing to grow a sustainable business.

For **Move the Crowd**, a coaching company dedicated to helping people be in their highest contribution and doing the highest and best of what they're meant to do, I created, mapped out, and oversaw implementation of multiple funnels, with new product offerings, guiding customers to their high-ticket offerings.

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As the Director of Business Development for **GKIC (Glazer-Kennedy's Insider's Circle)** I managed the entire launch process and oversaw all strategic partnerships for three of their most successful multi-million dollar product launches. I also created a brand-new women's division, catering to women who want serious marketing advice, and headed up their first women's event with 20 speakers.

I partnered with **Business Acceleration Strategies** to create automated webinar funnels for 2 key clients. Using their model, I worked closely with the business owner, copywriter and tech team to create a webinar process that would allow for passive income.

I have a **very strong knowledge of Infusionsoft** as I've been using it for 13 years both for my personal business and all my clients. I worked closely with the Infusionsoft corporate team and believe that if you can conceive what you want from a marketing perspective it can be built in Infusionsoft's platform. While I typically defer to a certified tech team to do all implementation, I'm very adept at working in the platform and strategizing how to best achieve the marketing initiatives I'd like to create.

## Coaching Experience

**1:1 coaching clients** - For service-based professionals, I work with them to leverage the knowledge that they so often take for granted into info products that allow them to reach a broader audience. I also coach them to get done what matters most to them in the businesses.

My most exciting service for this segment are **Genius Maps** where I pull the brilliance of a book or product from their brain, and organize it so they can more simply create their offering.

I have created three foundational info products for my clients:

**Ready Set Resultz** - how to get a project completed

**Think Create Sell** - how to create an info product

**The Women's Launch Playbook** - how to launch and monetize a product/service

I'm in the process of finishing my first book, **How to Find Your Way**, about the choices we make and how our life unfolds because of them and what becomes possible. I have a big vision for sharing this message with the youth.

I host a podcast called **Choose: Exploring What's Possible**.