

> Stepping Up! Stepping Out! Fueling Sustainable Growth

Too often business professionals fall into a rut crafted from their own extensive to-do lists. With their heads down churning out deliverables, they miss opportunities to grow.

- Step up when an opportunity taps and knocks.
- Step out of your comfort zone and take a chance.
- Toss your hat in the ring and introduce yourself.
- Grow your business through testimonials and awards.

> Publish Your Book: FUEL Your Purpose

Publishing a book can expose your business and expertise to a new audience, which in turn leads to growth. But as with any new product launch, careful thought must go into planning, writing, and publishing the book. I will have you FUELED up and ready to:

- Focus on your audience.
- Energize your mission.
- Unify your goals.
- Launch your platform.

> Publishing a Niche Magazine with Tight Resources

A magazine can be an effective tool to keep your audience informed and connected to your organization. But it can take significant resources. Learn how to do more with less.

- Automate processes
- Work the alliance system
- Crowdfund content
- Diversify your platforms

> Masterful Mentorship

A vibrant, outspoken French woman named Yvonne changed my life when she took me in and helped me transform from a shy introvert to a successful businesswoman. With your audience, I'll share the most transformative lessons she shared with me. These lessons helped me to thrive in business and as a spouse, mother, and friend, and to lead a heart-centered life.

About Fabi

Fabi Preslar is president of SPARK Publications, an 18-year-old Charlotte-based graphic design firm that specializes in custom publishing and content development for print and digital magazines, catalogs, books, annual reports, and promotional marketing materials. In the past few years, SPARK Publications has won more than 100 industry awards for client projects. Recently, Fabi was named one of 2016's 50 Most Influential Women in the Charlotte region by *Mecklenburg Times* and the 2015 B2B Marketer of the Year by the Business Marketing Association of the Carolinas, and won the Trailblazer Award at the Greater Women's Business Council Ladies Achieving Continued Excellence (LACE) Awards. She is also publisher of *b2bTRIBE* magazine, the voice of Charlotte-area entrepreneurs and small business owners, and the author of *On Heaven's Couch*, a tribute to her mentor.



**Contact Fabi
to speak to
your group!**

Fabi@SPARKpublications.com
704.844.6080