

# LORI FELDMAN, THE DATABASE DIVA



Lori Feldman is a popular speaker on direct marketing, mailing lists and CRM (customer relationship management). She shows sales professionals and business leaders how to squeeze more profit from contacts they already have using proven database marketing tools.

Lori hasn't made a cold call in over 20 years because she practices what she preaches: Executing a contact management system, sending out drip-marketing campaigns and using powerful web marketing strategies generates new leads and more referrals every month.

Aviva's e-newsletter, *The Database Marketing Hotwire*, won the APEX Award for newsletter writing excellence. Lori has been a mailing list broker and direct marketer for over 2 decades and is a recipient of the Direct Marketer of the Year Award from the DMA of St. Louis.

Lori promises at the end of your event, your audience will leave feeling energized, hopeful, and with a specific plan of attack to turbo-charge their unique position in the marketplace.

*"The Database Diva is a marketing idea machine. Lori's enthusiasm for helping us effectively market our business is contagious and has made a significant difference in how we reach our customers. Every seminar, every email, every consulting session has potential to ramp up your business!"*  
- Tom Petrie, Bad Dog Picture

## Lori's Most Popular Topics...

- ❑ "Honk if You Hate Cold Calling"
- ❑ "Deep Diving for Hidden Profit Using Database Marketing"
- ❑ "How To Put Social Media To Work for Your Company"
- ❑ "Marketing on a Low- or No Budget"
- ❑ "Five Cool (& Totally Free) Internet Tools for Business"

## Lori Has Spoken for...

- ❑ The System Seminar
- ❑ Annie Jennings PR
- ❑ National City's WEDO Tour
- ❑ E-Women Network
- ❑ Institute of Management Consultants
- ❑ St. Louis Community College
- ❑ St. Charles Women's Journal
- ❑ Eureka Chamber of Commerce
- ❑ Pacific Chamber of Commerce
- ❑ Noonday Rotary
- ❑ Colliers Turley Martin Tucker
- ❑ Compton & Sons
- ❑ Net Profit Explosion

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