

Dr. Rachna Jain

PSYCHOLOGIST &
PROFESSIONAL SPEAKER

*Available for: Keynotes, Workshops,
Half Day and Full Day Presentations, Retreats*



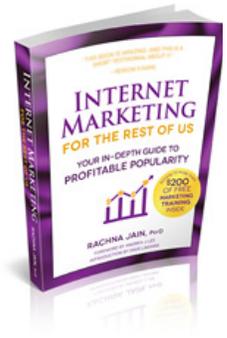
“Rachna Jain is an incredibly magnetic speaker. She has presented at several of our conferences and the audiences always love her! She teaches practical, effective strategies and the audiences always leave with ‘next step’ action plans. She always delights and inspires as she educates - making complex topics easy to understand. I can’t wait to have her back!”

– Casey Truffo, www.BeAWealthyTherapist.com

Dr. Rachna Jain is a clinical psychologist and business profitability strategist who works with six and seven figure businesses that are looking to become more visible and profitable online. Drawing from her extensive understanding of human motivation, technology, neuroscience, and marketing, Rachna makes high level strategy easy to implement.

Nationally recognized in the media, Rachna has been quoted in more than 500 major publications, including Fortune Small Business, Entrepreneur Magazine, The Washington Post, and The Chicago Tribune, among many others. She has guested on Top 10 radio, and also appeared on NBC’s Today Show, as part of her consultancy to the Hearst Corporation, a major magazine publisher.

Her most recent book **“Internet Marketing for the Rest of Us: Your In-Depth Guide to Profitable Popularity”** has received great praise for helping readers understand how to use the internet more effectively for small business marketing. Rachna has used the internet since 1998, and has created three distinct +six figure online businesses.



Book Dr. Rachna Jain, Profitable Popularity Strategist

p 240-389-3459

w ProfitablePopularity.com

e Rachna@ProfitablePopularity.com

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"Based on feedback from nearly 300 attendees, Rachna Jain was our #1 favourite speaker in a roster of more than 10 speakers. In addition to actionable and current content, she brought heart, context and humour to the stage. The cherry on top is the fact that more than 50% of the room took action on her teachings afterwards."

– Andrea J. Lee, www.WealthyThoughtLeader.com

Speaking Topics

Profitable Popularity: Become More Profitable & More Well Known Online Using the Power of Content and Search Marketing

Discover strategies to become more profitable and make more money online, using the power of content and search marketing. Learn how to identify your target audience, learn how to develop their online demographic profile, and then learn how to reach them using content marketing, social media, and search engine optimization. These strategies will help your business get in front of clients who are looking for you.

Forget Friend or Follower: 14 Strategies to Build True Fans

Leave aside the concept of fan, follower, or friend- this presentation will demonstrate why you must be more concerned with building true fans. A true fan is someone who follows you and purchases from you, which is a must if you want to get a return on your investment of time and resources. Learn both basic and advanced skills for attracting fans, engaging them, and converting them from interested bystander to paying client.

Business Profitability Strategies: Find Your Hidden Profit Centers

Every business has hidden profit centers- areas where there is money just waiting to be made, if only you could see it. Learn how to boost your business profitability by finding these hidden profit centers in your business. My clients have individually generated an additional \$20,000-\$35,000 profit with almost no extra work.

Measuring What Matters: Growing Your Business For Profit

Learn what numbers you need to measure in your business, and why measuring matters. More than just an ego feed, key metrics can tell you where to invest your marketing dollars, whether your marketing is working as planned, and can offer insight into who your business is attracting and how you can best serve them. Framed through the lens of Google Analytics metrics tracking, you will learn how to read the numbers and interpret them to build your levels of visibility, credibility, and trust.

Strategic Curriculum Design: Teaching Sells

Do you have a lot of program offerings but hardly any sales? This often happens when you build programs in response to a perceived need, without planning for how these programs fit within the larger arc of your business. Learn how to design a pathway of integrated program offerings that strategically sell one after the other.