

Tarsha Polk, MBA



www.themarketinglady.com

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What People Are Saying about Tarsha's Work and Workshops:

Speaking

"Ms. Polk, you hit a homerun. The participants were reeling from your message. I especially like the way you incorporated our instructors and students into the message." - Roy C. Lopez, Vice President, CRA Business Development at Capital One Bank.

"Tarsha Polk with the Marketing Lady was a great addition to the Playbook Workshop Series for the North Texas Super Bowl XLV Host Committee Emerging Business program. Ms. Polk provided a very creative and informative presentation to the Approved and Certified minority- and women-owned business for Super Bowl XLV during her presentation, "Turning Contacts into Contracts". Our emerging businesses were able to walk away with tools and tactics to address immediate opportunities around Networking and Strategic Alliance building." Robbie Douglas | Director of Business Development | North Texas Super Bowl XLV Host Committee

"I want to take a few moments to let you know what a great job you did as our guest speaker for the Young Professionals Lunch Time Mixer. Your cheerful and willing attitude is an encouragement and your commitment to excellence assures me that each time you present your message that it will be well received and utilized. We would love to have you come back again sometime in the near future." - Linda S. Gray, GSWBCC President – Dallas

"Tarsha Polk's seminar is very informative and interactive. I learned a lot of valuable tips."
- **Shellye Ross, Owner, Ross Concepts**

"Wonderful presentation! Strong, professional and refreshing!" – Laval Ezell, Founder, Woman's Worth Enterprise, Dallas

"The Marketing Lady will teach, preach, and tell you like no other. She is a breath of new life. She will turn you around in the words she says and, the story she tells. Her education is beyond degrees, even though she has many. Apply what she says, and then take a deep breath, because your life has just changed with the knowledge she shares. Ms Marketing Lady I so enjoyed you. I now do much better telling people about my company. After I did it, I smiled and said Thank you for preparing me. A job well done." - Curry Riggins

"Again thank you for a very informative, entertaining and absolutely outstanding presentation which truly enlightened me about my business acumen. I am more aware and am constantly reminded about many things you mentioned during the workshop whenever I'm confronted

about or am contemplating biz strategies.” – Constance Smith, Owner, Going Away To College Store.

“You were totally awesome! You made it possible for those women that were there to feel really confident about networking for their businesses. You really opened up my eyes and my world to a new way of making social networking work for my business. The information you gave me was worth a million pounds!! Or as you may say in the US "million dollars". “ Tracy Reid, Founder of Stiletto Millionaires.

"Tarsha's training, experience and sensitivity to the nuances of business owners' growth strategies and marketing needs uniquely position her as an alliance partner you truly want on your team. Not only is she knowledgeable, focused, successful and highly motivated, she delivers as promised and on time! It has been a great privilege to meet you and benefit from your expertise, Tarsha." [NiCole Williams, GRI DFW Real Estate Broker](#)

"I was very impressed with the seminar presentation given by Tarsha Polk. She really connects with the audience who benefit tremendously from her extensive knowledge in business start-up and marketing. She is clear, concise and motivating." Irma Kusuma, MEED Business Assistance Center

Coaching/Training

“I want to thank you for your help in your recommendations and advice. Your advice on how to find and market to my niche market was invaluable; you gave me a track to follow. By implementing a couple of your suggestions, in just a few days I have gained new customers. I am also getting involved with Face Book and writing a posting for Craigslist. Thanks to you, I would not have thought of these promotional strategies. Now I have a clear picture of how to market my Home Base business on the internet, thanks to you.”

- Marva Little, M & M Travel, Owner – Houston

“The training by Tarsha Polk was incredible. As I stated, I think I learned more in four hours than I did at Business school. "Household Helpers" has been rocking since I finished. Now I am starting on becoming a Certified Biometrics Professional. I'll be back as Arnold would say. Thanks and Happy Holidays.”

- William Bret, Household Helpers, Owner – Dallas

“Since my career revolves around developing others, I thought I had heard it all before. Not so. Tarsha was full of great ideas, had unlimited resources to tap into and quick to offer creative marketing concepts. I looked forward to my phone calls each week, if not sooner.”

- Michelle Davis, ShellyPop Candles, Owner – Dallas

Within a few minutes of speaking with Tarsha, I was able to refocus our target marketing for new clients. She is a great consultant!

- Darren Moore, [4DaSoul.com](#) , Owner – Dallas

“Tarsha, Yes it was a great call. It helped me in more ways than you could even imagine. This session allowed me to see the process of how I want to interact with my clients. You are very professional and you have an awesome package that you present to your clients. My overall

goal is to package my product so tight that people understand how valuable my advice really is. How just spending time with me will assist them in getting unstuck and moving on with their career goals. I am so excited about what I have discovered through our coaching session, it's unbelievable!" "Understanding Branding & Marketing is that critical inch you need to assist you in achieving your goals" - **Talisa Porch, President/CEO Connected Minds Enterprise**

Marketing

"Tarsha has done an amazing job getting my business off the ground. She has created marketing materials, social media campaigns using Constant Contact to help brand my products. Also, she has helped me with networking and coaching to form relationships with potential customers. In just a short time, I have seen real success with the growth of my business. If you are looking for someone that is professional and can help you with all your marketing needs, then I highly recommend, Tarsha, The Marketing Lady to help you succeed!" **K. Browne, owner/founder Exotic Hair Collection**

"Tarsha was great to work with. She is smart, motivated and very proficient at getting the job done!" - **Michael Wylie, Standing Dog**

The Marketing Lady was the best thing I could've ever done for my business. She understood my needs as far as what direction I wanted my business to go in and her coaching sessions helped me to understand what I needed to do and how to go about doing it. She made me feel very comfortable like I was just speaking to a friend instead of someone I paid to help me get my business in order and that made me really happy and business is going really well thanks to her helpful guidance. **Tyla Robinson, GotchaGifts**

"Running a business is an incredible task especially when you have a full-time job and a family. Nonetheless, the show goes on, and in order to thrive in any business, one must have an active and effective marketing plan. It is also important to get a marketing plan specifically catered to the specific goals and structure of your business. Not only has Tarsha Polk supported me with valuable advice to aide me in balancing my business and career, but she has also aided me by creating an incredibly effective marketing plan. Since I began working with her from the marketing aspect of the business, I have learned to manage my time better, seen an increase in sales, seen an increase in inquiries, and seen an increase in the awareness of my business. There are many marketing consultants and business consultants out there, but it is important to find one who is willing to work with you to ensure that you get good results as opposed to just giving you a general marketing plan that is not effective. Because Tarsha Polk aka THE MARKETING LADY gets the job done right, I would recommend her services to anyone." - **Latresa Clark BeDazzled Acting Company**

"I know it works it increase our sales, my confidence, and has now open up an opportunity to hire a staff. Keep up the excellent advice."
Helen Butler, Cookie Boutique

"Although many individuals and companies represent themselves to be Marketing Experts, Tarsha Polk possesses key tools and resources to match individual needs to specific targeted markets, often exploring areas of potential business overlooked by larger firms. This personal attention to every client represents a cornerstone to success in growing a customer base within any individual marketing plan. I have always found her to be extremely effective as a communicator, and have the ability to present dynamic concepts in terms that match her audience be it a sole proprietor or part of a multi-million dollar industry event."
Jerry Hosik, CEO East Texas Cattle Company