



Alicia White

Nation's First Speaker Branding & Marketing Materials Provider for the Back of the Room

People are naturally drawn to Alicia White. Her bright smile and gracious charm put people at ease instantly. It is no wonder that she is a natural speaker who is passionate about giving value to her audience. After attending one of her speeches, audiences walk away with solid information to enhance their success by taking action.

As founder and owner of Back of the Room Productions™, Alicia believes that stellar and professional design is imperative to branding and marketing a business or individual.

“Without unique branding and quality marketing materials, you can't expect to be taken seriously as a professional.”

— Alicia White

That's why Alicia speaks to business owners around the U.S. about branding practices and to speakers about essential products needed for public speaking success. To schedule Alicia for one of your conferences or events, please contact her in one of the following ways:

Email: alicia@borproduct.com
Phone: 214-556-4947
LinkedIn: [AliciaWhite911](#)
Facebook: [SpeakersBriefcase](#)

Monetize Your Message.

Speakers learn the must have products and how to use them to generate leads and revenue every time they speak.

The Three Cs of Branding.

Business owners learn how to implement three processes—Consistent, Creative, Concise—to attract more customers.

Lessons Revealed through Nature.

Based on countless wildlife adventures, Alicia shares how one can change their mindset to overcome business and life challenges.

Alicia's Passion

As a category creator in the speaking industry, Alicia is recognized as the first in the nation to develop speaker branding and marketing materials specifically for the back of the room. She founded Back of the Room Productions™ with purpose but it was an observation that fueled her drive to reach as many speakers as possible.



After attending a two day seminar given by a high profile business coach, Alicia learned that even multi-million dollar speakers are leaving money on the table. This speaker had no giveaway products, not even an agenda or handout that branded him or his company. To top it off, the only offer he made available cost buyers \$300, eliminating revenue from those who couldn't invest that amount but were willing to invest in the \$20-\$100 range.




Because of a lack of back of the room products and presence, Alicia walked out of the room without the speaker ever getting her information or her money. That is why Alicia is passionate that every speaker understands the importance of products and how to use them as lead and revenue generating tools. After speaking with Alicia, new and experienced speakers instantly see the benefits she offers.

Alicia's Highlights

- Featured Speaker at Public Speakers Association Chapters Nationwide, 2013
- Public Speakers Association Director, 2013
- Interactive Author Mastermind Expert, 2013
- Toastmasters Competent Communicator, 2013
- Presenter for Rocker Life Coach Seminar, 2012
- Nominated for Blackberry's Leaders Small Business Influencer Awards, 2012
- Co-Authored book: *Building Business through Focus and Design*, 2012
- Featured Speaker at the Home Inventory Professionals National Conference, 2011-2012

For a value-driven, positive speaker who shares beneficial content to an audience, send Alicia an email or give her a call. She is also available to speak with your mastermind groups and can lead a break out session at your events.

 alicia@borproduct.com

 214-556-4947

 [AliciaWhite911](#)

 [SpeakersBriefcase](#)