



Gail Martin

President, DreamSpinner Communications

www.GailMartinMarketing.com • 704-595-9581 • Gail@DreamSpinnerCommunications.com



DreamSpinner Communications is your “get results” resource for marketing. We provide exceptional writing, marketing/public relations and marketing teleseminars to companies and nonprofits of all sizes throughout the U.S. and Canada. DreamSpinner Communications helps companies save time, save money and get results by creating marketing that works. We blend online and traditional marketing to help clients reach a global audience.

DESIGNATIONS AND DEGREES:

MBA, The Pennsylvania State University. BA, Grove City College. Member: eWomenNetwork, Penn State Alumni Association, Smart Women’s Coaching Café Advisory Board, Science Fiction Writers of America (SFWA). DreamSpinner Communications is a North Carolina Certified Women-Owned Business.

BUSINESS EXPERIENCE:

Ms. Martin has nearly 25 years of marketing experience, and spent close to 20 years in corporate and consulting roles before launching DreamSpinner Communications. She has worked with nonprofit and for-profit organizations in many industries. Her professional background includes positions with Duke Energy, CarolinaHome.com and Signet Bank.

In addition to her consulting work, Ms. Martin spent six years as an adjunct professor for UNC Charlotte, teaching public speaking, public relations writing and corporate communications strategies. She also is an in-demand speaker and teleseminar provider on marketing topics. Her corporate communications writing has been part of winning packages that include IABC Silver Anvil, BMA Pro-Ad, APEX and PICA awards.

Gail Martin’s articles have appeared in over 40 regional and national publications. Martin is a Faculty Member for the WriteWellU Virtual Publishing Conference, an online instructor for MarketingProfs.com and PR Newswire and an Advisory Board Member for Smart Women’s Coaching Café. She is also an Expert On Call for 911MarketingHelp.com and the Microsoft Partner Edge Network. She is the host of Shared Dreams Marketing Podcast, and is the author of the Thrifty Author’s Guide to Launching Your Book (Comfort Publishing) and 30 Days to Social Media Success: Making the Most of Twitter, Blogging, LinkedIn and Facebook (Career Press).

Ms. Martin’s fiction series, The Chronicles of The Necromancer (*The Summoner, The Blood King, Dark Haven, Dark Lady’s Chosen*), is published internationally by Solaris Books/Simon & Schuster. Her new Fallen Kings Cycle series is published by Orbit Books. Her fiction books are represented by The Ethan Ellenberg Literary Agency in Manhattan, and her nonfiction by John Willig Literary Agency, also in New York City.

Client Testimonials

"Gail Martin and DreamSpinner Communications has been a true "life saver" for me. I contacted Gail approximately a year ago to assist me in marketing my business and with "name awareness." I knew I needed to do something - but had NO idea what or where to start! Gail met with me and brainstormed ways in which I could immediately start marketing myself and my business. Since this was all new to me I was very leery to spend money on something I wasn't sure would payoff. DreamSpinner Communications is small enough to connect with the "small" business budget and yet worldly and creative enough to make a huge impact on the bottom line immediately. WE have been doing a bi-monthly newsletter now about a year and the payoff and benefit to me has been triple-fold. Gail is very thorough and has a real knack for taking my "bits and pieces of ideas" and making them into a very professional and meaningful articles for my newsletter. Gail is always available and full of ideas - and ready to assist me. DreamSpinner Communications is like having my own marketing department at my fingertips!"

--Theresa Crowell, President

Advantage Insurance and Mortgage Group www.insuranceandmortgages.com

"Gail has been wonderful! She looked at our company's website and was able to write catalog/web write ups for our products that were exactly what we needed to increase sales and promote the feeling and romance we wanted to portray. She took very basic information and made it magical!"

--Libby Self, Mojave Moon, Director of Sales & Marketing www.mojavemoon.biz

"SUPERB, Gail! I LOVE, LOVE, LOVE what you have done! Thank you so much!"

--Carrie Jacobs, Owner, Pilates Studio At The Lake www.pilatesstudioatthelake.com

"Gail puts the punch in public relations. Her knowledge of the media heavy hitters in Charlotte puts her in a class by herself."

--Neil C. Swiacki, President, Competitive Edge Marketing www.edge2005.com

"I have worked with Gail on two projects: research and editing a grant. She produced an excellent report giving us a list of foundations and individuals that merited additional review. This helped focus our grant writing efforts. She also articulated some of the distinguishing characteristics to mention in grant applications. Finally, she took a grant we had written and edited it to make it more readable. She listens to what you need and delivers."

--Kate MacIntyre, Executive Director, Downtown Davidson, Inc.

"Gail Martin has really helped bring clarity to many of my issues. I would recommend her highly."

--Robert R. Dunlap, CEO, WT Nichols Mechanical/FT Mill Duct Fab/Allstar Services of Charlotte

"Getting my invention, Yackle Ball, a new sports ball, off the ground has been an overwhelming process. I asked Gail for some help with writing, and she gave me exactly what I needed, with very good turnaround. It was professionally written, excellent quality, and at a very fair price. At first, I was worried about having to use legal terminology, but when I had my attorney look it over he said it

was written perfectly. I plan to use her again in the future, and I'd definitely recommend her to anyone who needs writing help!"

--Patricia Littwin, Inventor of Yackle Ball, CEO/Founder, Ttalf Corporation www.YackleBall.com

"Gail has done an excellent job in marketing our practice to our target population. She went above and beyond to research the market and utilize her contacts in order to more efficiently and effectively reach our goals. Her passion for excellence is reflected in everything she does...Gail is a highly creative individual who is a pleasure to work with."

--Dr. Amir Khoshnevis, Carolina Family Eye Care www.CarolinaFamilyEyeCare.com

"As DreamSpinner was being created, we were given the opportunity to listen to Gail's dream and crafted it into the visuals now used as the DreamSpinner logo (won a 2005 BMA ProAd logo award). In turn Gail listened to how we work and create for our clients. She was able to spin our information into press releases, articles and award submissions which returned our investment in the shape of recognition in business sections of newspapers, magazines and websites as well as award recognition locally and nationally. "

--Fabi W. Preslar, SPARK Enterprises, Inc./SPARK Publications www.SparkPublications.com

"Rochelle and I were so impressed with what you have instantly created for us and our company Chat With Women. You captured the essence of who Chat With Women is. Because of your creation we are moving to the next level with our company. We will never be able to thank you enough for the great work you have done for us. We look forward to continuing our relationship with dream Spinner Communications."

--Pam and Rochelle, Chat With Women www.ChatWithWomen.com

"Gail Martin of DreamSpinner Communications is a long term professional associate of mine. In the past year, my company engaged Gail for projects involving our marketing our company including brochure development, web site text, and in house communications plans. In 10 years of working with Gail on various projects, she has demonstrated dedication to customer service. Gail is detail oriented and has excellent follow through. Her communications skills have brought value to our marketing efforts."

--Teri Webster, CEO, Hillcrest HealthCare, www.HillcrestHC.com

"Gail and I met through a professional women's association about two years ago. I was immediately impressed with her focus and skills in writing content for marketing materials and articles. I tend to "over" explain when I do my own writing. Since that time, Gail and I have collaborated on several magazine articles, and she has been a key person on my team for my company's website redesign. She is able to take complicated concepts and simplify them without losing the essence of the strategies we create for our clients. She is very prompt and responsive to my requests, and her fees are so much less expensive than me trying to write my own copy. If you haven't had a chance to talk with Gail, I highly recommend that you take that opportunity to discover how she can help you to grow your business."

--Debbie Peterson, Founder, Money Counts, www.MoneyCounts.biz

"As the founder of a fledgling organization, I find myself wearing many hats at once. It was a relief to hand the publicity hat to Gail. Not only did it free me to concentrate on other areas of business development, but the publicity we received added tremendous credibility and visibility to our organization."

--Michelle Icard, Founder, Athena's Path, www.AthenasPath.com

“As someone who creates big, life-changing events for thousands of people at a time, I depend heavily on the teams of people around me. Gail Martin is one of those people. Not only does she deliver smart, thoughtful marketing and project strategies, she has helped me in so many ways including copywriting, brand development and positioning, collateral creation, and marketing promotions. She has become an integral part of my ‘inner circle’ and I couldn’t do what I do without people like Gail.”
--Mike Jaffe, *Speaker, Vision Coach, and Founder of The Momference* (www.momference.com) and *Jaffe Life Design* (www.jaffelifedesign.com).

What Gail's Teleseminar Attendees Say

"Gail's presentation for our organization was dynamic, humorous, and idea-filled. We not only took away a lot of great information but enjoyed every minute of it. I would highly recommend her as a speaker for groups of any size."

--Sharon Nuttall, *Carolina Professional Saleswomen & Entrepreneurs*

"I found your tele-seminar very informative and so right on. I am going to make the needed change in my own marketing materials, to share my passion by telling my story so that my audience can better understand what I do and why. I also found the stakeholders' grid to be a very organized way to develop and deliver messages when you have more than one audience for your business. This valuable tool helps create effective messages to cover the different needs and interests of each group."

--Joan Rudder-Ward, *The Image Maker*, www.TheImageMakerOnline.com

"I want to sincerely thank you for the presentation that you did yesterday. It caused me to think over and over again today about how I am communicating with my customers. I composed an e-mail to a potential customer, then thought about what you said, and re-typed it, leaving out a lot of the statistics that I usually put in and went instead with a more personal approach. Thanks again for being part of my growth and success."

--Etrulia Lee, *Real Health Food*

"It was an exceptional teleclass. I took 3 pages of notes and am beginning to apply her wisdom to naturally describe me and my company! I give Gail a 1 on all counts--I liked all of it, particularly the stories of clients where she shared their aha's; I can apply all of it to my business; no improvement."

--Sheryl Allen, *TerifficMe*

"I've already been sharing your name around with high praises...you've been busy reaching out! You are TOPS in building a network web, well done!!! Such a great example to us all. I received calls in follow up with regards to your speaking. I give you top marks in speaking and presentation and being easy to work with."

--Gail Watson, *Regional Executive Director, Canada for eWomenNetwork*.

"I so enjoyed your presentation! Your analogy of marketing my business as a story was so inspirational. With my business, it is often hard to explain what I do to spark an interest and get business. I have signed up for your workshops and hope I can get my story straight!"

--Kathleen Crowley, *KCStreamlineConcepts*

"This was a very valuable presentation, and I would rate every aspect of it as "excellent." I enjoyed hearing the specific metaphors that I can use in my own business to craft a story or case studies around a "hero," "dragon," "entity in distress," plot twists, happy endings, etc. They evoke a potent new way of thinking about self-promotion, which, of course, can otherwise be very challenging. I thought Gail did an outstanding job in all respects."

--Adele Sommers, *Ph.D. LearnShareProsper.com, Creator of the award-winning "Straight Talk on Boosting Business Performance"*

"How can I thank you enough for all your help today? You are truly a talented woman with a mind full of a wealth of information and connections I greatly appreciated. Let me tell you what you did for

me, what value I found. When I began developing my business, each step of progress was met with an unanticipated obstacle. What we desire to do, and what we project is needed to accomplish the goal is never a clear picture of the enormous road ahead one must travel to make their dream a reality. All the questions of who am I--expertise, what do I have to offer that is different, unique, and really needed, and who needs it, was the framework for branding--the first BIG challenge. This has been a year and a half of defining and refining, trial and error. Today, as a result of your fabulous conference call, I found enormous value in the resources for contacts you provided. This will help me talk to others who have been there and done that, and can help me get there with a little less stress and more success. When I explained what I was trying to do, you in your expertise, identified key words that summarized my cause. This may seem simple, but identifying your target market is not always easy. You also educated me on some road blocks to be aware of."

--Lori Bestler-Mindscapes Unlimited

"I attended your "Telling Your Real Business Story" conference call. Since that call, I have applied your advice about asking for testimonials. As you advised, I kept asking for the testimonials in a polite way, and I asked my clients to tell the story behind the situation, as well as name a dollar amount they saved or gained. In the last two months, three clients spoke powerful testimonials during our weekly networking meeting, while all the other members listened and exclaimed their awe aloud. this created a leap in credibility for me and generated a wave of renewed interest in my company's customized greeting cards. Thanks very much for your guidance!"

--Lynn Selwa--SendSomeJoy.com

**Gail Martin and DreamSpinner Communications in the News
(Partial List)**

Pittsburgh Post-Gazette
Pittsburgh Tribune-Review
Akron Beacon Journal
Pittsburgh City Paper
Cabarrus Business and Lifestyles
Charlotte Business Journal
Charlotte Observer
Winston-Salem Journal
Meadville Tribune
Publisher's Weekly Blog
Locus
Library Review
Smart Women's Coaching Café Article Library
Women's Community Article Library
Momference Article Library
MarketingProfs Article Library
Marketing articles picked up by over 40 web sites and blogs
AADC Bulletin
Creative Loafing
Today's Author Internet Radio
WPIC-FM
WIEZ-FM
WRKS-FM
Haunted Voices Internet Radio
Geekarati Internet Radio
Today's Author Internet Radio
JB & Morgan Show
WSEE-TV
X-Zone Internet Radio
SciFi Talk Internet Radio
DragonPage Internet Radio
WBAP-FM—eWomenNetwork Radio Show
KBS Radio—Vancouver, British Columbia
Chat With Women—Seattle, WA
Saathee Magazine
Ventures Charlotte
SouthPark Magazine
Charlotte Weekly
Charlotte Parent
University City Magazine
UNC-Charlotte Faculty Newsletter
YouTube.com
Smart Women's Talk Radio (Metro Chick Radio)
Psychotactics Radio (New Zealand)

Community Leadership and Education

- Author, The Thrifty Author’s Guide to Launching Your Book Without Losing Your Mind
- Author, 30 Days to Social Media Success
- Author, The Chronicles of the Necromancer bestselling fantasy adventure series of novels
- Author, The Fallen Kings Cycle upcoming fantasy adventure series
- Author of The Solopreneur Survival Guide home study kit, and three marketing ebooks: Profit Passion and Partnership, 154 Power-Packed Marketing and PR Tips and Webinar Marketing
- Advisory Board, SmartWomensCoaching.com
- Leadership Committee, Publicity Coordinator, eWomenNetwork Greater Charlotte Region Chapter
- Expert On Call, Microsoft Partner Edge Network and 911MarketingHelp.com
- Faculty, WriteWellU.com
- Science Fiction/Fantasy Expert, AuthorOneStop.com
- Regular contributing writer for regional magazines
- 2007, 2008 Business Dialog Facilitator, Cabarrus Regional Chamber of Commerce
- Webinar presenter for Microsoft Partner Edge Network, PR Newswire, WriteWellU, MarketingProfs, AuthorSmart, Planet DDS, Progressive Business Conferences, Women’s Community, Momference, 911MarketingHelp.com, Smart Women’s Coaching and numerous eWomenNetwork chapters
- Former Adjunct Professor for University of North Carolina-Charlotte, former lecturer for Central Piedmont Community College and Rowan-Cabarrus Community College

Partial Client List

Here are just some of the companies for which DreamSpinner Communications has completed projects since its founding in 2004:

UNC-Charlotte	American Assoc. of Dental Consultants	The Momference.com
Mojave Moon Jewelry	Charlotte-Mecklenburg Schools	Author OneStop.com
Charlotte Chamber	Presbyterian Hospital Foundation	Bed and Bike Inn
Belk, Inc.	Quaker Steak and Lube	Planet DDS
Spark Enterprises	Just Nature Skin Care	The Laundry Centre
YMCA Charlotte	My Team of Experts	Chat With Women
Bermuda Village	Competitive Edge Marketing	Better Life Training
Harrisburg Security	Advantage Insurance and Mortgage	Downtown Davidson
Athena’s Path	MarketingProfs.com	W.T. Nichols
Wild Horse Design	Money Counts	Hillcrest Healthcare
P&R Dental Systems	Carolina Family Eye Care	Family Foot Care
Athena’s Path	Faith Monson Coaching	National Gypsum
Smart Women’s Café	Women’s Automotive Solutions	Upstream Web Design
Yuvan Medspa	Rural Technology Fund	Plaster Creations

And many more....

Recent Speaking Engagements—These are just some of Gail’s most recent presentations

- Author signing, Book Expo 2007, 2010, New York, NY
- National Verbatim Reporters Association (2010)
- Small Publishers Authors and Writers Network (2010)
- Women’s Virtual Economic Summit (2010)
- Microsoft Partner Edge Network (2009)
- Georgia Council for NonProfits
- Carolina Writers’ Conference
- eWomenNetwork, Edmonton and Calgary, Alberta, Canada
- eWomenNetwork, Winston-Salem
- eWomenNetwork, Greater Charlotte Region
- Spring into Smart Success, Charlotte (2009, 2010)
- Carolina Professionals and Sales Executives (2008, 2009, 2010)
- BigTenBizNet, Charlotte
- Invited author, Novello Festival of Reading
- American Association of Dental Consultants Spring Workshop, Phoenix, AZ
- Confluence, Pittsburgh, PA (2007, 2010)
- Momference.com
- MarketingProfs.com and 911MarketingHelp.com
- eWomenNetwork.com
- PlanetDDS.com
- Smart Women’s Coaching
- WriteWellU.com (16 presentations a year)
- ConCarolina, Charlotte, NC (2008, 2009, 2010)
- BaltiCon, Baltimore, MD (2008, 2009, 2010)
- RavenCon, Richmond, VA (2008, 2009)
- Dragon*Con, Atlanta, GA (2008, 2009, 2010)
- Philcon (2009, 2010)
- Lunacon (2009,2010)
- Stellarcon (2009, 2010, 2011)
- Guest of Honor, British Fantasy Society, Nottingham England, Fantasycon (2009)
- Canadian Speakers Association, Edmonton, AB
- AIDP—Charlotte Chapter
- Western Piedmont Area Health Underwriters, NC
- Cabarrus Regional Chamber of Commerce
- PR Newswire
- Pitchrate
- National Speakers Association

View the Book Trailer for The Summoner and The Blood King
<http://www.youtube.com/watch?v=1BaaGqiXqiE>

Listen to one of Gail’s recent teleseminars
<http://gzmartin.audioacrobat.com/download/PowerPRForSmallBusiness.mp3>

Visit the website for Gail’s Chronicles of the Necromancer fantasy adventure series
www.ChroniclesOfTheNecromancer.com

Fact Sheet
DreamSpinner Communications

Founded: 2004

Founder/President: Gail Z. Martin

Location: Charlotte, NC

Company description: Gail Martin is the Get Results Resource for small business owners to help them save time, save money and create marketing programs that work.

Services:

- International speaker: Keynotes, Workshops, Seminars
- Webinars and teleseminars on small and book marketing
- Marketing strategy and planning
- Award-winning writing services

Client base: U.S. and Canada

DreamSpinner Communications provides marketing services for:

- Entrepreneurs
- Service professionals—consultants, coaches, solo practitioners
- Authors and speakers
- Health and wellness consultants, practitioners and organizations
- Educational institutions
- Nonprofit organizations
- Professional/Trade associations and Chambers of Commerce

Gail Martin is an international speaker for:

- Professional and trade associations
- Educational institutions—online and traditional
- Nonprofit organizations
- Chambers of Commerce and business groups
- Writing seminars and workshops

Contact information:

- www.DreamSpinnerCommunications.com
- Gail@DreamSpinnerCommunications.com
- 704-595-9581

Book Gail Martin to Speak To Your Group

Gail Z. Martin is an experienced speaker who has presented to international audiences. She has a passion for helping business owners and solo professionals market themselves to get visibility and clients, even if they're working on a shoestring budget.

She can customize any presentation for a particular audience, industry or event. For franchisees and network marketing professionals, Gail shows how to fill in the gaps and tweak cookie-cutter marketing plans for your local market or economic conditions.

Gail's clear, easy-to-grasp, spot-on style makes her programs accessible, fun and memorable.

Some of Gail's most requested topics include:

Seminars and Breakouts (these can also be expanded into workshops)

- **I'm on Facebook: Now What?**
How to gain visibility and hot business leads through social media marketing. This program also shares how to get more value from LinkedIn and Twitter.
- **Results in 30 Days—Marketing to Win**
Using the proven system she developed over her 25 year career in marketing, Gail shares her secrets for taking your marketing from zero to zoom in just 30 days, 30 minutes a day
- **Personal Networking That Really Works**
Get more from your personal networking and your online membership profiles from Gail Martin, whose colleagues dubbed her "the queen of networking." Gail also shares her proven system for getting more business, more hot leads and more valuable contacts from Celebration 2010—before you even leave home!
- **The Start-Up Survival Guide**
Just getting your business started or going from part-time to full-time? Gail shares her proven system for marketing your new business to get maximum results on a minimum budget

Keynote Topic

- **Claim Your Dream On Your Own Terms: Define Your Flavor of Success and Live the Life You Crave**
Gail shares her vision of success defined and celebrated by each person, and has declared a revolution, rebelling against a one-size-fits-all ideal that's unattainable (and undesirable) for most people. Gail shares her poignant personal story of succeeding on her own terms when everyone told her it couldn't be done. Embrace the radical idea that you can define success by your own benchmarks. Cast off the expectations and limitations other people set for you and discover how to have more: more joy, more success and more lasting pleasure by claiming your dream and defining success for yourself.