

# Tai GOODWIN

CEO OF THE MOMENTUM AGENCY

AUTHOR | SPEAKER | STRATEGIST



## Bio

Tai Goodwin is the CEO of The Momentum Agency and creator of Quiz & Grow Rich. She's an award-winning instructional designer with 20+ years of experience creating learning experiences and content for Fortune500 companies like Barnes & Noble and tech start-ups like Leadpages.

A firm believer that wealth and spirituality are not mutually exclusive, Tai is passionate about helping women make their brilliance bankable. The author of *Girlfriend, It's Your Time* and co-author of *The Profitable Woman's Playbook*, her articles have been featured on The Huffington Post, Forbes.com, Careerealism.com, and CAREER Magazine. Tai has also been highlighted by Money Magazine, Black Enterprise, and The BOSS Network.

The Momentum Agency provides Done For You Marketing services to high-end consultants, service-based entrepreneurs and e-commerce brands. They specialize in creating online quizzes for lead generation and systems that leverage marketing automation to generate leads and increase sales.

## Testimonials

*"I'm a numbers person so marketing is NOT intuitive for me. When trying to work through my marketing campaigns I used to get so frustrated. Then I was in a session with Tai, she was walking us through the mindset of our top avatar when they first visit our website. Suddenly I GOT IT. It was as if Tai leaned over and flipped the switch illuminating the entire room."*

-Nicole Fende, The Numbers Whisperer

*"Tai is a true social media expert. She has given presentations for our members and the evaluations have been stellar. One participant said it changed her world because she finally "gets" how to incorporate social media into her marketing. I know several others who have hired Tai and each and every one of them talks about what a fantastic investment it has been because of how much they have learned and are able to apply."*

- Teresa Thomas, Director MN Women in Networking

*Tai never ceases to amaze me. I've followed her for some time now and she really is an expert when it comes to knowing how to profit more and work less. I have learned so much from her. The course I took was top-notch and really helped me move forward with the whole idea of lead generation as well as passive income and things I could do to improve this area of my business significantly.*

-Michelle Bergh (Wordpress Consultant)

"Be Brilliant! Bankable! And The Boss In Your Business!"

## Signature Topics

### Quizzes, Funnels and Facebook Ads: Three Tactics to Grow Your Audience on Autopilot

The only thing worse than a dead end job is a dead end business. In this engaging workshop or presentation, participants will learn three tactics that six and seven-figure businesses are using to expand their reach, attract better leads, and generate more sales.

### The Proof Is In the Profit: 6 Steps to a Bankable Marketing Strategy

Every day there's a new tool, a new platform, or some new trick that will magically make your marketing work - if you listen to the gurus. In this session, we'll break down what it really takes to implement a marketing strategy that generates leads and converts them into clients and customers.

### Email Marketing Decoded: How to Build a Bankable Email List

Is email marketing dead? Not at all. In fact for 81% of small businesses, email marketing is the #1 way to acquire new clients and retain existing customers. In this content-rich session, participants will learn the fundamentals of an effective email campaign and the tools needed to create one.

## Contact Info

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