



GRACE  
RIZZA

Educate. Empower. Entertain.

---

GraceRizza.com • (847) 629-4646

# Meet Grace

Expert in Marketing and Branding

Grace Rizza began growing businesses at the age of 22. She has guided more than 1,000 accomplished businesses toward success while building a business and family of her own.

Recently selected as a 2019 Honoree at the Daily Herald Business Ledger's Influential Women in Business Awards, Grace is led by her philosophy of helping as many people succeed as she can.

Grace's prowess goes beyond dental marketing. She is extremely passionate and knowledgeable about corporate culture, sales, and innovative business development.

Her mentality, approach to business, inner strength, and leadership perspective will challenge you to rethink your work ethic and amplify your life.

Grace teaches entrepreneurs how to achieve growth in the most ethical and efficient ways. She inspires her audience to embrace change in order to progress. She challenges business owners to come to their own conclusions about which marketing solutions are right for their business. Whether connecting with an audience of 20 or 20,000, Grace vows to educate, empower and entertain.

## Digital Reach



7.6k+



3.5k+



1.7k+



4.5k



# Presentation Topics

\*Presentations can be customized to fit your unique needs.

## Social Media Secrets for Success!

- Leverage organic content for brand recognition
- Implement boosting and targeted ads for new client attraction
- Convert prospective leads into loyal clients through retargeting
- Create a demand for your brand

## Marketing Truth Bombs - What Most Marketers Won't Tell You

- Take a behind-the-scenes look at what makes a successful marketing campaign
- Discover the honest truth in the dos and don'ts of marketing your business
- Empower yourself to create unique strategies that push your business ahead
- Warning signs to avoid unethical marketing ploys, scams and threats

## The Powerful Psychology of Marketing

- Learn the truth behind the buying process
- Eliminate competition by focusing on your core values and connecting with your ideal new clients
- Evaluate your own marketing for consistency, effectiveness, and truth in branding

## Sale is not a Four-Letter Word

- Influence clients to want the services that they need
- 4 verbal skills that will impact each sales discussion. (They're all sales discussions.)
- Outline each team member's sales role and empower them to connect with clients on a more meaningful level

## The Newest in New Patient Attraction

- Grace shares tested marketing strategies that are working best NOW
- Learn about upcoming strategies that will soon become popular
- Build an effective campaign that attracts and converts your ideal clients
- Create a demand for your brand

## Scale it! (The G.I.S.T. Method)

- Scale your business with the powerful GIST™ Process
- Write an effective growth plan
- Leverage technology in your business
- Create systems for your business' scalability
- Create the ideal team necessary for massive business growth

For a list of Grace's future speaking engagements, please visit [GraceRizza.com](http://GraceRizza.com).



# Educate. Empower. Entertain.

## Presentation Topics – Continued

### Sexual Harassment in the Workplace

- Learn how to map out your rights and responsibilities in the workplace
- Discover the best practices for documentation and handling claims
- Receive a blueprint on what to do if sexual harassment happens to you
- Learn proven ways to market your business to attract the right employee

### Unique Marketing Strategies... That Actually Work!

- Discover innovative marketing strategies that set you apart from your competition
- Strengthen your branding with a bold, brave, and memorable message
- Implement effective ROI evaluation methods, allowing for smart marketing choices

### Creating a MarkeTeam

- Learn how to properly delegate marketing initiatives that make a difference
- Implement systems to help your team understand their role in business growth
- Outline possible responsibilities for each team member

## Hire Grace to Rock Your Event



GraceRizza.com • (847) 629-4646  
grace@identitydental.com

# Educate. Empower. Entertain.

## Get the G.I.S.T.™ for Massive Business Growth



Grace Rizza's half-day or full-day workshop will leave your attendees with a powerful G.I.S.T.™ Growth Plan, making business growth simple to understand and implement.

Scaling a business involves strengthening your team's ability to both attract and accommodate the maximum number of desired new clients.

Learn the power of G.I.S.T., including:

- Growth strategies
- Innovation implementation
- Systems
- Team development

The G.I.S.T.™ assessment will empower each audience member to take simple steps, allowing them to accomplish their desired growth rate.

In her workshop, Grace will facilitate the creation of each attendee's unique, quarterly G.I.S.T.™ roadmap by jogging them through a series of steps and examples.



# Educate. Empower. Entertain.

## Past Presentations

**The Newest in Patient Attraction**  
**SCDA Annual Session**  
Greenville, SC - April 2020

**Marketing for the Dental Lab**  
**Reliable Dental Lab**  
Las Vegas, NV - February 2020

**Social Media Marketing that Works**  
**Chicago Dental Society Midwinter Meeting**  
Chicago, IL - February 2020

**Online Practice Brand Building**  
**Greater New York Dental Meeting**  
New York, NY - November 2019

**Marketing in a Modern World**  
**Midwestern University**  
Downers Grove, IL - October 2019

**Chicago Academy of General Dentistry**  
**Presentation: The Best Marketing Strategies for Growing Your Practice**  
Oak Brook, IL - September 2019

**Social Media Secrets for Success**  
**Chicago Dental Society - Midwinter Meeting 2018**  
Chicago, IL - February 2019

**AzDA Council on Annual Session-2019**  
**Western Regional Dental Experience**  
Phoenix, AZ - April 2019

**Chicago Dental Society Regional Meeting**  
Chicago, IL - April 2019

**Dental Group Evolution**  
Scottsdale, AZ - January 2019

**The International Association of Physiologic Aesthetics 2018 Annual Conference : Growing Your Practice Through Social Media**  
Las Vegas, NV - October 2018

**SCAGD (South Carolina Academy of General Dentistry)**  
Chicago, IL - September 2018

**Big Case Marketing Strategies**  
**American Academy of Periodontology 2017**  
Boston, MA - September 2017

**The Powerful Psychology of Dental Marketing**  
**148th SCDA Annual Session**  
Charleston, SC - April 2017

**Scale it! (The G.I.S.T. Method)**  
**CAREstream**  
Orlando, FL - November 2017

**Effective Marketing Strategies for Group Practices and DSOs**  
**Dykema 5th Annual Definitive Conference for Dental Service Organizations**  
Dallas, TX - July 2018

**Unique Marketing Strategies...That Actually Work!**  
**InDent Study Club**  
Indianapolis, IN - February 2017

# Educate. Empower. Entertain.

## Testimonials

“ All businesses need to know how they differ from competitors in their community. How are you different? If you are not a template business, why would you use template marketing? Grace Rizza, a rising star speaker in marketing, gives each person in her audience a blueprint for creating their discerning difference. Stop throwing marketing dollars to the wind hoping that someone is switched on enough to call and make an appointment after seeing your website or marketing piece. Take your entire team to her exciting course...the results will be immediate and amazing.”

- Linda L. Miles, CSP CMC

“ Grace is a phenomenal speaker who enthusiastically shares her passion for marketing in a way that is clear, concise, and extremely valuable. Her straightforward approach to navigating the complexities of marketing and promotion with unique, custom crafted, effective strategies help businesses move to the next level rapidly and with minimal effort. If you want new clients, Grace is your answer.

- Roy Shelburne, DDS

“ All I can say is Grace is amazing. She came to our office today for training, and at first we didn't know what to expect. She definitely kept our full attention and made it fun. She also taught us a lot. We are very excited for Grace to be joining our team of advisors.

- Stacey Hietpas

“ I just love listening to Grace speak! She knows how to capture your attention, gives you great ideas, and tells you how it is. I always leave her presentations energized and ready to implement a strategy for change!

- Bonnie Hixson

“ Working with Grace has been a fun and enjoyable experience. With clarity she helped me craft my marketing message, create a new logo, and update my website with a brand that represents who I am now. Her ability to “get into my head” and understand what I am trying to convey to my market demonstrates her professionalism and expertise. I highly recommend working with Grace for any of your marketing needs.”

- Lynne Leggett, BS, FAADOM

“ Grace is an incredible leader and role model. She guides us with a steady hand, a full heart and a strong, clear mind. Her wit and enthusiasm keep the office in good spirits, and her driving force keeps us propelling into the future. Working with Grace, there is never a dull moment, and we wouldn't want anything less.

-The Identity Dental Marketing Team