

# Angelique Rewers

CEO, The Corporate Agent  
the corporate agent™

*Stop chasing clients. Start landing contracts.™*

Founder, INSIDE EDGE

EDGE  
INSIDE



## MEDIA KIT

# About Angelique Rewers



Angelique Rewers, ABC, APR—founder and CEO of The Corporate Agent, and the woman behind the internationally recognized conference INSIDE EDGE—is one of America's premier small business coaches, guiding small business owners, solopreneurs and the self-employed to stop chasing smaller clients in favor of landing lucrative corporate contracts.

For more than 15 years, Angelique worked on the front lines, designing and executing award-winning communications and marketing campaigns for FORTUNE 500 companies and other leading organizations. When she left Corporate America to pursue entrepreneurship, she quickly landed sizable contracts with some of the top names in the technology, defense, energy, medical and consulting industries, breaking into the top ten percentile of women business owners in under a year.

As a business consultant, Angelique has guided some of the world's most renowned companies, including Northrop Grumman, ITT Corporation, Constellation Energy, BD (Becton Dickinson), Towers Watson, eBay and MedStar Health, as well as mid-market and emerging companies, such as Clarkston Consulting, KM Systems Group, PIDI, Strategic Services International, Global Link Logistics, KCIC and many others.

Angelique's work has garnered awards and recognition from nearly two dozen regional, national and international organizations, and her expertise in building trust with people and organizations has been featured in two books: *Building the High Trust Organization: Strategies for Supporting Five Key Dimensions of Trust* and the *PR News Employee Communications Guidebook*. In 2010, she was awarded the Platinum Excellence Award from the Millionaire Protégé Club. The Daily Record has named her a Top 40 Under 40.

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# About The Corporate Agent

Research conducted by the U.S. Census Bureau tells us that the average annual income for self-employed professionals is \$24,025. The harsh reality is that many business owners do not realize how difficult it can be to build a six-figure+ business in general, let alone when they focus primarily on selling their services to individual consumers or other small business owners who themselves don't have big incomes.

While it's true that nearly 64% of solo business owners earn less than \$25,000 per year, it's also true that more than half of small business owners who have corporate clients earn at least a half-million dollars or more each year. More importantly, women business owners see an average increase in revenue of 266.4% within two years of landing their first corporate client, that according to the Women's Business Enterprise National Council (WBENC).

Angelique's passion, and the mission behind The Corporate Agent, is to teach entrepreneurs how to successfully market their services to large businesses — businesses that collectively spend TRILLIONS of dollars yearly on products and services. With the unique experience of having been on the corporate side of the buying process, managing million-dollar budgets for tradeshow, ad campaigns, annual reports, media relations, events and more, Angelique understands what corporations look for from their suppliers ... and knows just how to become one of those trusted vendors.

The Corporate Agent offers exclusive sales and marketing mentoring and consulting services, from structured group trainings and events to personal one-on-one coaching. Angelique's tested and proven strategies allow entrepreneurs to up-level their businesses, finally being able to charge what their expertise and experience is really worth, creating confidence that leads to strategic investment in the people, tools and resources required for stratospheric growth.

Through The Corporate Agent's various mentoring programs, consulting services and training products, Angelique is sharing the very business strategies and marketing methods she's used to grow and transform her own business.

What's more, in 2013 she founded INSIDE EDGE, a live, three-day conference event designed to give small business owners — especially experts, self-employed professionals and service providers — actionable instructions and insight on exactly how to win and keep lucrative Corporate Clients.

*"Too many small business owners are stepping over the dollars just to get to the dimes. Because even though they know that there is a fortune to be made with bigger companies – it's like they are looking at a vault that has no keyhole. It's a black box of opportunity that they have no idea how to unlock."*

Angelique Rewers

# About INSIDE EDGE 2014

There is more than a \$10 trillion corporate marketplace out there, waiting to be captured. For many solopreneurs and small business owners, it may as well be in outer space. But Angelique Rewers—The Corporate Agent, herself—has put her incredible, actionable system together for the second year in a row at INSIDE EDGE 2014—a three-day conference during which attendees discover the groundbreaking strategies that will give them the inside edge in landing lucrative corporate clients for their small business.



**“Before I started doing what I do, no one had ever put an entire, step-by-step system together – at least not one that is specifically designed for the solo business owner who isn’t a trained sales person and who wants to spend more time doing what they love than building a complex marketing machine,” says Angelique. “Typically you’ll find tips for selling to corporate clients from people who are life-long corporate sales people. They have no idea what it’s like to be a heart-centered entrepreneur who is essentially doing everything in their business, A to Z, themselves — and who wants to remain true and authentic to themselves. I do. And INSIDE EDGE gives me the opportunity to share that with hundreds of smart, savvy, eager entrepreneurs — in person and face-to-face. It’s unbeatable.”**

Einstein got it right when he said, “We can’t solve problems by using the same kind of thinking we used when we created them.” Whatever thinking got us where we are today is not the thinking we’ll need to get us to the next level and beyond. That’s why Angelique created INSIDE EDGE: to help attendees turn ordinary thinking on its head. Her insights will pave the way for the kinds of breakthroughs that can create quantum leaps, business growth and revenue.

INSIDE EDGE is targeted at small business owners who already have a firm grasp on their P.O.D., who not only know what it is they want to do, but are already doing it. INSIDE EDGE is their ticket to the next level, and the best chance they’ll have all year to turn up the heat on their influence, their impact and their income.

To learn more about INSIDE EDGE 2014, please visit:  
<http://insideedge2014.com>



# More INSIDE EDGE 2014

Created by award-winning entrepreneur mentor Angelique Rewers, **INSIDE EDGE** is simply unlike any other event in the small business world, raising the bar in every way. It's the opportunity to gain valuable insights and learn proven business-building strategies that generate massive momentum fast.

If there's one universal truth in marketing, it's this: You have to know your target client like you know the back of your hand. **INSIDE EDGE** gives an unprecedented inside look at the decision making process within Corporate America – the processes and thinking behind trillions of dollars in contracts and spending.



In 2014, Angelique is once again raising the bar, with even more how-to content and advanced strategies that entrepreneurs at any stage of their business — from beginner to advanced — can implement immediately. For 2014, the event has moved to Arizona – a state that counts itself among the Top 10 for women business owners, is home to more than 100,000 minority-owned businesses, and has been named one of Entrepreneur magazine's 10 Best States for Starting a Business.

In addition to extensive seminars and breakout sessions, **INSIDE EDGE** attendees will hear directly from key decision makers and purchasing specialists during one of Angelique's most



popular sessions, **The FORTUNE 1000 Panel**. These, as well as mid-market companies, are committed to buying more services and products from small business owners, including those who are certified as women-, minority- and veteran-owned. In 2013, **INSIDE EDGE** hosted senior executives from IBM,

Microsoft, Marriott, PayPal, Deloitte, Astra Zeneca, Booz Allen Hamilton, and more.

Day 2 of the conference offers an exciting and intimate session, with **INSIDE EDGE Unplugged**. This no-holds-barred Friday evening interactive session is highly anticipated, and Angelique will share personal stories on how things really work when selling to large companies and organizations. This fully interactive session gives attendees the opportunity to ask any questions they want answered, and several lucky entrepreneurs are selected to participate on the main stage in one-on-one spotlight coaching sessions, receiving direct coaching from Angelique and her mastermind lead coach, Phil Dyer, to take their business to the next level.

**Gain the INSIDE EDGE**

Hosted by Angelique Rewers, The Corporate Agent, you'll discover groundbreaking strategies to give you the **INSIDE EDGE** in landing lucrative corporate clients for your small business



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# Recent Media

## Online

Forbes.com – [Before You Leave Corporate To Start Your Own Business](#)

The Washington Post – [Small business advice: 5 secrets to help you land contracts with corporate clients](#)

CBS – [Tips for Growing Your Small Business](#)

Inc. – [5 Secrets for Landing a Whale of a Client](#)

The Daily News, Memphis – [Event Pushes Entrepreneurs to Seek Corporate Dollars](#)

Ragan PR – [7 Habits of Highly Successful PR People](#)

The Daily Record – [The VIP List: Successful Before 40](#)

## Radio & Television

WUSA9 – [Tips for Growing Your Small Business](#)

BlogTalk Radio – [Featured Soloist](#)

[Messages, Meaning & Money Radio with Sharon Saylor](#)

Million Dollar Mindset – [How to Get Lucrative Corporate Clients for Your Business](#)



For more info and to book Angelique for an interview email [pr@socialsagepr.com](mailto:pr@socialsagepr.com)

# What People Are Saying

"I was awarded five lucrative corporate contracts within the first six months! I previously believed my company was too small to compete for corporate contracts, but the opportunities are out there. You just have to know how to tap into the contracts with the big guys, and Angelique makes it simple to do ... Angelique is the undisputed expert on how to take your services to the corporate market in a way that gets big results. My business has seen financial gains like never before since having Angelique as an advisor!"

***Shayna Rattler, CEO, Supplier Diversity Academy***

"INSIDE EDGE is an 'out of the box', top-notch event that will have you breaking through to new levels in your business. I left that event empowered with fresh ideas, clear action steps, and a new level of enthusiasm to do something bigger in my business. I highly recommend joining us at the next INSIDE EDGE where you, too, can expand your vision and up-level your profits. See you there!"

***Leta Russell, Leta Russell International, LLC***

"Angelique is a rare combination of genius, brilliant leadership and inspiration. Her sales and marketing strategies are unparalleled – from the initial email outreach, to the sales call, to the contract close. I increased my client base by 566.7% and Angelique has been the catalyst for me to speak on big stages as well as providing strategies for me to secure corporate clients – one of which has engaged my company for an international shoot in Paris, London and Frankfurt, which will expand my business to an international reach."

***Michelle Lange, CEO, M Lange Media***

"Before I knew about Angelique, I had no idea that a small business like mine could work with corporate clients. I was spending countless hours chasing after other small business owners with the hopes of landing some of them so I could at least keep my business open. Thankfully, Angelique came into my life at the exact right time for me to restructure my business and land clients that not only value what I know and do, but they also pay me what I'm worth. With my first corporate client, I increased my business revenue by 50%!"

***Mary Lou Kayser, CEO, The Kingfisher Group, LLC***



“When I started working with Angelique, I was playing small and I knew it. I attracted clients who didn't have a lot of money and, therefore, were limited with what they could do. Working with Angelique has been transformative. I have learned how to approach a corporate client, sell them exactly what they need, be relentless, and package my services accordingly. The bottom line is this: When I hired Angelique, I had clients, but not the kind of business I had dreamed about. Angelique is an expert in what she does, and my business has benefited greatly from her strategy. And my consulting fees have more than tripled!”

***Jennifer Ransaw Smith, CEO, Brand id Strategic Partners***

“What you'll learn and the connections you'll make at INSIDE EDGE are worth five times the investment to be there. I'm planning to go back this year.”

***Julie Jakopic, CEO, iLead Strategies***

“As the CEO of a consulting company that has used this valuable information to break multiple six-digit revenues, INSIDE EDGE is truly like no other conference out there. If your goal is to sign bigger contracts, create stronger more lasting relationships with key clients and begin to believe in all that you can accomplish, it is one not to miss.

***Candice Benson, CEO, Benson Consulting***

“I earned my investment back by 9:15am on Monday morning, my first morning back in the office after attending Angelique's two-day workshop. I put into practice what I learned from Angelique and landed a six-month executive coaching agreement for a senior leader at a large and well-known hospital system, and got a several thousand dollar advanced payment.”

***Lisa Pasbjerg, President & CEO, Focused Coaching, LLC***

# Interview Q&A

## **Q: What do you do?**

**A:** “I ask entrepreneurs a very serious question: ‘Are you ready to stop living client to client, and instead start making serious money sharing your expertise with clients who can afford to pay you what you’re really worth?’ Every single person who owns a small business wants to say yes to that question. I give them the tools and steps to back up their answer and actually make it happen.”

## **Q: What problems do your clients have?**

**A:** “Often, their businesses are designed around selling to other small business owners, typically through so-called passive and leveraged income streams. They put an exorbitant amount of time into securing each next client – to the point that they’re exhausted and may not even be turning a profit. They’re tired of being told “later” by people who want them, but can’t afford them. They have figured out that the most time consuming and expensive thing they do in their business is getting new clients, and that if they’re ever going to get anywhere, that pot of gold at the end of their marketing rainbow needs to be big. They’re getting great reviews from the clients they have, but they can’t seem to turn those into a six-figure income. They are smart, talented, dedicated and desire something more but they just don’t know how to make it happen.”

## **Q: What is your background?**

**A:** “I didn’t start out as The Corporate Agent. It all started when I left Corporate America back in 2006. After spending over a decade in positions where I hired over 300 outside consultants, coaches, speakers, trainers and other experts, I took a leap of faith and started my own, home-based, one-woman company. The only problem was — I had no clue how to get clients. I had never had formal sales training, and the idea of being ‘in sales’ put my stomach in knots: all I could think about was the two weeks in college I had spent as a telemarketer, and how I felt so horrible at the end of every shift. I would literally get sick on the walk back to my dorm.



Fortunately, a very good friend of mine reminded me about all the experience I had walking in the client’s shoes — having found and hired hundreds of outside experts. She told me I needed to approach getting clients the same way I wanted to be approached when I was on the other side of the buying table. ‘What worked and what didn’t when you were the client?’ she asked. ‘If you can bottle that magic, you’ll be able to print your own money.’ So that’s exactly what I did. I began to study all of the times when I was a decision maker and had been contacted by outside experts. All the times I agreed to meet with experts. All the times I hired experts. And all the times I didn’t. Next, I put the strategies that worked repeatedly into a system — and then got

## Q&A Continued...

out there and put the system into action. In just a few months' time, I was using this formula to land big-name clients all over the country — as well as smaller and mid-size companies right in my backyard. And best of all, I was earning well over six figures in just a couple of months without feeling slimy or sales-y. I broke the six-figure barrier in under a year, putting me in the top ten percentile of women business owners nationally. My strategies simply work."

### **Q: What are some of the things attendees will learn at INSIDE EDGE?**

**A:** "We'll cover the fundamentals of working with corporations, universities, non-profits and mid- to smaller-sized companies, and their changing needs. Our attendees will learn about the most profitable, in-demand services to sell to companies right now, as well as who to contact, where to find those decision makers, how to contact them, what to say and what to do when they say they're interested. Then there are my four simple, yet wildly effective strategies for bringing in a flood of new clients and new income within the next 45 days, step-by-step proven client attraction plans, and so much more. I get very personal at INSIDE EDGE. I believe in what we're doing, and the power of sharing this valuable training."



### **Q: Why do so many coaches want your help?**

**A:** "According to the International Coaching Federation, in 2012 the average annual revenues for coaches globally were just \$47,900, and only a small percentage of executive coaches earned six figures. Yet each year, organizations spend over \$156 billion on employee learning and development opportunities alone – hiring outside consultants, trainers and executive coaches to come in and teach employees and executives valuable skills. Corporations present a huge opportunity for coaches, and corporate executives are begging to be coached. My experience translates very well to skilled coaches."

### **Q: Why is the money aspect so important?**

**A:** "No matter how good their marketing, the fact remains that small business owners are strapped for cash. Earning more and working less is the Holy Grail of entrepreneurship. There are corporate decision-makers who, right this minute, are looking for someone who does exactly what they do. They want to hire someone who will get them results – and they are willing to pay top dollar for it. They also have the need and the resources to buy again and again. I want to help show small business owners that they can have a freedom-based lifestyle, but they will need to earn enough money to support themselves, plus fund the activities on their vision board. That money needs to be earned with enough time and energy left over to enjoy life. I'm passionate about teaching small business owners how to successfully market their services to large businesses that collectively spend TRILLIONS of dollars annually on products and services."

## Q&A Continued...



**Q: Besides money, what else do solopreneurs stand to gain from pursuing corporate clients?**

**A:** “Working with marquee clients also brings added credibility and visibility that can lead to bigger and better things. For the small business owner trying to make a difference in the world, bigger clients can also translate into a bigger positive impact.”

**Q: Why is it so important for small businesses to go after bigger clients?**

**A:** “The life-blood of any small business is its clients. And when those clients can afford to pay top dollar for your services, it puts you in a position of strength. For many small business owners, selling to Corporate America is a game changer. A full **sixty percent** of all the large companies in the United States **are actively looking to increase their spending with small business owners.**”

**Q: How can entrepreneurs and small business owners know where to start?**

**A:** “There are approximately 18,000 companies in the country that have 500 or more employees on their payroll — and these same companies are responsible for generating about 60 percent of all the revenue produced by American companies. That makes for a very attractive, albeit a very large, target market. For a small business owner, approaching a market of this size in random fashion would be expensive, time consuming and inefficient. So the first step toward building a full pipeline of corporate clients is to develop a clear marketing plan and then work the plan. Given today's insanely busy work environment, it can take up to 12 touch points with a prospect before getting to a meaningful sales conversation—or what I call a needs discovery conversation. Map out the companies you'll target and when and how those 12 interactions will occur. Persistence and a clear plan are crucial.

# Images

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# Contact

Thank you for your interest in Angelique Rewers, The Corporate Agent and INSIDE EDGE.

Please use the links below to connect with Angelique and learn more.

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