

YOUTH BUSINESS ALLIANCE

A person wearing a dark jacket, blue jeans, and a hat is walking from right to left on a highly reflective surface. The surface perfectly mirrors the sky, clouds, and the person. The sky is a vibrant blue with large, white, fluffy clouds. In the distance, there are dark, silhouetted mountains. The overall scene is serene and visually striking due to the perfect reflection.

Patty Nakielny
February 27th 2018

About Me

Patricia Ann Nakielny (Patty)

Born: September 21, 1985 (32)

Ancestry: Polish, Irish, and who knows because I haven't taken an ansenstry.com swab test!

Hometown: Downers Grove, IL- SW suburb of Chicago

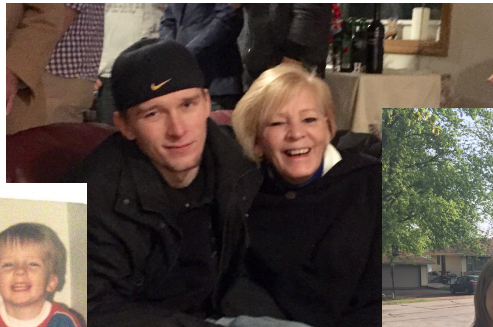
Family: Parents Margaret and Michael- "happily" married 37 years!

Two brothers- Twin: Nicholas (Nick) and Robert (Bob) -nieces Gracy and Lyla

Fiancé- Martin

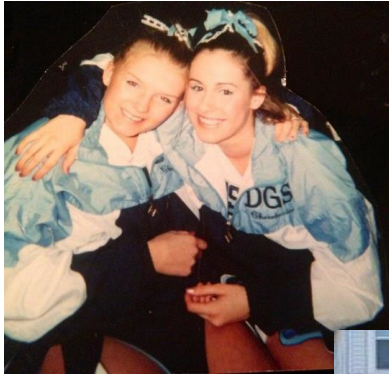
Best Friends: My cousin Jamie and college roommate Dana

Likes: Music, art, meeting people, travel, places I have never been, antiques, gardens, animals, laughing, learning and believe it or not...working!

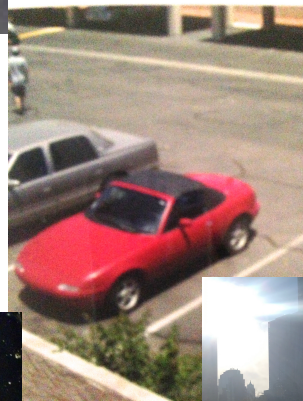


What about me?

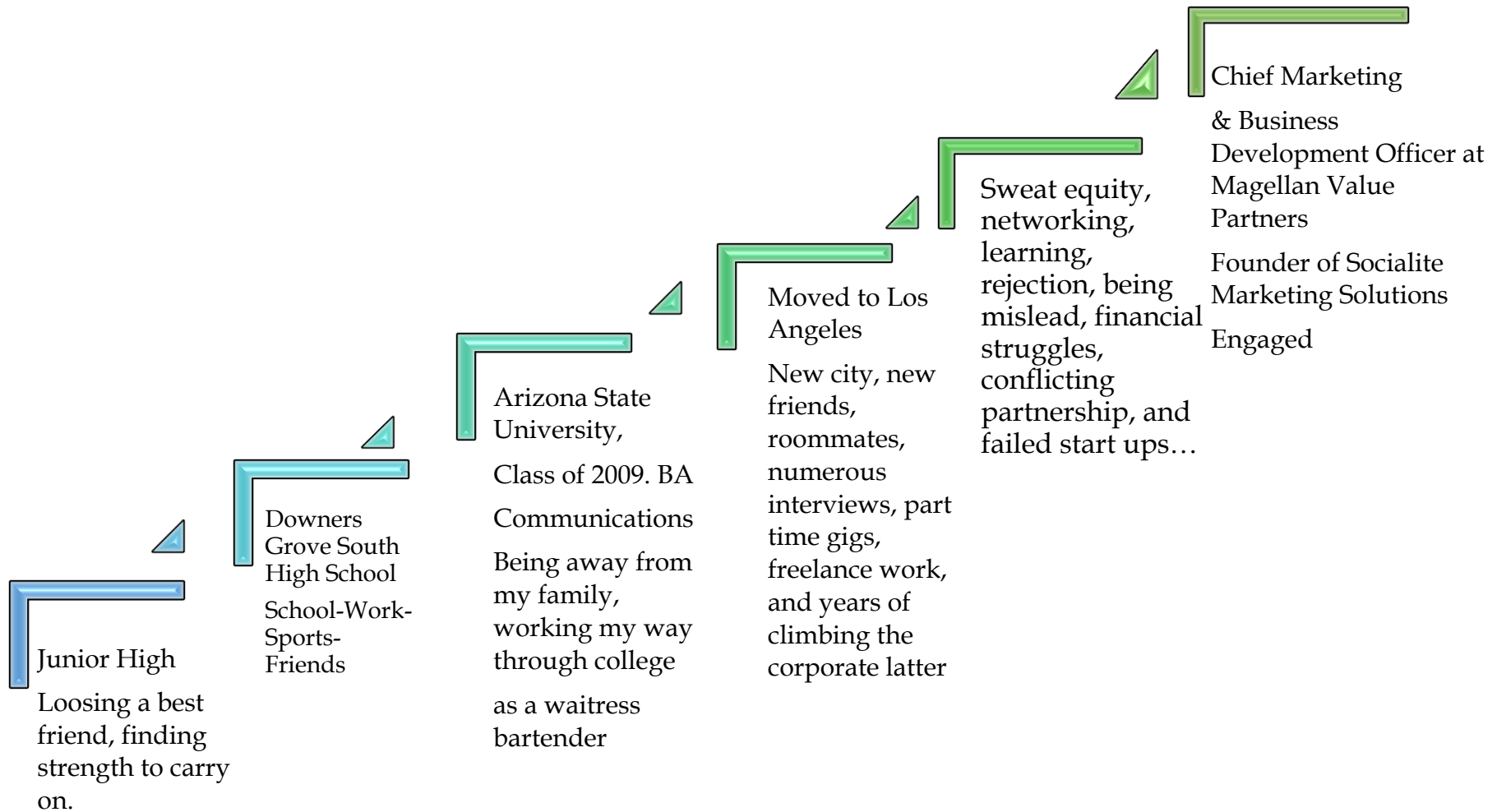
Me at Your Age



The good times in between...



My Stairs



There Is No Elevator To Success, You Have To Take The Stairs!



Socialite Marketing Solutions



AT SOCIALITE MARKETING SOLUTIONS, WE BUILD BRAND RECOGNITION, CREATE CUSTOMER LOYALTY, AND GENERATE SALES.

MARKETING SOLUTIONS INCLUDE:

- Experiential & Guerrilla Marketing
- Events & Promotions
- Trade Shows
- Business 2 Business Marketing
- Point of Purchase Marketing
- Mystery Shopping & Market Research
- Mobile Marketing Tools & Applications
- Social Media & Blogging
- Web Development & Search Engine Optimization(SEO)
- Graphic Design



MVP

"If opportunity doesn't knock,
build a door."
-Milton Berle

<https://www.magellanvp.com/>

MAGELLAN VALUE PARTNERS

Advice



I can't speak for everyone, nor would I try, however I do believe we all have or will feel overwhelming pain at some point . Feeling of sadness, failure, or loss; stuck in darkness, believing that we will never see the light at the end of the tunnel. Wake up call- there will be many tunnels and we will find our way out time and time again. Be brave, stay strong, and stand tall because you cannot avoid life's tunnels, nor would you want to...

**WORK HARD IN SILENCE,
LET SUCCESS BE YOUR NOISE**
-Frank Ocean



**Why fit in
when you
were born to
stand out?**
Dr. Seuss

Marketing 101

I will never forget the day a wise man I had met told me
“Marketing isn’t everything, everything is marketing.”

Marketing: The management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the **4 P's** of marketing:

- (1) identification, selection and development of a **P**roduct
- (2) determination of its **P**rice
- (3) selection of a distribution channel to reach the customer's **P**lace
- (4) development and implementation of a **P**romotional strategy

Marketing Activity

Creativity is defined as the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others.

Gather into teams of 3-5

Your team will be given *something* to Market- It may be a product, service, place, event...

Now here is where the fun and creativity begins: We all communicate differently so you can use any form of communication your team chooses.

Is your team into public speaking? a short skit-get us excited with your words; Economics? pitch us on the price point; Artistic? create a compelling ad; Literary? come up with a slogan or a "meme"; Experiential Marketing- word of mouth, how do you persuade?

You will have 15-20 minutes to create your campaign in efforts to drive a positive reaction to your consumer (the class)

Questions?