



## TESTIMONIALS

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"One of the most important things I did for my floral design business was follow Michelle's advice on creating my core values. The way you brought to light that we had to not just define our values, but we had to present them to our clients, over and over again, so they understand those values and they value them, too. I have to say that the core values I revised after your presentation to the Chapel Designers was the most genuine form of my "mission" or "story" I had ever written and I immediately started including my values in each proposal. Clients often comment that they like how I include my values and even those who don't say it, value those values, too...because my ideal client cares about the same things I do. I thank you very much for this insightful and major, major branding boost."

- Alison Ellis, Floral Artistry



WEDDING  
INDUSTRY  
SPEAKERS

# TESTIMONIALS

"Having Michelle as a speaker for our local DC Chapter for Weddings International Professional Association (WIPA) was truly amazing! Her presentation style was highly engaging and the content was invaluable; two of the key traits that I want my speakers to provoke during their presentations. The attendees loved her and the content being presented. As an event planner, you want to work with Speakers that understand your platform and want to go the extra mile to ensure the success of your event - Michelle was one of those individuals! Michelle is an outstanding professional and one who is always giving 110% to support the industry! If you are looking for a dynamic speaker, Michelle Loretta, is that person you want on your roster!"

- Tara Melvin, CEO of Perfect Planning & Past President of WIPA DC

"I saw Michelle speak at the POSH conference in Santa Fe and was impressed by her easy to understand, hands-on approach to accounting small business finances. As someone who enjoys and deals with numbers everyday, I know first hand how audiences can shy away from talk about numbers. Michelle deftly solved that problem in two ways. First, she had us working on our own business numbers--and let's face it, looking at one's own money is far more interesting than abstract financial concepts. Second, she broke down concepts into easy-to-understand, tangible action items we could all use immediately to make sure our business was healthy and position us to grow. I highly recommend Michelle's talks about accounting and small business finances."

- Christie Osborne, Mountainside Media