THIS SESSION - SESSION 4
LEARN AND TRANSFORM TO GET YOUR STORY OUT TO MORE CUSTOMERS

FEATURING 3 EMERGING WOMEN BUSINESS LEADERS
BUSINESSES TRANSFORMING TO BEAT THE ODDS

Anita Robertson, CEO, Make Ready Services
“My revenues increased by 30% since I’ve taken this class and I was just awarded the biggest project that my company has ever seen!”

Jessica Kravitz, JD, Krueger Beck PLLC
“I’ve gone from being a new attorney with no clients, to having a steady stream of new clients and promising leads on the horizon!”

Dr. Ebony Blackmon-Humphrey, CEO Caritas Critical Case Management
“I was able to build up the confidence to apply for a government contract and was awarded it, increasing my revenues by 50%! I became knowledgeable about funding resources and partners. I applied for an SBA loan and I hired two new front office staff members.”
MAKE READY SERVICES

• Make Ready Services is a construction cleaning and janitorial services company, including renovation cleans, construction cleans, deep cleans, move-out cleans, janitorial cleaning and facility and office cleaning. Anita Robertson’s first step in her Digital Marketing Strategy was to target her market.

"Seeing construction projects unfold from beginning to end, and being a part of the process by providing the final cleaning is very rewarding."

#WOMENINCONSTRUCTIONWEEK
LEVERAGING FACEBOOK FOR BUSINESS

She keeps her website fresh by posting “Behind the Curtain” videos featuring her job sites and the different work they can do.

Make Ready Services
September 1d at 6:22 PM
ExteriorWindowCleaning #CommercialWindowCleaning

successful renovation cleaning services, LLC Cleaning team!

Epoxy sealed concrete floor cleaning.

Make Ready Services, LLC Cleaning providing the final cleaning for this warehouse!

Anita Robertson
LEVERAGING FACEBOOK FOR BUSINESS

Her website is “*transactionable*” because she uses *scheduling*. *Interesting articles* show her values. She shows that *she shares* her customers’ values.

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*Anita Robertson*
Jessica Kravitz built a second career as a naturalization, business and estate-planning attorney. As a Latina, she is able to use her Spanish-speaking skills to help people in the community.

She’s in her first year as an attorney during the pandemic.
ESTABLISHING HER EXPERTISE

• Blogging to educate
• Remember, online reviews, blogs, and websites influence purchase decisions of 30% of Boomers, Gen X and Millenials

Jessica Kravitz, Jessica earned her bachelor's and master's degrees at Duke University, and her J.D. at Seattle University School of Law. Her first career is in the arts, primarily as the founder of VALA Eastside and former City of Redmond arts and culture commissioner. While continuing her arts involvement as a partner of Ryan James Fine Arts Gallery, Jessica's passion for people has found a home in estate planning and probate at Krueger Beck, PLLC.
CREATING HER BRAND - EMPHASIZING DIVERSITY AND COMMUNITY.

Fluency in Spanish...

Jessica F. Kravitz
ASSOCIATE

Profile
Jessica earned her Bachelor’s in political science from Duke University, focusing on political, social, and economic issues in Latin America and Germany during her studies.

Jessica’s first career is in the arts, entrenched in both Seattle and the Midwest, primarily as the founder of VALA Eastside, a grass-roots based, community and public arts organization, a former City of Redmond Arts and Culture Commissioner, as well as a Docent at the Seattle Art Museum.

In law school, Jessica interned at the King County Department of Public Defense. She served as a research assistant and used her fluency in Spanish to work on a pro bono asylum case from the Northwest Immigrant Rights Project. At graduation, Jessica was recognized as a Pro Bono Pledge Outstanding Service Awardee.

Jessica continues her civic work sitting on the Foundation Board of OneRedmond, the City of Redmond’s Economic Development Organization and Chamber of Commerce. She is a Gallery Partner at Ryan James Fine Arts Gallery, serves as Treasurer of VALA Eastside, and continues to use her Spanish skills in her pro bono immigration work today.

Jessica’s passion for people has found a home as an Estate Planning Attorney, paying careful attention to the details and nuances of each client’s story. Jessica has a deep commitment to helping clients as they take stock of their lives and trajectories, and plan for the future and that of their families.

Education
- Seattle University School of Law, Juris Doctor, 2019
- Kellogg School of Management, Northwestern University, Executive Scholar 2016
- Duke University, Master of Arts in Liberal Studies, 2000
- Duke University, Bachelor of Arts, Political Science and Comparative Areas, 1995

Professional & Civic
OneRedmond Foundation Board
VALA Eastside Founder and Treasurer
Ryan James Fine Arts Partner
Redmond Kiwanis Club

Pro Bono Northwest Immigration Rights Project

[She has a] “deep commitment to helping clients as they take stock of their lives”
Caritas Critical Case Management provides culturally sensitive and comprehensive behavioral care management. Owner Ebony Blackmon-Humphrey saw a lack of quality mental health care in vulnerable communities and built her business to address this.
A NEW WEBSITE - WELCOMING TO ALL

A clear statement of services with **compassion** and **competence**. Imagery that welcomes **diverse** clients. Educational information to increase engagement.

“We are a company that fosters a sense of **compassion** for the human story as it brings **enlightenment** to how we are created in special ways.”

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**Work Experience**

- Psychiatric Mental Health Nurse Practitioner
  - Therapeutic Health Services, Bellevue, Washington
  - Zoom Care Mental Health, Bellevue, Washington

- Behavioral Consultant
  - Cantus Critical Case Management, Issaquah, Washington (Present)

- Nurse Educator
  - Seattle Pacific University, Assistant Nursing Professor, Seattle, Washington
  - Northwest University, Clinical Adjunct Professor, Kirkland, Washington
  - Renton Technical College, Associate Nursing Program, Renton, Washington

- Psychiatric Nurse
  - Overlake Medical Center (2016-2019)
  - Harborview Medical Center, Seattle, Washington (2016-2018)
  - Dallas Behavioral, Desoto, Washington (2016)

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**Research**

- Patient Centered Care and Spiritual Competence in Treating Chronic Mental Illness (2018), Washington State University College of Nursing DNP Project

- Of Clinical and Environmental Pathogenic Microorganisms in their causative relationship to the development of Cystic Fibrosis, Central Michigan University Ronald E McNair Scholar

- The effectiveness of 3-Nitroproprionic Acid on transgenic mice with Huntington’s Disease under Dr. Gary Durbin

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Ebony Blackmon-Humphrey
LAUNCHING NEW SERVICES: A MENTAL FIRST AID COURSE! BEST OF ALL: TRANSACTIONABLE!

What is Mental Health 1st Aid?
Mental Health First Aid teaches you how to identify, understand and respond to signs of Mental Illness and Substance Use Disorders. This training gives you the skills you need to reach out and provide initial support to someone who may be developing a Mental Health or Substance Use problem and help connect them to the appropriate care.

Mental Health First Aid
Nearly 1 in 5 U.S. adults lives with Mental Illness – National Institute of Mental Health via the National Survey on Drug Use and Health and the Substance Abuse and Mental Health Services Administration.

EBONY BLACKMON-HUMPHREY

Call to Action

Request a Consultation

WA APRN License: 60929540
License: verified
MI APRN, DNP, License: 4704271233
License: verified

Click here to Register Today!

Caritas Critical Care Management Offered Services:
- Psychiatric Evaluation
- Medication Management
- Telepsych Consult

BOOK APPOINTMENT
TAKEAWAYS - YOU CAN MAKE IMMEDIATE CHANGES, BUT YOU HAVE TO START NOW

• You **need a place** where your customers can **find you**
• You **must have a** website - IT MUST BE ABOUT YOU, telling your story on the website, must be updated frequently, with no mistakes, and relevant.
• KNOW that this takes **a lot of time**, you may need help.
• Social media, where you can tell your story with videos, you can show them what you do (social media has replaced TV and can have huge reach!) FB for business doubles as social media
• Use your website as a storefront, make it **transactionable**
• For customers wanting to do a deeper dive, **BLOGs can educate** and establish your **authority**.
• COMING UP...

• Instruction on How to Navigate the Vendor Fair

• How to Use the Boost Your Business website for the next month