



**C<sup>2</sup>**  
**Convert  
Connections™**

Social Selling System  
Cultivate & Convert  
Leads into Sales.

**WENDY STEVENS**  
GUERRILLA MARKETING EXPERT

**V**  
**VANDERBILT**

LACROSSE  
NCAA DIVISION I HEAD COACH  
**NCAA CHAMPION**



# Wendy Stevens

## Author, Speaker, Guerrilla Marketing Consultant

Coach Wendy Stevens attained #1 elite income-earner status in her industry, as a multi-million-dollar sales leader in TWO elite direct sales organizations. Wendy utilized her unique skills in sales & online marketing strategies to launch two of her own highly successful 7-figure businesses.

Wendy as a wildly creative marketer has been conceiving and launching 7-figure online sales funnels for herself and clients since 2004.

Wendy has coached, trained, and mentored more than 80,000 people in 136 countries to master the art of Guerrilla Marketing, sales and lead generation. Recognized as an expert in Social Selling, LinkedIn & Guerrilla Marketing as an industry leader and innovator in direct sales was one of 3 creative partners that launched the "Reverse Funnel System" in 2005, that produced a staggering \$146 million in sales over 5 years. She has a brilliant perspective in the online marketing industry, and her innovative strategies produce record results with world class marketing teams.

Wendy is a sought after motivational, and inspirational international speaker that has appeared on the biggest stages from New York to London, South Africa, and Singapore having shared the stage with Tony Robbins, Marshall Sylver, Loral Langmeier, and Bob Proctor.

The best known marketing brand in history, "Guerrilla Marketing" was named by Forbes as one of the 100 best business books ever written.

With over 21 million copies sold, Jay Conrad Levinson's book appears in 62 languages and are required reading in MBA programs worldwide.

According to Forbes and Entrepreneur Magazine, Guerrilla Marketing is the most trusted marketing brand names in US History.

Wendy was also the bestselling author on Amazon for "Reverse Google Marketing", as well as host of the New & Noteworthy Podcast "Guerrilla Marketing to Women" on iTunes. Wendy as a teacher, trainer, championship coach and mentor has taught thousands of individuals to success and achieving their own six and seven-figure results through group training and private sessions around the world.

A former MVP, 3-time All American, and NCAA National Champion at the University of Maryland for Women's lacrosse, Wendy launched the inaugural women lacrosse program at Vanderbilt University,

Coaching them to a nationally-ranked Top 20 powerhouse in their first two years. She continues to apply that same drive, results-driven training, and systematic championship approach, as well as, "You Sell You" mindset, to her powerhouse teaching and coaching programs to equip and empower sales and marketing teams to explode their leads and sales.

Today Wendy's inspirational style and dynamic approach brings programs like Guerrilla Gold, Platinum Prospecting™ Convert Connections™ 6 Figure School and 7 Figure Freedom showcases her dynamic coaching and business building strategies.

She is the co-author of Guerrilla Marketing: Best of Guerrilla Marketing with marketing legend Jay Conrad Levinson and fellow contributor Seth Godin.

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"The long search is over. There is no one better than Wendy Stevens to carry the torch of the guerrilla brand and represent women guerrilla marketers for years to come. Jay Conrad Levinson, the Father of Guerrilla Marketing is fortunate to have found her, and he knows it."

-David Fagen: CEO Guerrilla Marketing International