



Shaniece M. Wise
Business Expansion Coach & Strategist
CEO of Wise, Armstrong and Associates, LLC

Overview of Shaniece M. Wise and Wise, Armstrong and Associates, LLC

Shaniece M. Wise is a Certified Business Expansion Coach and Executive Trainer who is hired by small business owners across the country to expand their current streams of revenue through coaching, speaking, and service/product development. With more than seventeen years of coaching under her belt, Shaniece teaches from a seven-step system that helps business owners leverage their expertise through branding, marketing, and selling strategies. Shaniece's powerful and direct style of coaching and speaking has led her across the United States teaching business owners and leaders how to expand their mindset, business, and profits through her coaching programs, events, seminars, and workshops. The strategies that she uses are based on her Business Expansion Institute for Entrepreneurs framework and through her Podcast "Red Lipstick Chronicles – Tips from the Lips of Successful Entrepreneurs". Shaniece's first published book is titled "Activating Your Gifts", and she is currently writing her second book. Shaniece's has had the opportunity to speak on platforms for JP Morgan & Chase along side of Essence Magazine, WELD, NAWBO Columbus, NAWBO Leadership Conference June 2019, TBN Broadcasting Network, National Black MBA, McKesson Pharmaceutical Company, Charter Communications and The Ohio State University, to name a few.

Shaniece's Resource Center, *Business Expansion Institute for Entrepreneurs*, provides coaching, consulting, online courses and educational/training modules. Shaniece's clients grow their businesses on average from 60-200% in 4-12 months after joining her Coaching Programs and receiving access to her Resource Center.

Shaniece helps Business Owners/CEOs in the areas of:

- Implementation of Business Audits – Taking a close look at current systems and strategies CEO is using; Identify areas that are broken and where money is being left on the table
- Creation of Accountability – Implementation of organization/time management and workflow tools to keep CEO consistent and accountable in order to achieve daily, weekly, and monthly tasks
- Equipping CEOs with next level marketing awareness tools, systems, and strategies
- Expanding or changing current lead generation tools (looking at what has worked and growing it)
- Relationship Building – Identifying key joint ventures and partnerships to grow visibility and reach
- Create a solid hiring process
- Effectively create conversations around sales to master **sales** conversations, conversions, and management
- Development of high-level content to up-level current brand message
- Design internal and external marketing messages to clearly connect to the right market and speak the same language as ideal audiences
- Set up email campaigns, email sequences, and email segmentations with CRMS (Customer Relations Management Systems)