



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**

Certified Business Expansion Coach and Trainer who is hired by Business Owners/CEOs across the country to help them expand their expertise through coaching, speaking, and service/product development. With more than seventeen years of coaching under her belt, Shaniece teaches from a 6-Step Business Expansion System that helps CEOs leverage their expertise through high-level branding, marketing, and selling strategies. Shaniece's direct and powerful speaking style has led her across the United States teaching business owners and leaders how to broaden their mindset, business, and profits through events, seminars, and workshops. The strategies Shaniece uses are based on her *Business Expansion Institute for Entrepreneurs Framework*, and her "*Red Lipstick Chronicles: Tips from the Lips of Successful Entrepreneurs*" podcast.