

# Sharon Beason

2017 Speaker/Press Kit



**Entrepreneur | National Speaker | Holistic Business Strategist**

# ABOUT

Sharon Beason



Sharon Beason began her extensive career in the corporate world as an accounting professional and designated Certified Public Accountant (CPA). As she continued to progress in her profession, she decided to leave her very lucrative corporate career to become an entrepreneur.

In April 2006 she founded Brooklyn, New York's first concierge company — All About Brooklyn Concierge.

Between February 2006 and 2009, Sharon served as the Director of the Downtown Women's Club – Brooklyn Chapter. She was tasked with organizing engaging and creative networking events for professional women. Sharon was instrumental in making the Brooklyn Chapter, the Club's most successful offshoot and was declared, "one of Brooklyn's favorite entrepreneurs" by L Magazine.

In 2010, Sharon founded Brooklyn Exposed and in 2014 she re-branded the company into the Social Fix – a comprehensive events listing website.

Then in 2015, Sharon founded the Womeneur™ platform to provide tools, resources, no-nonsense advice, events, motivation and community to help emerging and early-stage female entrepreneurs successfully plan, launch and grow their business. She Leads Africa — an online community that helps young African women achieve their professional dreams — selected Womeneur as one of ten Instagram accounts that "breathes life into your career."

Sharon is also a Holistic Business Strategist and her in-your-face, no-nonsense approach has helped hundreds of female entrepreneurs with the important basic steps to conceive their business idea and launch their brand strategically and successfully.

Sharon has been featured in major publications including The Daily News, The New York Times, Black Enterprise and The Huffington Post and continues to oversee operations at her concierge company — All About Brooklyn Concierge — in addition to managing all things Womeneur™. Sharon spends her days facilitating business strategy sessions, growing Womeneur™ and guest speaking about entrepreneurship, building solid networks and empowerment.



# IN THE PRESS



**Lucinda Cross, Contributor**  
TV Personality, Brand Influencer, Life Coach, Author, TEDx Speaker

## The Womeneur Movement Is The Answer! Interview With Founder Sharon Beason

01/30/2017 06:53 pm ET

*"I listen to creative minds, visionaries and entrepreneurs every day in my coaching practice. They dream big, because they are big! We are relentlessly drawn to where we belong."*

- Tama Kieves

There is nothing wrong with pursuing a vision that is so big that you can't imagine how you will ever experience it. In fact, most visionaries will try to do just that! The beauty of having big dreams, goals, and desires is that it forces you to collaborate, connect and create. It also forces you to seek, ask and find support.

I am excited to introduce you to one of the most supportive networks in my 2017 Top 10



## How the Womeneur Platform Helps Female Entrepreneurs Thrive In Business

*Womeneur connects, motivates, and educates female entrepreneurs*

by Kandia Johnson Posted: July 2, 2016

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(Image: Womeneur Instagram)

Sharon Beason is proof that sometimes you have to create what you want to be a part of. After feeling like she didn't fit in with her former colleagues in business, Beason created Womeneur, an entrepreneurship-focused site offering digital guides, coaching sessions, skill-building events, and resources to help female entrepreneurs succeed in business.

"With my prior businesses, I catered to a majority non-black demographic, and although people did tons of business with me, I never truly felt welcomed nor did I feel like I could 'break bread' with my colleagues; there was always that empty feeling," said Beason. "So I knew I wanted to create a platform where people could feel welcomed."

As life would have it, she did just that. In a little over a year, Womeneur has evolved from a mere website to a highly-engaged community of over 50,000 people, who have access to an abundance of tools and workshops across all facets of business such as legal, finances, social media, branding, and web development.

BlackEnterprise.com caught up with Beason to learn how she turned her vision into reality.

BlackEnterprise.com: Before starting your own business, where did you work?



## 10 INSTAGRAM ACCOUNTS THAT BREATHE LIFE INTO YOUR CAREER

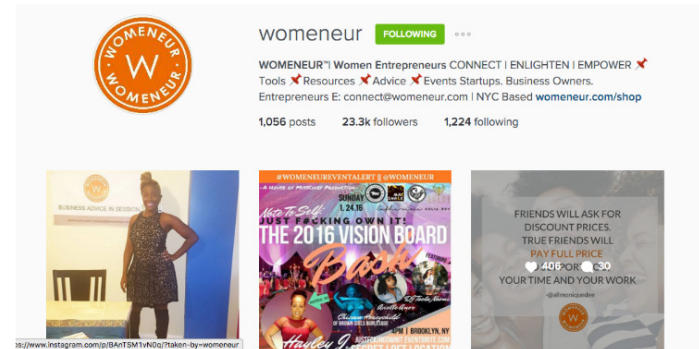
ANGELA ADUSAH

You're a hard-worker with a vision to bring into fruition. From the moment you wake up to the last seconds before you sleep, you spend your days calculating how to navigate your way to success.

Splendid.

So you plot, put plans into action, finesse execution, and network, all the while finding ways to maintain productive relationships and a healthy personal life. Managing that balance is extremely tough, especially when stress begins to limit your positivity. We know, trust us.

Luckily, we've found ways to use the omnipresent social media to your advantage during your leisure time. Here are 10 Instagram accounts that never-fail to serve up amazing career advice, professional tools and inspiration to make your vision clearer and your travel worth the journey.



Are you a new business owner? Looking to start your own business? [Womeneur](#) is a new online publication with a marvelous Instagram account that seeks to connect, enlighten and empower business-minded women looking to excel.

Though, based in the greater NYC area of US, Womeneur speaks to the universal business code of professional success. Riddled with practical quotes and honest accounts of business decisions, Womeneur is definitely a great account to follow.

Sharon Beason is proof that sometimes you have to create what you want to be a part of. After feeling like she didn't fit in with her former colleagues in business, Beason created **Womeneur**, an entrepreneurship-focused site offering digital guides, coaching sessions, skill-building events, and resources to help female entrepreneurs succeed in business.

—Kandia Johnson, Black Enterprise





# IN THE PRESS

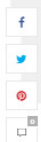
## BEYOND CLASSICALLY BEAUTIFUL

BEAUTY CULTURE STYLE INSPIRATION PHOTO SERIES CONTACT SHOP

### FEATURED

# Womeneur Founder Sharon Beason Shares 10 Things Every Woman Entrepreneur Should Know

FEBRUARY 18, 2016 BY BCB TEAM



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MONEY CAREER SMALL BUSINESS LIFESTYLE TECH EDUCATION WOMEN NEWS VID

## How This Woman Monetized Her Instagram Presence

Ready to monetize your Instagram presence? Check out these tips.

by Kandia Johnson Posted: June 30, 2016

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(Image: Sharon Beason)

In case you haven't noticed, Instagram is a powerful money-making platform, especially for bloggers and small businesses.

So if you've ever wondered how to turn your Instagram followers into customers, meet Sharon Beason; the founder of Womeneur, an entrepreneurship-based platform offering everything from digital guides and coaching sessions, to skill-building events and daily doses of motivation.

In a little over a year, Beason has attracted a highly-engaged community of over 50,000 followers. Black Enterprise caught up with the enterprising trailblazer to learn more about the specific strategies she used to grow and monetize her Instagram following.

Since launching Womeneur, describe the work you're most proud of.

SEARCH SECTIONS

DAILY NEWS | NEW YORK



SUBSCRIBE

NYC Crime Bronx Brooklyn Manhattan Queens Education Weather Obituaries

## Brooklyn's very own concierge does banner business meeting 11th-hr. needs



BY

JOTHAM SEDERSTROM

DAILY NEWS STAFF WRITER  
Sunday, January 27, 2008,  
3:33 AM

The heartbroken cat lover's e-mail came suddenly.

Distraught over the recent death of her beloved Burmese cat, a Carroll Gardens woman did what any outrageously devoted pet-lover might: She decided she wanted it stuffed.

That's when Sharon Beason and her full-service concierge company, All About Brooklyn, came to the rescue.

"She said, 'My cat just died and I'm a real cat lover, and I don't know what to do,'" said Beason, recalling the e-mail she received from the woman last week. "It may sound weird, but I'd like my cat stuffed. Can you help?"

Within an hour, Beason had tracked down a taxidermist from upstate Brewster who specialized in pet stuffing. She also urged the woman to freeze the animal

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## WOMENEURCON 2017

[REGISTER NOW](#)

The first annual WomeneurCon all-day conference jam-packed with a full day of learning all about launching and growing your business from industry experts.

website will be updated with new information as it comes



WHEN

APRIL 29, 2017

Starting 8:30 am



SHERATON BROOKLYN HOTEL

228 DUFFIELD STREET,  
BROOKLYN NY 11201

8:30am to 8pm



STARTUP INTENSIVE



BUSINESS DONE RIGHT!





# SPEAKING ENGAGEMENTS

Sharon Beason



Curated a Panel for Girl's Inc of New York



She Leads Africa #SheHiveNYC  
Key Steps To Starting a Business



# SPEAKING ENGAGEMENTS

Sharon Beason



Get Bullish 2016 Conference

Multiple Income Streams for Every Woman



Black Interior Designer's Conference

How to Instagram Your Way to Six Figures



MogulCon 2016

Building Community & Partnerships

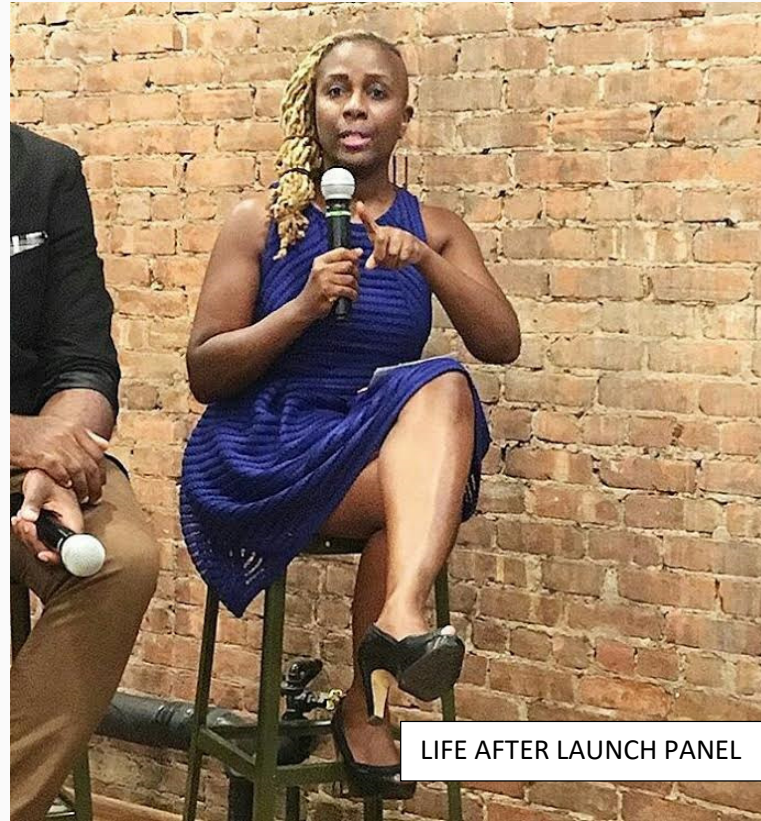


# SPEAKING ENGAGEMENTS

Sharon Beason



THE ENTREPRENEUR EXPERIENCE PANEL

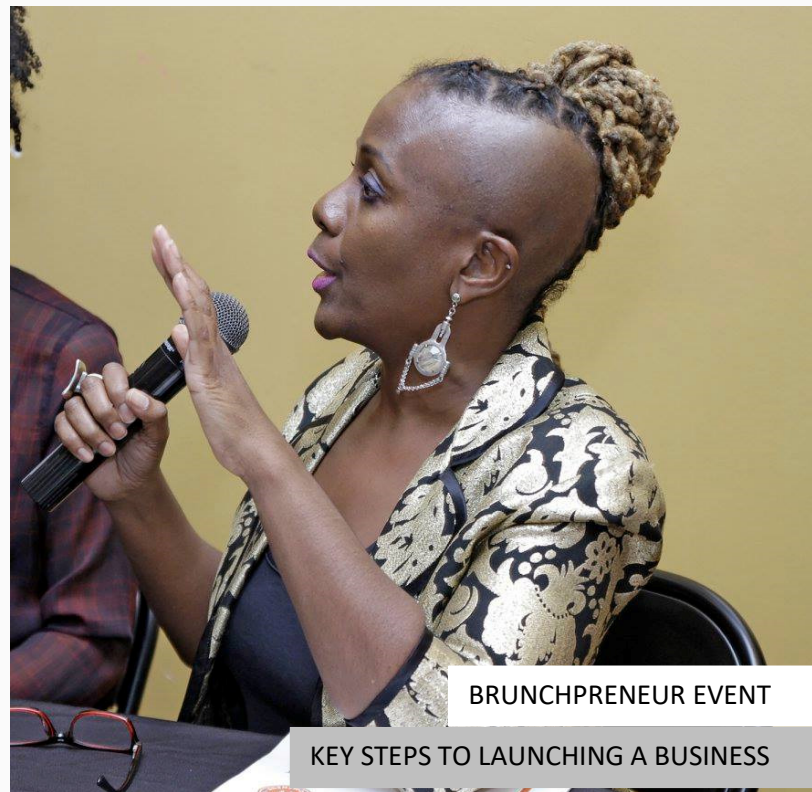


LIFE AFTER LAUNCH PANEL



WOMEN WHO INSPIRE: ENVISION TO EMPOWER

KEY STEPS TO LAUNCHING A BUSINESS



BRUNCHPRENEUR EVENT

KEY STEPS TO LAUNCHING A BUSINESS



# TESTIMONIALS

Sharon Beason



Sharon's workshop on Key Steps to Effectively Launch & Brand Your Business at SheHive NYC was a resounding success. The creative style in which she shared her ample expertise and experience with the room left participants feeling both energised and engaged. -**Ellen Houston, She Leads Africa**

Sharon was a blessing to me and my middle and high school girls. She was able to bring in a group of dynamic women as well as facilitate a workshop that my babies are still talking about. I can't wait to work with Sharon again! -**Kree Cason, Girls Inc of NYC**

Sharon Beason shared her story to a room filled with entrepreneurs for our Entrepreneur Experience event. She is a brilliant speaker – the audience was completely engaged, inspired and motivated by her- I was spellbound. The feedback from this event was the best I have ever had. Sharon has the ability to empower people whilst making useful connections to personal and business issues. There were many thought-provoking ideas generated and we're still referring back to the lessons from her story several weeks after the event." She's amazing! -**Yetunde Oso, The UpperRoom Events**

Sharon Beason was the guest speaker at our Dream Builders NYC networking! She delivered a life changing message to us that we will never forget. She gave us the REAL deal about entrepreneurship and nothing was sugar coated. We are truly grateful for the vision and the visionary of Womeneur, thank you being apart of our successful event!" - **Alisa Haughton, Co-Founder of Dream Builders NYC**

Thank you for speaking at our annual conference. You elevated the level of knowledge our participants have about social media and gave them easy to implement tools necessary for a more successful career. The attendees loved your candor and ability to relate to their business no matter the level. - **Kimberly Ward, Black Interior Designer's Conference**

Women Who Inspire Women enlisted the expertise of Ms. Sharon for their second annual Envision to Empower II event for Women's History Month. Sharon was one of the best speakers we were ever blessed to have join in on the roster. She was professional, inspiring and informative. What I admired most about Sharon's time with was that well after the event was over, she remained to answer questions for patrons and to engage the crowd. From start to finish, she was great to work with and I would highly recommend her for any speaking event and we look forward to working with her on future projects. -**Soraya D, Women Who Inspire Women**

We had the pleasure of having Sharon Beason as our special guest at an I Need New Friends Event and she was absolutely amazing. Sharon is both personable and knowledgeable, the women spoke highly of her, and were extremely appreciative of not just her knowledge but her kindness. It's not every day you can find someone who is willing to drop gems, genuinely interact with attendees, and reach out to them after the event! -**Sable Lomax, Real Brown Girls**

It was an honor and pleasure to have Sharon Beason speak at Stepping N2 Sisterhood NY. She brought something special to the panel with her valuable knowledge, authentic personality, and intriguing delivery. I appreciated Sharon's professionalism and genuine interest in doing her part to make the event a success. -**Andromeda Raheem, Women by Choice**



# SPEAKING TOPICS

Sharon's many years of being a serial entrepreneur has allowed her to gain lots of knowledge to become known as a Visionary, Educator and Holistic Business Strategist. Because of this, she's knowledgeable in many business topics and is comfortable facilitating a listen & learn or interactive workshop, roundtable or classroom-style seating. Whether you need Sharon to educate a room of 10 or a room of 200 or more, she will do it effectively and efficiently. This is not an all-inclusive list, but her topics include:

- Empowerment and Getting Your Mind Right
- Key Essential Steps to Launching and Growing a Business
- Establishing and Fostering Business Relations, Partnerships and Collaborations
- How to Engage, Grow and Monetize Your Instagram Account
- Getting Sponsorships



# SPEAKER RATES

Sharon Beason



Sharon is sensitive to accommodating your budget - within reason. Her speaker rates vary between \$500-\$1,500 depending what's involved, including:

- Travel
- Overnight Lodging
- Pre-event preparation
- Duration of her presence at event
- Length of presentation
- Post-event access

# GET IN CONTACT

Sharon Beason



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