



Inspiring your  
audience to  
**SHIFT**  
their business!

## SIGNATURE TALKS

### **DITCH THE HUSTLE: Accelerate Your Profits**

Do you feel as though you aren't getting any traction in your business, yet you're busy all the time? Do you feel as though you're doing lots of marketing but you aren't seeing the results?

Then perhaps it's time to **DITCH THE HUSTLE**.

It's time to learn the 2 secrets to getting out of hustle mode and creating momentum in your business (and you won't have to learn any new technology or fancy sales funnels).

Diana will explain why your entrepreneurial DNA is one of your most powerful tools for building a business & brand around what you are already good at doing!

[www.dianalidstone.com](http://www.dianalidstone.com)

### **EPIC LIVE EVENTS: Accelerate your business**

Hosting your own profitable live event is one of the fastest ways to grow your coaching, consulting or speaking business! But you've avoided hosting one because you're afraid you won't fill it!

As the host of her own live events (bigger than workshops) for the last 5 years that filled her coaching business, Diana will share with you the **REAL** question you need to ask yourself before you consider how you're going to fill the event.

Diana will share 7 key elements of profitable live events and how yours can be profitable **BEFORE** you even sell a ticket!

A talk not applicable for business newbies. Easily a full-day or breakout session.

(514) 690-1867

### **The SECRET to Effective Business Networking**

Networking is one of the quickest marketing strategies to grow your business **YET** so many business owners struggle to network effectively to generate qualified leads from their efforts.

Learn:

- \* why effective networking is a must-have marketing skill
- \* the essential elements of an Impactful Infomercial
- \* 3 step networking strategy that works for every industry & niche to generate great paying clients

Turn those cards into cash -- Tons of value for all stages of business growth! Great breakout session or even full-day workshop

[diana@dianalidstone.com](mailto:diana@dianalidstone.com)



**Engaging, high-value  
content your audience  
can implement today!**

*Diana stands confidently on stage, empowering her audience to engage with her. She doesn't just know her subject matter ... it comes through from her heart.*

**Steve Lowell, CSP**

*Our policy is not to repeat speakers from one year to the next.... However participants mentioned Diana by name as the speaker from whom they learned the most, so we asked her to speak again and she delivered! She is a reliable speaker who brings actionable advice while being personable in the process. I highly recommend her services.*

**Doreen Ashton Wagner, Founder  
The Business Sisters Conference**

*We were thrilled to have Diana as the main speaker for our Leadership Series. Her presentation was engaging, and thought-provoking. Participants left with takeaways that they could implement immediately in their businesses. We would love to have her speak again in the near future!*

**Gabriele Eaton, Women Mean Business  
Kingston**

## **Bio and Background**

Diana Lidstone commands the stage with a powerful and confident energy. She combines storytelling with practical and proven strategies that her audiences can implement quickly to accelerate their business, without working harder!

Diana simplifies marketing and business growth. She shares tools & strategies that are proven to work with a range of business types and organizations, from solopreneur to multi-million dollar corporations.

She is a #1 best-selling author of SHIFT into RICH: Navigate the 9 roadblocks to small business success and an award-winning speaker. She is a frequent guest on international podcasts, local networking events and conferences.

Diana is also the founder of SHIFT live events for ambitious entrepreneurs which she started in Montreal in 2015, and has since held them in Ottawa and Kingston.

When not on stage, Diana loves sharing good food & good wine with family and friends, especially if it can be on the family yacht in the Thousand Islands and beyond.