

The Bio

Tai Goodwin is the CEO of That Marketing Team and the creator of the Liberated CEO Accelerator. She's an award-winning instructional designer with 20+ years of experience creating learning experiences and content for Fortune500 companies like Barnes & Noble and tech start-ups like Leadpages.

Coaches, consultants and course creators work with Tai when they are tired of trying to figure out how to do marketing on their own. They get the strategy, training and implementation support that allows them to create a marketing system that actually works.



BLACK
ENTERPRISE

Forbes



TRAFFIC SALES
& PROFIT

KIVO DAILY

Money

INFLUENCIVE



Small Business
TRENDS

Signature Topics

Quizzes, Funnels and Facebook Ads: Three Tactics to Grow Your Audience on Autopilot

The only thing worse than a dead end job is a dead end business. In this engaging workshop or presentation, participants will learn three tactics that six and seven-figure businesses are using to expand their reach, attract better leads, and generate more sales.

The Proof Is In the Profit: 6 Steps to a Bankable Marketing Strategy

Every day there's a new tool, a new platform, or some new trick that will magically make your marketing work - if you listen to the gurus. In this session, we'll break down what it really takes to implement a marketing strategy that generates leads and converts them into clients and customers.

Email Marketing Decoded: How to Build a Bankable Email List

Is email marketing dead? Not at all. In fact for 81% of small businesses, email marketing is the #1 way to acquire new clients and retain existing customers. In this content-rich session, participants will learn the fundamentals of an effective email campaign and the tools needed to create one.

Testimonials

Nicole Fende, The Numbers Whisperer

"I'm a numbers person so marketing is NOT intuitive for me. When trying to work through my marketing campaigns I used to get so frustrated. Then I was in a session with Tai, she was walking us through the mindset of our top avatar when they first visit our website. Suddenly I GOT IT. It was as if Tai leaned over and flipped the switch illuminating the entire room."

Teresa Thomas, Director MN Women in Networking

"Tai is a true social media expert. She has given presentations for our members and the evaluations have been stellar. One participant said it changed her world because she finally "gets" how to incorporate social media into her marketing. I know several others who have hired Tai and each and every one of them talks about what a fantastic investment it has been because of how much they have learned and are able to apply."

Michelle Bergh (Wordpress Consultant)

Tai never ceases to amaze me. I've followed her for some time now and she really is an expert when it comes to knowing how to profit more and work less. I have learned so much from her. The course I took was top-notch and really helped me move forward with the whole idea of lead generation as well as passive income and things I could do to improve this area of my business significantly.

THAT
MARKETING
TEAM

CONTACT INFO

PH: 651-600-4700

Email: taiceo@thatmarketingteam.com

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thatmarketingteam.com/book