

Amy Wenslow, CEO



Amy Wenslow
International Product Expert

Amy Wenslow, an international product expert, captivates audiences with her charismatic style as she shares insights on how to position and produce products that will make millions through high volume sales to home shopping channels and mass merchandisers. With over 21 years experience in product development, sales and management for consumer goods, her success has led to expanding from a North American clientele to an international one, with clients in including countries as far away as Hong Kong, China, Taiwan, India, and the Czech Republic.

Amy is compelled by design specifically for high volume sales. Her career has blended a strong design background with sales mastery and management. For 3 years, she worked as a lead developer on Beverly Hills Gold. During this time, Beverly Hills Gold's retail sales on QVC were \$300 million dollars.

After that success, Amy managed sales teams of up to 24 people responsible for special event sales and corporate accounts including Zales, Helzberg Diamonds, Macy's and Costco.

In 2006, Amy led a product launch in Wal-Mart with a \$1.78 million dollar first order. The product performed so well it earned permanent space. Following quickly on that success, in 2007 Amy headed up development of a product line, Heart and Soul, that sold at Michael's Craft Stores, Jo-Ann's and AC Moore. Michael's sales on Heart and Soul in 2007 were \$2.5 million dollars.

Over the span of her career, Amy has worked on products as diverse as surfboards, jewelry, mouthwash, natural cleaning products, clothing and hardware. Individual piece prices ranged from \$1.99 up to \$32,000 retail.

With her warm and energetic style, Amy inspires her audiences into action. They feel her passion for people and respect for their dreams. Her entertaining, direct delivery simplifies complex information for immediate use. Amy's high energy has attracted corporate speaking invitations from major companies, including Federal Express. Tradeshows across the United States have engaged Amy as a popular speaker for their educational events.

Amy serves inventors and entrepreneurs as founder and CEO of Products to Profits, Inc., a company that creates winning strategies for consumer goods product development and product sales.

Amy Wenslow is an enthusiastic champion of living your passion and inspires people to take focused, specific action to make their dreams a reality.



Product Placements, Partial List:



Speaking Credits, Partial List:



Speaking Topics List

“How to Build Profits into Your Product From the Beginning”

Covers key points entrepreneurs need to address to protect their profit margins and ultimately, their business' success.

“Creating Products for the Profits You Deserve”

When a product is well planned out from the start, you eliminate expensive redesign, retooling and maximize your speed to market. A great plan paired with precise follow-through lays the foundation for great sales.

“The Secrets of Creating Million Dollar Products on a Low Cost Budget”

There is a secret, low cost method to making ultra-high selling products. Big companies use it as everyday. You can too.

“How to Get Ready to License Your Product Idea”

Licensing products is a fast path to passive income. Get your product idea ready to show licensees quickly and cost effectively.

“Creating Joint Ventures for Non-Info Products”

Joint Ventures have gotten lots of attention in marketing. How do you use joint ventures if you aren't an infopreneur?

“What Retail Stores Need from You to Sell Your Product Today”

The needs of retail stores have changed. Now more than ever, they need specific information presented the way they speak and think. Are you hitting these homeruns or are you striking out?

“How to Fit Products to Your Store's Customers like You Have a Crystal Ball”

Learn to decode the unconscious clues your customer shows to tell you exactly what products they will buy.

Testimonials



“Amy Wenslow is extraordinary. She is true strategist, visionary AND a compelling, compassionate woman who is a skilled and focused teacher. There is no doubt in my mind that the results of her specific and clear instruction will indeed increase our profits beyond measure.

Amy’s online coaching model is unique, powerful, efficient, and inspirational. I love the one-to one visual contact with her throughout our sessions and the ability review the audio, video and jpegs of the session afterwards. Amy IS integrity personified.”

Mary Hobratschke
Life At Hand

“In my experience with Products to Profit I have been amazed by the direction I have been pointed in. Amy has opened my eyes to seeing all sides of my project from marketing, product testing and a very focused view of results I can achieve. My time with the program has been brief but I have a more focused direction thanks to all the sessions with Amy on Skype. She opened up herself to my idea and opened the door to success for myself.

I have accomplished more in one month than I had in 18 months on my own.”

Brendan Thomas
Interactive Sports Gallery

“Amy Wenslow and Product to Profits provides one of the most engaging, streamlined and targeted product coaching programs I have received in the area of product development, business coaching and product strategy planning.

She engaged our whole team with her interactive style, from our VP of Sales and Production Manager, down to our designers. We all had newly inspired actions to take on after our Product Success Session.”

Chris Trammell
Founder
Custom Wreaths International

“After struggling with my project for 2 years, I met Amy. In just the first nine days working with her, I’ve mitigated two or three huge risks and brought in a resource worth \$800,000. She’s introduced me to the exact resources that I could never have found on my own. That is definitely going to attract more investors. All this has happened before we’ve even had my strategy session. If this is what’s it’s like in 9 days, I can’t wait to see where I’ll be in 90 days!

Sue Raftery
Peru Hollow Farms



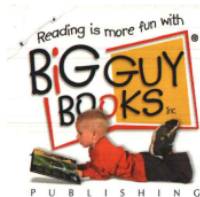
Before finding Products To Profits, I was selling other people's cleaning products on my OrganicAuthority.com website. I just didn't know how to even start making my own products. After working with Products To Profits we've launched our new cleaning product line. Now, on October 20th Sam's Club online will be buying seven products from our "Laura Klein's Green Car" cleaning line. And we're being referred over to Wal-Mart and Sam's Club in-store buyers. I am SO excited.

Laura Klein
Organic Authority.com



I have found that Amy Wenslow is an awesome marketer. She totally knows the markets that products should penetrate. She also knows how to get products in there, how to brand it and get it looking great! And how to have it fly off the shelves. She is awesome!

Ron Szasz
All the Way Inventions Inc.



Not only can Amy troubleshoot, identify, structure and implement the process of getting your product into big market sales channels, she makes it painless. If you want to play in the big leagues, hire Products to Profits.

Robert Gould
President
Big Guy Books, Inc.