

Karen Hope

For many years, I have helped other companies market their products and services. However having an entrepreneurial spirit, I also wanted to build my own successful business. Back in 1995, I operated my own agency, The Marketing Edge, when opportunity knocked: a friend of mine had a barbecue sauce called Cattle Boyz that was market ready. I took this product on as an experiment “just to see what I could do with it.” Within one year, Cattle Boyz Foods was formed and I was the Managing Partner.

Instead of marketing my expertise, I was now using it to market gourmet food products. In 1997, my first hit was the TSC Shopping Channel, promoting Cattle Boyz. From 1998-2008 came more wins: Costco, Safeway, Sobseys, Loblaw's, Wal-mart and many more chains. My success with Cattle Boyz brought attention to my skills as a business owner and marketer. I was able to turn an unknown product into a nationally known award-winning brand.

I can finally say with confidence that I am a true Marketing Expert. I have “walked my own talk” putting my own beliefs into action. If business owners are going to receive any value from a Marketing Expert, they need to work with someone who has a great deal of knowledge, skill, training, and experience in marketing. Only then will they receive the best possible ROI. My wow factor is that I am the real thing and that I have my own tried and true marketing techniques to share with other businesses.

I get a real ‘business buzz’ when I am able to apply my expertise to help someone formulate a marketing strategy or plan for their business. The whole process of evaluating, setting goals, and identifying strategies is highly creative, extremely challenging and totally rewarding. This is why I stayed in marketing my entire career – for the buzz!

If I were able to go back and have a chat with my 17-year-old self, I would say, “What you visualize will materialize!” I was always clear about my goals; however, I used to worry about whether I could materialize them. I’d worry that I would never marry or have a child. At 38, I married; and at 40, I had a daughter. I’d worry that my company would not be profitable: In 2009, I sold my Cattle Boyz shares for a retirement-sized profit. My clear visions have materialized my personal and career dreams. Now I trust my vision without the worry.



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