

## Lynn Serafinn, MAED, CPCC

**#1 Bestselling Author, Award-Winning Coach & Teacher, Marketing Strategist**



**Lynn Serafinn, MAED, CPCC**, is a certified, award-winning coach, teacher, marketing strategist, social media expert, speaker and author of the number one bestseller *The 7 Graces of Marketing – How to Heal Humanity and the Planet by Changing the Way We Sell* and *Tweep-e-licious! 158 Twitter Tips & Strategies for Writers, Social Entrepreneurs & Changemakers Who Want to Market their Business Ethically*. Her latest book *The Social Entrepreneur's Guide to Successful Blogging: An Effective, Creative & Ethical Way of Marketing for Visionaries & New-Paradigm Business Leaders* is coming later in 2015.

She is listed in the Top 20 of the Top Marketing Authors on Twitter by *Social Media Magazine* and was a finalist for the prestigious Brit Writers Awards. She also received the eLit Book Awards Silver Medal in Humanitarian and Ecological Social Affairs, as well as the Bronze Medal in Business and Sales. She was awarded the Microsoft Innovative Teacher of the Year Award in 2005, and her coaching practice received the Bedfordshire Businesswomen Award for working within the community in 2009.

Lynn's eclectic approach to marketing incorporates her vast professional experience in the music industry and the educational sector along with more than two decades of study and practice of the spirituality of India. Her innovative marketing campaigns have produced a long list of bestselling non-fiction authors through her company [Spirit Authors](#).

Lynn is also the Founder of the [7 Graces Project](#), created to train, support, mentor and inspire independent business owners to market their business ethically, serve society and planet, and restore all that is best about humanity.

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**- INTERVIEW STORY ANGLES-**

**IS MARKETING MAKING US ILL?**

How has old-school marketing negatively impacted our health, finances & natural environment? How can a shift in marketing paradigm help turn it around?

**THE 'DHARMA' OF BUSINESS**

What is the true role of business in society? What is the ultimate responsibility every business owner has to people and planet, and how can they achieve it?

**7 DEADLY SINS and 7 GRACES**

What are the 7 Deadly Sins and 7 Graces of Marketing? How are they used and how do they affect us? How can the 'Graces' help heal humanity and the planet?

**NEW RELATIONSHIP WITH OUR AUDIENCE**

How has the relationship between businesses and consumers changed? What do modern business owners most need to know about communicating with their audience in today's world?

