



Sierra Bailey

Business Educator | Speaker | Entrepreneur



You get to decide what success is for YOU. If that means a business with no employees, go for it!

Sierra Bailey is a business educator and talented, tiny business owner expert. She has a passion for helping people feel like they can achieve whatever they want to. Her specialty is giving talented, tiny business owners the tools and confidence to create the businesses they really want to own. Sierra became a business educator after over 20 years of building and running her own tiny businesses. She now uses her knowledge and experience as a jewelry designer, restaurant general manager, TV host and board member of multiple non-profits to help you run the tiny business you love your way.

Testimonials

"Sierra is engaging, upbeat, enthusiastic and articulate - everything you'd want in a public speaker."

~ Christi Mondrik, Mondrik & Associates

"Thanks so much for speaking to our NAPO chapter!!! Such high value and great insight for us tiny businesses"

~ Ryan Lanier, Organizing 4 Good

"I love Sierra's authenticity. I know it's used a lot these days but Sierra immediately makes you feel at ease and welcome. She is extremely helpful and incredibly giving of her knowledge and expertise. I love participating in her workshops"

~ Cheryl Hersh, Hersh Parent Coaching

"You know that pall of dreary-eyed gazes that seems to infect groups of people from time to time? Sierra is one of the (few) forces out there seemingly designed to counteract that energy. She uplifts those around her to a heightened state of awareness, simply through her own level of engagement. She listens and speaks with individuals and groups (and camera lenses) in a way that creates mutual clarity, connection, and coherence."

~ Wilson W. Hailey, Tezpresso



Popular Talks

How To Start a Tiny Business

The term small business can mean a business from just you to 500 employees. Most of the information available for starting or running a small business is geared towards people wanting to have 5 or more employees. And yet, 45% of small businesses are actually solopreneurs and another 35% are 5 employees or less. Sierra is an expert on the 5 and under business, what she calls the tiny businesses. She is well versed in both the broad topic of how to start as well as getting into the specific such as finding your ideal client, marketing, sales, and productivity. All focused, of course on the tiny.

Smart Marketing So You Don't Waste Your Time and Money

In this presentation, you'll find out the 5 biggest mistakes made across all marketing strategies. Sierra then takes us through the three top marketing strategies and provides us with tips and tricks to begin implementing them today. The talk concludes with how to perform a marketing audit on your own business so you will know where you need to focus going forward.

Choosing Which Tech To Use

Are you overwhelmed by all of the options out there when it comes to anything from choosing which Social Media platforms to focus on, to which email list organizer to use? In this session, Sierra Bailey will explain the differences between many of the popular apps and then take you through a step by step process for how to make these decisions.

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