



ARE YOU THE INVISIBLE EXPERT?

As founder of Standing Out Online, Kate Paine helps entrepreneurs and business leaders close what she calls the Presence Gap; the distance between who they truly are and how they're currently showing up online. A personal brand and visibility strategist with over 35 years of experience in marketing, media visibility and journalism, she brings a perspective that is equal parts strategic and deeply human.

Known for connecting the dots between someone's expertise, thought leadership, and the mission that drives them, Kate delivers talks that challenge audiences to rethink how they're showing up and inspire them to close the gap between who they are and how the world sees them both online...and off.

SIGNATURE TOPICS

THE INVISIBLE EXPERT: THE WORLD NEEDS THE REAL YOU

Brilliant, accomplished professionals are becoming invisible in today's AI-driven world; not because they lack expertise, but because their online presence hasn't caught up with who they've become.

In this talk, Kate introduces the concept of The Presence Gap and challenges audiences to rethink how they're showing up across every platform and touchpoint where opportunity begins. This is not a how-to. It's a perspective shift that leaves audiences seeing themselves differently and motivated to close the gap between who they are and how the world sees them.

Ideal for: Entrepreneurial conferences, women's business events, leadership summits, and industry associations.

LINKEDIN WITH PERSONALITY: WHERE PROFESSIONAL MEETS PLAYFUL

Your LinkedIn profile is not a resume. It's your most visible brand asset, and most professionals are treating it like a job description. In this talk, Kate shows audiences how to infuse their LinkedIn presence with the personality, story, and voice that makes people stop scrolling and start connecting with practical shifts that carry beyond LinkedIn to every platform and bio where they show up. Because when your online presence sounds like you, the right people find you faster.

Ideal for: Entrepreneurial conferences, women's business events, professional associations, and LinkedIn-focused training events.



KATE PAINE

TESTIMONIALS



"I met Kate when she first attended our Agents of Change Digital Marketing Conference a few years ago. I enjoyed her unique approach to LinkedIn™, so I asked her to speak the following year, and to lead a workshop the year after that. I've invited her to be our closing speaker for our Agents of Change Whistle Stop tour in Burlington, VT. Her topic was "Make Your Mark: How Your Personal Brand Sets You Apart Online and Off," and she killed it.

The presentation was filled with great, actionable tips that worked for beginners and experts alike. She was warm, funny, and on point about her topic, and it was easy to see why so many people turn to Kate for branding advice. If you're looking for someone to speak on personal branding, standing out online, or LinkedIn™, I wholeheartedly recommend Kate!"

Rich Brooks, CEO, Flyte New Media & Agents of Change Conference

"Kate flattens the learning curve and delivers a Master Class on personal branding. After hearing her presentation, I took three pages of notes and knew I had to connect with her directly. After only a short conversation, she took me from a pile of unorganized notes and ill-defined ideas to a targeted, executable strategy that felt completely organic and helped me finally communicate my message, skills, and strengths. I don't know how she does it, but Kate's expertise is second to none."

Bob Marsh, US Navy Veteran & Territory Manager



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