

# Janet Fouts

Social Business Strategist, Speaker, Trainer, Author, CEO Tatu Digital Media, @JFouts on Twitter

janet@janetfouts.com

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## Summary

### Social business strategist

I work closely with your team to create a workable social media strategy. Then we all work together to make it a reality. The services I can supply include one on one, corporate training as well as workshops and seminars for large groups in how to use the tools and implement the strategies to make your social media outreach successful. I regularly check in with new information, new tools and support you as your social media campaign takes off.

### Speaking and training for the social business

As a speaker/trainer I provide actionable advice on how to make social media work for business quickly and help identify the tools, strategies and tactics you need to use social media effectively and efficiently.

I speak on social media and online marketing strategy around the world as well as conduct webinars about social media tools and strategy, workshops and boardroom training sessions for companies wanting to get their team up to speed and working efficiently with social media.

Recent conferences include American Express Travel, DevLearn, Non Profit Technology Conference, Silicon Valley Business Week, Social Media Boot Camp, SDForum, OMMA Social, UC Hastings School of the Law. and several others.

### Social Media Management

At Tatu Digital Media, our team of experienced social media managers and virtual assistants can help take the labor out of social media engagement and enable you to focus on building relationships and doing it right. We have connections with hundreds of bloggers and regularly do blogger and influencer outreach for Fortune 50 companies and start-ups alike.

Specialties: Social media strategy, Speaker on social business, corporate training, influencer outreach, on-line marketing and web strategy, social media for the real world.

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## Honors and Awards

Multiple Web Marketing awards for design  
Amsterdam Flash Film Festival- Flash film award  
Top 100 Women in Business- San Francisco  
Top 100 most powerful women on Twitter  
Webby Nominated for Ontherail.com  
Webby Awards- Exploratorium

## Interests

Social Media is my passion. I live and breath this stuff. Fortunately it crosses over into my interests too, techno gadgets like iPhones, iPads, Mac, kayaking, hiking, cooking, wine and my horse.

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## Projects

### **The Tutu Global Forgiveness Challenge**

December 2013 to Present

Members:Janet Fouts

Working with Archbishop Desmond Tutu, Reverend Mpho Tutu, Douglas Abrams, Michael Matkin and their teams in the US and South Africa to spread the word about the Global Forgiveness Challenge.

We are creating and managing their social media accounts, contests and working with the development team to promote the challenge and their new book, The Book of Forgiving published in the US by Harper Collins and around the world by international publishers in several countries.

### **Boston Wine Expo Social Media Outreach**

January 2012 to Present

Members:Janet Fouts

Our team created a blog ambassador program to reach people interested in food and wine both in the Boston area and around the country.

We conducted Twitter chats, contests and co-ordinated with the sponsors and international exhibitors to get the most possible coverage and attendance at the popular food and wine event.

My team managed a Tumblr blog, Facebook, Twitter, Youtube and Instagram for the event.

I live tweeted and shared on Instagram from the floor of the exhibition and worked with the blogger and PR team to share the excitement with the world.

### **Thirsty Girl**

July 2009 to October 2012

Members:Janet Fouts

An online community for women who love wine, food and travel we managed all aspects of social outreach and the website.

We conducted regular Twitter chats, wine tastings, and live events and built the community on Facebook, Twitter, Youtube and the website working with founders Leslie Sbrocco and Gail Spangler as well as wineries and food companies around the world.

### **Blackhawk Network**

October 2012 to Present

Members: Janet Fouts

Blogger outreach, social media management and digital marketing for the gift card and mobile app markets. We create campaigns around gifting, finance and applications, sourcing bloggers and influencers to raise brand awareness for multiple properties.

### **UniStrategic**

September 2013 to Present

Members: Janet Fouts

Two day intensive corporate social media training including basic social media usage, best practices and strategies for executives in the energy and telecommunications industries. Held in Kuala Lumpur.

### **American Express**

September 2012 to Present

Members: Janet Fouts

This training session was part of a two day intensive gathering of travel and airline executives. My sessions walked them through how to use social media to learn more about what passengers and travelers are looking for and touched on customer service and use-cases on using social media to listen to and engage customers, as well as professional development and education.

### **The Friday Hangout**

2013 to Present

Members: Janet Fouts, Steve Farnsworth, Adam Helweh

The Friday Hangout is a weekly Hangout show on the topic of digital marketing with leaders in the field. Guests have included, Viveka Von Rosen, Ted Rubin, Joe Pulizzi, Robert Scoble, Lee Odden, Katy Keim, Randy Bowden, Bryan Kramer, Jermiah Owyang, Aaron Strout, Michael Brito, Amy Higgins, Geoff Livingston, Lauren Harper, Shel Israel, Sean McGinnis, Jason Falls, Karen Kang, Connie Bensen, John McTigue, Kare Anderson and many more.

The show is held every Friday at 11 AM PST on Google+ and is syndicated on Spreaker, iTunes, iHeartRadio and YouTube.

### **Broadcom**

December 2011 to Present

Members: Janet Fouts

Extensive 2 day corporate training program in social media, concluding with a certification program for bloggers and social media outreach within the corporation and externally.

### **CALCASA Training**

August 2009 to Present

Members:Janet Fouts

Working with the amazing people at Tech Soup at the California Coalition Against Sexual Abuse Leadership event we spent 2 days working with advocates from all over the state, one-on-one to teach them how to incorporate social media networks to reach those in need and provide services. This was an especially enriching experience and I worked with a few related organizations again after this.

### **Rodan and Fields**

February 2012 to Present

Members:Janet Fouts

In-house corporate training on social media strategies for listening to and engaging customers and affiliates. BEst practices and strategy development.

### **San Francisco Ritz Carlton**

2005 to Present

Members:Janet Fouts

Our team created and currently managed the websites for the dining room, now known as Parallel 37 in the San Francisco Ritz Carlton. The site is now in Wordpress and maintained by our team.

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## Education

### **U-Minn**

Light Horse Management, 1977 - 1979

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## Publications

### **Social Media Success!**

Happy About October 20, 2009

Authors: Janet Fouts

This book is a launch pad for successful social media engagement. It shows how to identify the right networks, find the influencers, the people you want to talk to and which tools will work the best for you. It gives you guidelines to building a successful strategy and explains how social media works to build your business, drive traffic to your website and enhance your customer service efficiency.

'Social Media Success!' will be your guide to getting started in many of the top networks and building a cohesive plan to be as efficient as possible with your valuable time and resources. Learn from real life cases of businesses large and small who have successfully used social media networks and strategies to grow their businesses, improve customer service, raise funds and even find employment using these tools.

## **#SocialMedia Nonprofit tweet**

Happy About March 18, 2010

Authors: Janet Fouts, Beth Kanter

Virtually every nonprofit realizes that, pretty soon, social media will no longer be optional. Already several nonprofits ranging from small local groups to international organizations have demonstrated that social media offers unique opportunities for advocacy and fundraising, and for catalyzing change. So if your nonprofit is ready to make the leap into social media, how do you go about it? Most of the information and pointers out there are directed to corporates, and we all know that what works for corporates does not necessarily translate well for nonprofits.

Janet Fouts, Social Media Enabler, is well aware of the situation. Which is why she, along with industry expert Beth Kanter, stepped forward to put together '#SOCIALMEDIA NONPROFIT tweet,' a collection of bite-sized wisdom especially for nonprofits.

Of course, for every person in your nonprofit team who is enthusiastic to take the plunge into social media, there may be a handful of naysayers. Janet's book takes that into account. In it, you will find guidance on how to convince the naysayers, how to measure the benefits of social media, how to manage volunteers and create evangelists, and best practices for using Twitter and Facebook. These last are especially valuable because efficient use of social media can work wonders for your nonprofit, while poorly-conceived or inefficient practices can be detrimental across the board.

Written in the easy, digestible, and popular 140-character tweet format, '#SOCIALMEDIA NONPROFIT tweet' distills the knowledge and expertise of industry leaders to bring you guidance and wisdom that you can deploy immediately, so that social media can start working for your nonprofit today.

## **#Socialmedia PR tweet**

THINKaha May 12, 2011

Authors: Janet Fouts

In #SOCIAL MEDIA PR tweet Book01 Janet Fouts shows you how. Social media, as she explains lucidly, is not about one-way broadcasting but about two-way communication. Sure, your company's PR messaging needs to go out but after that you also need to engage your audience, assimilate feedback and close the loop. In other words, social media is all about dialog.

With her expertise in social media coaching, Janet understands that while many of us are individually passionate about social media, the corporations or enterprises we belong to don't necessarily share our passion or knowledge. Also, companies are tired of being sold on social media concepts; they want actionable information. Which is why Janet wrote this book in the actionable, accessible and increasingly-popular tweet format. Delivered in 140 characters or less, Janet's tweets demonstrate the value that can be communicated in small packages. For example, she knows that it's very likely within a corporate environment to be sold on a particular social platform or toolset. Which is why she cautions: Stay platform agnostic. Strategy isn't about the tools.

The tips and guidelines in #SOCIAL MEDIA PR tweet Book01 will get you on the road to understanding the potential of social media for PR. You will learn about communicating and inbound media, with individual sections related to Facebook, Twitter, blogs and promotional events. With Janet Fouts' book at hand, you can confidently harness the power of social media for your PR messaging.

## **The Big Book of Content Marketing**

andreas.com Publishing May 2013

Authors: Janet Fouts, Alok Vasudeva, Andreas Ramos, Ronda Broughton

Contributing author. Chapters include: 1) How We Got Here: Advertising and the Web; 2) The Basics of Marketing; 3) Creating Your Content; 4) The Hub-and-Spoke Model of Content; 5) Your Active Audience 90/9/1; 6) SEO and Content Marketing; 7) Advertising's Role in Content Marketing; and 8) Tracking, Metrics, and Business Goals.

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## Experience

### **Social Media Coach at JanetFouts.com**

January 2007 - Present (7 years 4 months)

When I first started working with clients around online community and social media it became very clear that they wanted more than just knowing what tools to use. If you're going to create real relationships with social media you need to understand how to develop relationships, communicate and still get your job done. I'll show you how.

*14 recommendations available upon request*

### **Social Media Trainer at Tatu Digital Media**

January 1996 - Present (18 years 4 months)

I work with clients to locate the conversations and networks that fit their needs, help them find and implement the tools they need to have that conversation and train them in how to participate effectively in social media.

I do in-house or on-line training on a one-on-one basis or for groups, and create presentations, webinars, tele-classes and workshops about social media for special interest groups as well as businesses.

*14 recommendations available upon request*

### **CEO at Tatu Digital Media**

1996 - Present (18 years)

a full-service online marketing agency for brands ranging from tech corps to wineries, restaurants and individuals looking to increase the awareness of their brands online.

Social media and search engine marketing, Wordpress web site development, training and product demos.

*13 recommendations available upon request*

### **Director of Web Development and Online Community at Exploratorium**

January 2001 - 2003 (2 years)

Originally the online community developer I became director of web development in 6 months.

Managed the web team for online interactives and acted as project manager between the content writers, scientists, artists and developers.

Data mining and web statistical analysis, Internet strategy.

We created amazing documentaries and e-learning pieces for the museum with grants to work with NASA, the National Science Foundation and many others.

The Exploratorium won Webby awards for "Best Education website" We also won awards from Siggraph, Pirelli International and many others.

*1 recommendation available upon request*

### **Founding partner and CEO at ONTHERAIL.com**

June 1996 - July 2001 (5 years 2 months)

Raised 1st and 2nd round funds (VC).

Generated new ideas to grow the community, brand development and marketing strategy.

ONTHERAIL was nominated for a WEBBY award for community and won many awards for design and innovation, including the Flash Film festival in Amsterdam.

Created online training courses in Flash, video and/or HTML for workers in the industry as well as tutorials for restaurant cooking and skills. Created websites within the restaurant industry. This company morphed into Tatu Digital Media in 2001

### **Sous Chef at McCall and Associates**

June 1994 - March 1996 (1 year 10 months)

Managed several locations of stand alone cafe's, party chef, event chef for parties as large as 10,000 and as small as 10 all over the bay area.

### **Founder at Foggy August**

June 1993 - January 1996 (2 years 8 months)

Web development and online marketing firm. Highlights of our work were creating the first website for the University of Oregon's Asian Art Museum. Oh and discovering the <IMG> tag. Woohoo. Those were the days.

### **Sous Chef at Sonoma Mission Inn and Spa**

June 1987 - April 1989 (1 year 11 months)

Sous chef at the dining room under chef Charles Saunders preparing spa cuisine.

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## Skills & Expertise

**Wordpress Designer**

**Social Media Manager**

**Public Speaking**  
**Website Development**  
**Blogging**  
**Social Media**  
**Wordpress**  
**SMO**  
**Social Media Coach**  
**Social Media Marketing**  
**Social Networking**  
**Content Strategy**  
**SEO**  
**Non-profits**  
**SEM**  
**Marketing Strategy**  
**Digital Marketing**  
**Community Management**  
**Emerging Technologies**  
**Strategic Communications**  
**Facebook**  
**Online Advertising**  
**Online Marketing**  
**Coaching**  
**WordPress**  
**Strategy**  
**Mobile Marketing**  
**Start-ups**  
**B2B**  
**Nonprofits**  
**Digital Strategy**  
**PPC**  
**Brand Development**  
**Marketing**  
**Training**  
**Email Marketing**  
**Public Relations**  
**Web Marketing**  
**Creative Direction**  
**Digital Media**  
**Google+**  
**Affiliate Marketing**  
**Social Media Measurement**  
**Content Marketing**  
**Web Analytics**  
**Content Development**  
**Social Marketing**  
**New Media**

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Volunteer Experience



**Brown Bag Program at Second Harvest Food Bank**

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## 42 people have recommended Janet

"The Mother Company hired Janet for social media management, blogger outreach and online promotions. We were completely impressed with her positive attitude, professionalism, "get it done" sense, and ability to effectively work with a large organization. We have been thrilled with the results and grateful for her ability to handle last minute requests with grace and professionalism. We highly recommend Janet as a social media manager and for digital strategy and implementation."

— **Abbie Schiller**, was Janet's client

"I organize programs for SVForum Tech Women. In 2011, Janet gave a presentation on Social Media strategies; in 2013, she moderated two panels for the group. She received high marks every time- with about 1/3 rating her extremely effective and the remaining 2/3 rating her very effective. [Not one person rated her just plain old effective or lower]. Janet is knowledgeable, responsive, and personable (a true delight to work with). I absolutely plan to work with her again."

— **Francine Gordon, Ph.D.**, was Janet's client

"CompassPoint recruited Janet to speak at a special forum on Social Media and were impressed with the quality of her presentation and expertise. She rated a high 3.5 out of 4 in her evaluations. We would definitely consider Janet more speaking engagements in the future."

— **Nelson Layag**, was Janet's client

"Janet was key in building our industry association's consumer Facebook community, taking it from 700 to over 7000 Likes in just 6 months. She's creative, witty, strategic and highly responsive. She orchestrated and moderated lively twitter chats. She also ran dynamic Webinars for our association members to help both individual companies and the industry take engagement to a higher level. She's an expert in her field. I'd highly recommend Janet for any social media project."

— **Laura Colebank**, was Janet's client

"Janet was a great coach, always helping us learn. Giving good ideas and explaining new concepts carefully. She also has excellent resources in her blog and Website that be shared and referenced. Janet also has excellent tools for evaluating and implementing social media projects."

— **Robin Whitten**, was Janet's client

"As a small start-up like ours, it is critical to find an experienced, trustworthy social media pro who understands the everchanging landscape of the social media space. Fortunately I connected with Janet Fouts in 2009. Her ongoing social media coaching, strategies, and commitment to help develop our company/brand has been a key element to building an interactive, engaged and growing community for Thirsty Girl. I highly recommend working with Janet, as she will guide you in the right direction as you watch your metrics and communities grow!"

— **Gail Spangler**, was Janet's client

"If you want a jump-start into social media, or you're interested in taking your social media strategy to another level, Janet Fouts is the expert to engage. Janet is the top in her field, and she is a joy to work with."

— **David J. Pollay**, was Janet's client

"I was introduced to Janet's work in 2010 and learned from her social media coaching. Later, I recommended her work to several companies that I advise, resulting in extraordinary increases in social media ROI. In 2011 and 2012, Janet worked with three companies on my recommendation, each time resulting in accolades and consistently impressing clients with her deep knowledge in SEO, the inside workings of Facebook and Google Search. Janet has a very clear understanding of how the algorithms in social media work, and, more importantly, how they result in high-value targets. Most impressive to me, is that Janet and her team have extremely high integrity,"

— **Samantha Fein**, was Janet's client

"Janet is a rock star! I have worked with Janet in a number of areas, but most recently as my social media enabler and coach when I was a few months away from publishing my book. Great asset to have, specially for first time authors.... she teaches you the wisdom of how to do things right and how to be patient as things take time (on the latter- still a work in progress) but hope to collaborate with Janet many times again. I love her integrity and honesty, great assets as a partner to work with."

— **Linda Bernardi**, was Janet's client

"As the BMA PR Roundtable chair I invited Janet to speak at our monthly meeting about "influencing the influencers" on social media. Janet's easy going style combined with her deep knowledge of social media tools and techniques, and her laser sharp insights on bringing reluctant executives on board added up to pure value. In the true spirit of social media, Janet shared the kind of information that I immediately put to use for myself and my clients. It was as if Janet were guiding us through secret passageways during rush hour at Times Square."

— **Shelly Gordon**, *PR Consultant, PurThread Technologies*, was with another company when working with Janet at JanetFouts.com

"I first met her when she was presenting at a seminar on social media platforms. Since then, she has proved to be a very helpful and resourceful ally and friend, Her materials and delivery were and continue to be on point,

relevant and valuable for anyone intent on using social media tools for business. I highly recommend Janet as a coach and trainer."

— **Dan Holden**, was Janet's client

"We reached out to Janet to speak at the Vivanista Fundraising Summit on the topic of social media for nonprofit organizations. She was extremely easy to work with. As a seasoned pro she knew that there would be multiple changes in the schedule and was very flexible. I wish all speakers were so understanding and professional. The audience get really useful information from her panel. In our post-summit attendee survey her social media panel received high marks - 4.5 out of 5. This made it one of the top conference sessions. Janet's presentation style is very accessible. Despite being one of the leading experts in social media she never talked down to the audience. Rather, she engaged them and answered questions succinctly and in easy to understand terms. Moreover, she was a fun speaker who had a nice demeanor. I would hire Janet to speak at a future conference and to help companies with their social media strategy. In fact, I have already recommended her to a colleague who runs a fast-growing company to spearhead their social media strategy."

— **Layne Gray**, *Founder & CEO, Vivanista*, was with another company when working with Janet at JanetFouts.com

"Janet presented a great training program, she is knowledgeable and did a great job interacting with the attendees. I highly recommend Janet for social networking training."

— **Traci Bynum**, was Janet's client

"We hired Janet to develop a customer webinar series for Fundly on social media strategies for Non Profits. She was extremely efficient and reliable in pulling together the content, the speakers and all forms of preparations and we were very pleased with the content of the series; all at a reasonable costs. Would (and will) certainly work with Janet again. She knows her stuff!"

— **Dominique Levin**, was Janet's client

"I met Janet on a "Social Media for Lawyers" panel a few years ago and have been a devotee of her advice ever since. Recently had the opportunity to engage her services as a consultant. She helped align my team on social media and gave great practical advice about strategy and implementation. Now we're routinely seeing better engagement on the daily, with several fresh moves to come. Much like a yoga mat, Janet meets you where you are."

— **Alex A.G. Shapiro**, was Janet's client

"Janet took over administration of the Audiobook Community for the Audio Publishers Association. She successful moved us from a Ning Platform to Facebook and Twitter, helping us gain followers and traction. She also helped to train our members in best practices for social media, giving us great value and excellent member benefits. I would definitely recommend Janet's work."

— **Michele Cobb**, was Janet's client

"Janet's experience in Social Networking made her a terrific resource to help us get started efficiently and effectively. She brings a patient and mature approach to coaching groups with a wide range of social networking exposure and attitudes. She was able to equip our team with very useful tools to establish benchmarks and measure our effectiveness. I recommend Janet for coaching that gets you out of the gates fast and gives you a strategic social networking framework."

— **Jill Vaske**, was Janet's client

"As part of my ongoing professional development as a marketing strategist, I've attended countless workshops on various aspects of social media over the past years. What struck me about Janet's workshop is that she brings so much more of a hands-on approach to the table. She's incredibly up-to-speed on the latest tools – even the ones that just came out last week – and really is fluent in what works best for a specific occasion or environment. For people looking for boardroom or corporate training or general group strategy sessions, where imparting actionable information is key, Janet delivers and then some. Her style is to explain things in natural language so the information is accessible to all levels. Even if you're coming from a more advanced background and are just looking to learn a few more tricks or glean a couple of additional case studies for sharing with your own team, you'll find her workshop invaluable."

— **Carla Schlemminger**, *Strategist, Carla Schlemminger - Marketing Communications*, was with another company when working with Janet at Tatu Digital Media

"I have had the pleasure to get to know Janet and present along side her at a handful of events over the last couple years. There are a lot of folks that consider themselves "social media savvy" simply because they consider themselves "tech savvy". Janet is the real thing. Janet has been open and generous in helping and referring others when opportunities arise and spends much of her time investing back into the social media and nonprofit community. I look forward to the next time Janet and I get to present together or collaborate on a project."

— **Adam Helweh**, *Principal, Secret Sushi Creative*, was with another company when working with Janet at Tatu Digital Media

"When I contacted Janet to present as a Keynote Speaker at SocialBiz 2010, I knew she had excellent credentials and credibility in the business of the Social Web. However, as our communication continued before, during and after the event, I had the pleasure of getting to know Janet as a professional who truly cares deeply about delivering quality to her clients. Her keynote presentation was delivered flawlessly, she was well prepared, she was relaxed - and she engaged and connected with the audience with natural charm and authenticity. Janet is a dedicated and consummate professional and it was my honor to have her speak at this event."

— **Roohi Moolla**, was Janet's client

"Janet is a social media expert with deep knowledge of this emerging space, and insights on which tools and strategies are most effective in each particular situation. She is able to immediately grasp the business essentials and tailor a social media solution that really does work. Janet is also truly a coach in being

inspiring, providing support and guidance all through the process. It's a pleasure to work with her, and would unhesitatingly give her the highest recommendations as a top notch consultant."

— **M Vasan**, was Janet's client

"Janet is a cohost on our Gamechanging weekly podcast and the one we turn to each week to explain the latest social media developments in terms anyone can understand. Her speaking style is relaxed yet always on point. She's often not only the smartest person in the room but also the "funnest." She's just a pleasure to listen to!"

— **Allan Hoving**, *Partner, HUBBA Social Media Consulting*, was with another company when working with Janet at Tatu Digital Media

"I highly recommend Janet as a professional speaker, moderator, keynoter or panelist. Janet provides just the right amount of authoritative and credible presence, while being very warm, funny and approachable at the same time. Having been in the tech industry for a few years and excelling as a true early adopter, she's extremely knowledgeable about all kinds of technology--better yet, can deliver her practical know-how in easy to understand nuggets of wisdom and actionable information for any audience to understand. Tons of insight and fun to work with - I would consider myself lucky to get her again at any one of my events!"

— **Alyce Lindquist**, *President, Social Media Club San Francisco / Silicon Valley Chapter*, worked directly with Janet at Tatu Digital Media

"Janet was instrumental in introducing the winery to the world of social media and its relevance in helping us connect with our consumers. She was knowledgeable and patient in bringing a team from a traditional industry into the interactive present. Her approach was instructive but we had a really good time learning and tweeting. I would highly recommend Janet and would love to work with her again."

— **Su Varadarajan**, was Janet's client

"I hired Janet to help me launch [www.owningpink.com](http://www.owningpink.com) via social media networks. With her coaching, I launched a website less than 2 months ago that is generating multiple comments on every post and about 1000 hits/day. I also went from 0 Twitter followers to 6300 as of today (3 weeks after finishing a month of working with Janet). I had a passionate message I wanted to spread quickly, and I can honestly say- Mission Accomplished. Great job, Janet. In addition, she's a lovely person, patient, supportive, and a huge asset to any team."

— **Lissa Rankin**, was Janet's client

"Janet has helped direct my efforts in research on social media. I then convert her advice to reblog additions to my weblogs-recently Janet suggested additions to my new weblog <http://ms12.wordpress.com/> yesterdays hits [1686] in time I will add affiliate programs-

— **marshal sandler**, was Janet's client

"In a sea of shameless promoters and so-called social media experts, Janet Fouts is the real deal. From her robust experience with all things digital to her vast knowledge of today's bleeding edge social media tools and technologies, Janet is that rare professional who 'gets' it all. Her work repeatedly soars above and beyond what's expected for the project and always reflects a deep understanding of the next-new-thing and how it can be applied to the client company's success. I wish that anyone searching for a \*true\* social media expert could spend 5 minutes with Janet Fouts (or attend one of her workshops) -- their search would end on the spot."

— **Sarah Browne**, *The Guru of New, Guru of New*, was with another company when working with Janet at Tatu Digital Media

"Janet understands social media and has an extensive network in online marketing and web development. She is a good communicator, who listens closely to the needs of the client, creatively assesses, makes connections, and provides direct, honest feedback and concrete, actionable recommendations."

— **Jill Finlayson**, was Janet's client

"If I hear Janet is going to speak at an event, I put it on my schedule. The advice I got from Tatu helped me create a successful online strategy. Oh, she also knows how difficult it is to get a good picture."

— **DJ Cline**, *Internet Consultant, DJCline.com*, was a consultant or contractor to Janet at Tatu Digital Media

"Janet is a powerhouse. I've worked with her for three years at my company Thirsty Girl and she has helped us build a strong community through social media. She is a pleasure to work with. I would recommend her highly."

— **Leslie Sbrocco**, was Janet's client

"I went to a seminar that Janet held in regards to Social Media. I am a Social Media Consultant myself, so I was a bit skeptical whether the information I would receive would be useful. But it only goes to show it is very important to brush up on your skills. Social Media is constantly changing and it is always good to brush up on what's new. Janet, a superlative job. Giving information beginners and more advanced individuals could use. I recommend anyone go to hear Janet speak."

— **Linda Clark**, was Janet's client

"I had the pleasure of working for Janet testing e-learning modules for OSHA compliance under development for a multi-million dollar client. Janet is professional, always available and really cares about building in product quality. She worked tirelessly coordinating all the contractors, balancing the needs of QA and developers while rolling out savvy applications that were perfectly pitched to the client's needs and timeline. Having managed projects I can attest to the skill level needed to run a project so seamlessly. Janet is a gem and really knows how to design solutions for customers and run successful, happy project teams."

— **France Lorrain**, *Software Quality Assurance, Independent Consultant*, was a consultant or contractor to Janet at Tatu Digital Media

"DO NOT READ THIS RECOMMENDATION. I promised Janet I would write one but it is in my best interests if you IGNORE THIS POST so I can keep Janet as my secret weapon. Our group has been researching the internet's impact on B2B selling. In the process we have learned that 99.9% of the "internet experts" are completely out of line with the goals and strategies of online business development... With the exception of Janet. She is way ahead of the curve and guides me at a strategic level as well as delivering practical affordable business solutions, which is why I would prefer you DON'T DO BUSINESS WITH JANET so she continues to have time for my constant emails and arguments. Thank you, Brock Butler CEO and Founder MoreDemand LLC"

— **Brock Butler, DSc.**, was Janet's client

"I cannot express in words what a pleasure it has been to work with Janet over the last 5 years. Her calm demeanor and dedication is unparalleled, and her commitment to stay abreast of current web trends is impressive. I would encourage anyone looking for a strong web presence with innovative principals and a beautifully designed website to consider Janet Fouts and Tatu Media."

— **Radiance Bellavita**, was Janet's client

"We were in the process of developing a social media portal for a new technology offering for our products that will be driven in large part by customers. We needed help scoping the best platform to use to support our user community. Janet worked with our team and in a very short time helped us clarify our needs and constraints, and then identified a best-fit platform that would best meet our immediate and future needs. We were lucky, because the path that we were on prior to working with Janet would have led to a different platform choice that had many issues with which we weren't aware. Janet also gave us great insight into what it takes to build a successful community. Just a few weeks after launch our community membership has already topped our goal for the first year. We plan to work with Janet again as we look for ways to take our new community to the next level."

— **Richard Kagan**, was Janet's client

"Janet has the unique ability to bring together people with very different skill sets and points of view, and get excellent results. She can delegate with authority and confidence, but is not afraid to 'get her hands dirty' herself; she'll do whatever any project requires, whether working directly on it, or helping define individual responsibilities or overall work flow. Even in the face of apparent setbacks or significant spec changes, Janet takes everything in stride and uses her excellent people and technical skills to keep things on track and deadlines met. But most importantly, she has the qualities I most value in a project manager. I have always felt comfortable working for Janet: always clear on what I was responsible for, never pestered but never ignored, and always appreciated."

— **Jon Lukas**, *Flash Developer/Programmer, Tatu Digital Media*, reported to Janet at Tatu Digital Media

"Janet is wonderful to work with. She's clear, thorough, creative, and always on the prowl for cutting edge technologies to meet her client's needs. I'm constantly amazed at her ability to deliver on time regardless of



what twists and turns a project may take. It's easy to collaborate with Janet and I never worry about the outcome. I look forward to working with Janet in the future."

— **Elisabeth Sporleder**, *Internet Marketing Program Management, E. Sporleder Consulting*, was with another company when working with Janet at Tatu Digital Media

"Janet has consistently directed and provided a website to our organization that hits all of our website marketing, branding, applications goals and objectives. Our organization has benefited tremendously from the involvement of her time and energies toward our website services."

— **Rainey Debra**, was Janet's client

"Janet has worked with Oak hill on many projects, from Flash product demos to email blasts and websites. She's got a knack for divining the clients' needs, and always goes above and beyond to deliver a first quality product on time and on budget. Janet is the consummate professional and is a joy to work with."

— **Val Swisher**, was Janet's client

"Janet is an excellent business analyst and is capable of producing great results that meet and often surpass client expectations."

— **Dave Abbott**, *Accounts Manager, ESS Group Inc*, was with another company when working with Janet at Tatu Digital Media

"I have worked with Janet on various projects, ranging from creative websites to professional websites, and on all occasions, Janet is a versatile and professional designer and manager. All deliverables have always been presented within our deadline and within our budget. Janet is a pleasure to work with."

— **Alicia Esterkamp Allbin**, was Janet's client

"I had the pleasure of working beside Janet on a NSF funded web project at the Exploratorium. Only six months later I was thrilled to see her taking on a new hat as my boss. She was everything a web producer could hope for in a mentor: someone who can speak the same language, help you navigate stakeholder needs and organizational culture, as well as fight for you when needed. She is a professional to the core and dedicated to achieving the highest quality, on time. I truly miss working with Janet."

— **Jenny Villagran**, *Multimedia Specialist, Exploratorium*, reported to Janet at Exploratorium

[Contact Janet on LinkedIn](#)