

# Velma Trayham

*Best Selling Author, CEO, Marketing Expert,  
Woman Of Faith*

## Media Kit

[www.VelmaTrayham.com](http://www.VelmaTrayham.com)



Velma\_Trayham



Official Velma Trayham



Velma\_Trayham

# Velma Trayham Profile

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Velma Trayham is a high-flying marketing and public relations consultant that has used her challenges to embrace her Christian faith and achieve success in the competitive world of business. Having built up a prestigious reputation for helping churches and faith organisations reach their goals, she has turned her attention to helping more women turn their dreams into a reality.

As a published author and keynote speaker, Velma has the ambition and drive to take her brand to a larger audience. Based in Atlanta, Georgia, with a multi-city enterprise that is rapidly growing, Velma is urging more women to seek clarity and seize their 'go' moment, leading to a happier and more fulfilling destiny. Through her two e-books and being a leader in the faith community, Velma is taking her unique perspective and successful, practical steps to achieving goals direct to her audience.

# About Velma Trayham

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Velma has always embraced her Christian faith and dedicated herself to building up a successful empire within the marketing and public relations industry. But following a record-breaking year in terms of business growth and revenue in 2016, Velma faced personal battles.

Facing a difficult divorce and the betrayal of friends, she embarked on a journey across the country led by God. Committing to new experiences she travelled from Houston, Texas, to Atlanta, Georgia, and opened her mind and heart. Having briefly broken from the faith she was following, Velma found herself in a life changing

situation. Involved in a major vehicle accident, that left her being air lifted to hospital and her car totalled, Velma found she had gained a greater clarity and consciousness after being spared by the grace of God.

Now, fully embracing her destiny, Velma's business and revenue has grown. It's these profound experiences that underpin her book and allow her to sow the seeds of success in others seeking clarity. At the very essence of Velma's blueprint is overcoming dark times and encouraging each person to grasp their own 'go' moment towards a new path when it arrives.

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# Velma Trayham's Products and Services

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To support other people in reconnecting with their faith and forging their own path to success, Velma Trayham has released two books:



## **After the Pivot: Real Advice on How to Survive a Business Pivot and Make Money**

Aimed at business owners that are looking to change their approach, Velma offers real world, practical advice to ensure a successful pivot. Covering a wide range of topics, from re-branding to reaching out to a set demographic, After the Pivot is a business essential.

## **When God Says Go**

Using her personal experiences and those of three other successful women, When God Says Go aims to offer readers the encouragement they need to make their own path and break away from their past. Setting out a blueprint and offering advice from multiple perspectives, this book is a must for those wanting to make changes.

The other core aspect of Velma Trayham's offering is her business – Think Zilla. Offering sector specific marketing support for churches and faith organisations, to help their congregations and engagement grow. From inception to post-event coverage, Think Zilla takes care of every aspect of the process. The business was born following the incredible success of Velma working with her first client. Taking a congregation of 300 members to over 5,000 in just three years is no simple task but that's exactly what Think Zilla did and the company has continued to expand ever since.

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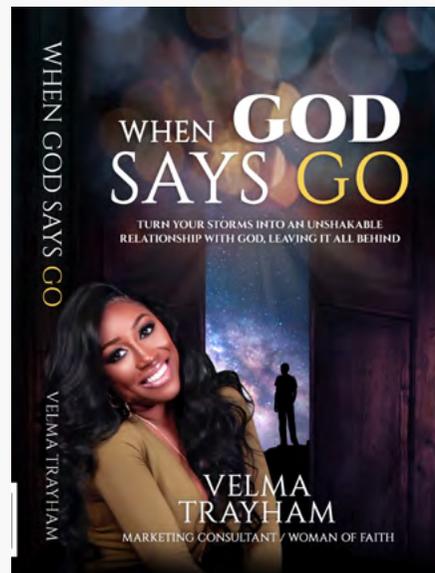
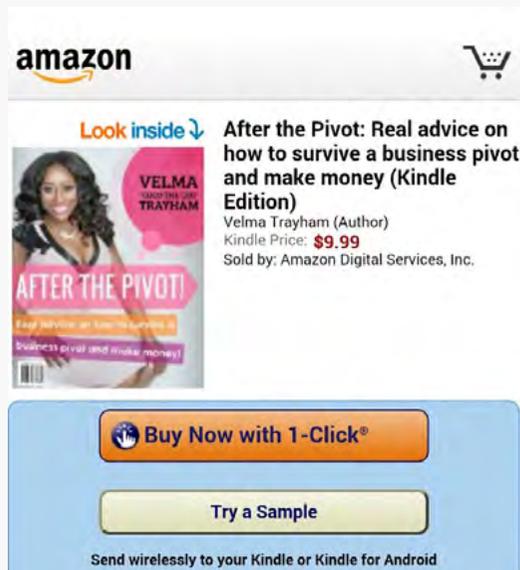
# Velma Trayham's Achievements

Despite setbacks, Velma Trayham's faith and tenacious nature has ensured she's got an impressive list of achievement to her name, including:

- Published author of two books – After the Pivot and When God Says Go
- A renowned public speaker that's attended prestigious events, among them the Wealthy Sisters Network, Destiny Empowerment Seminar, Brands Masters on Tour, Women of Purpose, and MPAC TV Forum.
- Successful CEO of Think Zilla, a business with a six-figure turnover

She's also been honoured to receive numerous awards for her business and approach:

- Top Entrepreneur Award by Houston Power Professional
- Faces of Black Huston by Defender Honoree
- Stellar Leadership Award by Lighthouse Church
- Top PR Firm by Go DJ Awards Houston
- Top Business Leader for Secret Society Media Award
- Fabric of Women Humanitarian Award



# Mission, Goals, and Objectives

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Velma Trayham's mission is to help more people reconnect with their faith and help them understand how they can follow their destiny. Her written blueprints and appearances at inspiring events around the world help spread her message to a wide range of audiences. Armed with the right tools and the encouragement they need, Velma hopes to inspire more people to seize their 'go' moment that can positively change their lives.

To complement this, Velma's business objective includes working with more faith organisations to guide them when it comes to marketing strategies and events. Think Zilla's statistics already prove that Velma's approach is a winning formula and now the business is poised to grow.

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# Think Zilla Statistics



Think Zilla is a uniquely positioned PR and marketing firm, having industry experience and a CEO at the helm that understands what's needed in faith-based organizations. The successful combination means that Velma and her team have an impressive set of statistics that demonstrate just how much their clients have benefitted from the partnership.

- An average growth of 300% in congregation size a client's in the first year
  - A 38% increase in congregation engagement
  - Establishing 17 new partnerships for ministry clients in 2017
  - Thousands of likes, shares, and mentions across social media platforms to spread the word
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# Press Release

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June 5 2017

For immediate release

## Successful CEO Releases Latest Book – When God Says Go – Revealing Secrets to Success

Velma has faced many past challenges in her business and personal life including Being led by the spirit of God to leave her hometown Houston, Tx and start a new chapter of her life. Velma was involved in a serious car accident leading to her being immediately airlifted to the hospital. Overcoming the turmoil and setting out on a spiritual journey after hearing a call from God, she embraced her 'Go' moment and opened her mind to new experiences. Now her incredible story is helping to sow the seeds of success in others by acting as a testimony to what can be achieved.

Velma Trayham said "My faith and hunger for God have been the foundation of my success and through listening to God's guidance I've been able to overcome dark moments, achieve accelerated growth and help others overcome challenges in life by silencing my own desires. I've also found the path to a healthier, happier, and more prosperous life. It's not just my personal experiences that reflect this either, others that have seized their 'Go' moment have reaped the rewards. When God Says Go shows just what can happen when

you stop trying to chase dreams and money and follow God's calling and purpose for your life.

Velma's now thriving business combines her faith with her considerable marketing skills. Her latest business venture, ThinkZILLA PR & Consulting Group provides unique high growth Marketing systems to churches and Christian based businesses across the country. Combining knowledge of both Christian organizations and high-level marketing, ThinkZILLA creates strategies to help churches grow, engage, and disseminate their message. Velma's approach has been a proven success, on average her client's see a 300% increase in membership within a single year and a 38% rise in congregation engagement.

To find out more about and to pre-order a copy of When God Says Go visit [velmatrayham.com](http://velmatrayham.com).

To learn more about Velma Trayham's church marketing business visit [itsthinkzilla.com](http://itsthinkzilla.com).

### About

Velma Trayham is an award-winning marketing consultant, public relations expert, and social media influencer. After experiencing her own personal challenges and finding success in her faith, she was inspired to write When God Says Go to support others in following their destiny. Turning her considerable talents to the church, Velma has worked with top Bishops and business owners across the World and is looking forward to continued growth and helping people to overcome hurt and difficult times.

### Contact details

#### ThinkZILLA PR & Consulting Group

[Nancy@itsthinkzilla.com](mailto:Nancy@itsthinkzilla.com)

888-509-1145

281-656-1493

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# Working with Velma Trayham

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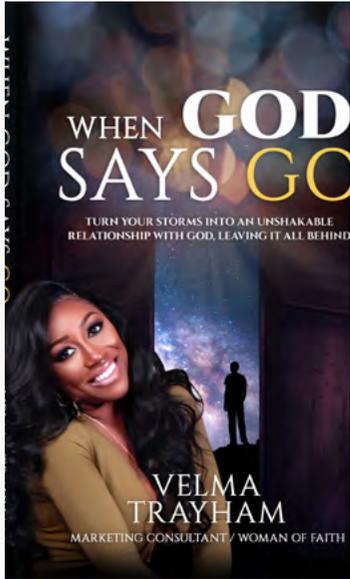
Velma is happy to provide comments, insights, and more on a range of topics. Her far-reaching expertise and renowned keynote speaker status means she's perfectly placed to offer observations on entrepreneurship, faith, overcoming challenges, and more. Whether you already have a story in mind or would like to speak to an expert to gather insights, Velma can help.

Here are just some ideas for news stories and features that Velma could collaborate on you with:

- Pursuing entrepreneurship in uncertain economic times
  - How risks, high rewards: Why risk takers win big in business
  - The rise of women in business in the 'go getters' economy
  - Entrepreneur Velma reveals prosperity principles
  - The Bounce Back Blueprint: 5 tips for bouncing back from breakups, missed career opportunities, and more
  - Prayer pays: Biblical principles for succeeding in business
  - How to remain committed to your faith in the world of business
  - Pivot principles: How to change direction in business without losing momentum
  - Faith over fear: An entrepreneur reveals their leap of faith leading to success
  - Maximising opportunities with a millennial mindset
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# Images

Pictures available in high-definition on request.



amazon

Look inside **After the Pivot: Real advice on how to survive a business pivot and make money (Kindle Edition)**  
Velma Trayham (Author)  
Kindle Price: **\$9.99**  
Sold by: Amazon Digital Services, Inc.

**Buy Now with 1-Click®**

Try a Sample

2017 Annual Summer Celebration June 8th - 11th

# DIVA DIALOGUE

Presented by MPAC

EXPLORING THE GREAT DIVIDE BETWEEN MEN AND WOMEN IN BUSINESS AND RELATIONSHIPS

**SATURDAY, JUNE 10, 2017**  
TIME: 3:00 P.M.

**VELMA TRAYHAM**  
Business and Marketing Expert,  
Speaker/ Author & CEO of ThinkZILLA

GEORGE R. BROWN CONVENTION CENTER - HALL C

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