

Marketing For The Rest Of Us

Mark your
calendar!

How To Market - and Sell - Your Professional Service

Sept 21

Target Market: Legal - Health - Medical - Financial

- ✓ Learn how to create a big brand in a small community and keep your dignity
(and do it in less than three decades)
- ✓ Learn how your firm's behavior can out perform its advertizing budget
(and how to get staff on board)
- ✓ Learn to sell you & your firm and triple your ROI
(and how to do it with subtlety and grace)
- ✓ Learn how to create an actual marketing plan for your firm
(yes a plan - no more impulse buying - save thousands)

Guerrilla Marketing - No Cost / Low Cost Marketing Strategies

Oct 19

All Business Owners - It's a FUN, FAST, & EXCITING SEMINAR

- ✓ Learn the difference between marketing, advertizing, prospecting and selling
(learn the language and excel at the game)
- ✓ Review 50 no cost / low cost Guerrilla Marketing Strategies
(it's not all about buying advertizing - save hundreds)
- ✓ Compile your list of **Five GM** Strategies and get more customers fast
(in the seminar - you make your list and leave with a plan)

Marketing Physics - Creating A "Remarkable" Advertizing Message

Nov 16

"Why should I buy from you?"

- ✓ Learn the difference between Features, Benefits, and Overt Benefits
(and why quality matters so much less that you think)
- ✓ Discover what business you are really in and how this **Difference** matters
(and why nobody cares what you and your company do)
- ✓ Learn how to create a message that people just have to believe
(and how to create the guarantees for the last hold outs)



Time: 8:00 - 11:00 am
Location: Chamber, 415 Lisbon Street
Cost: \$49 each or \$99 for all three

Register online at www.androscoggincounty.com