

Small Business Marketing BOOTCamps Presented by Sonya Carmichael Jones

See MarketingBuddha.com (right side panel) for class dates & times

Workshop Name	What's Included
KNOW YOUR MARKET	<p>Learn how to target customers and build an offer that sells</p> <ul style="list-style-type: none"> Market research: What is it & what happens when you don't do it How you can influence customer buying behavior Research that's free and easy <p>Keeping it REAL—Practice what you learn</p>
SMART MARKETING THAT GENERATES RESULTS	<p>Learn strategies that work for ANY small business</p> <ul style="list-style-type: none"> Marketing principals that never fail Ways to position your offer and outsell competition Developing a strong USP <p>Keeping it REAL—Practice what you learn</p>
ONLINE MARKETING	<p>Learn how to sell online</p> <ul style="list-style-type: none"> Email marketing techniques that trigger sales Search engine optimization that monetizes your website Social media that builds front & center attention <p>Keeping it REAL—Practice what you learn</p>
MAKE THE PERFECT PITCH! MARKETING COMMUNICATIONS THAT SELL	<p>Learn to write sales copy and make blunder-free presentations</p> <ul style="list-style-type: none"> All about AIDA (what they left out of Glengarry Glen Ross) What to put in your marketing communications How to deliver a persuasive elevator speech <p>Keeping it REAL—Practice what you learn</p>
WEBSITE STRATEGIES FOR STRONG VISIBILITY	<p>Learn SEO tactics that generate sales leads and website basics that grow small businesses</p> <ul style="list-style-type: none"> What makes web pages succeed Easy & cheap SEO Keyword tricks that novices can master <p>Keeping it REAL—Practice what you learn</p>
WRITING YOUR 48HR MARKETING PLAN	<p>Learn to write a marketing plan to attract lenders & clients</p> <ul style="list-style-type: none"> Things lenders look for (that they never tell you about) How to build your marketing story Hidden resources that save time & money <p>Keeping it REAL—Practice what you learn</p>
HOW TO WRITE A PERSUASIVE SALES PROPOSAL	<p>Learn to write sales proposals that win bids</p> <ul style="list-style-type: none"> Components that make a proposal persuasive Shaping your value proposition & crafting key messages Writing for multiple target audiences <p>Keeping it REAL—Practice what you learn</p>