

## **Build Your Marketing Toolkit** *(simple strategies guaranteed to grow your business)*

*(Length 60 minutes – 4 hours)*

*I can also do shorter presentations (20 – 30 minutes) for sales meetings, associations, and organizations on individual topics within this seminar, for example “The Three Components of a Well-Designed Marketing Plan”.*

Many small businesses and organizations find themselves seeking the right strategies to make their marketing efforts as effective as possible. But with so many different marketing *activities* that they could focus on, they often miss some of the more important marketing concepts. This seminar will help you understand why marketing is the most important function of your business. It is designed to give you tips and strategies you can start using today to build and grow your business or nonprofit.

Attendees of this presentation will learn:

- Marketing best practices and strategies;
- The three components of a well-designed marketing plan;
- Why you need a marketing calendar and how to create one;
- The importance of direct response marketing and creating marketing assets;
- The essential components of your website and why designers miss this one thing;
- Why branding is a myth (and what you need to do instead);
- How to write words that sell for your website, social media, email, blog, video;
- Social media and email marketing strategies that are guaranteed to get results;
- How to script a great call to action;
- How to make a great video;
- And more ...

This seminar is designed to help attendees build a solid foundation for marketing their business to get more leads, customers, clients, patients, and referrals. Attendees will also learn the importance of creating systems in their business that work for them 24/7. Everyone will leave this presentation with more confidence and a clear roadmap of how to get everything done.

## **Email Is Not Dead** *(and I can prove it)*

(60 minutes – 2 hours)

*I can also do shorter presentations (20 – 30 minutes) for sales meetings, associations, and organizations on individual topics within this seminar, for example “Three Things You Must Do To Get Your Emails Opened and Read”.*

This seminar will give you practical tips and insights on how to use email marketing to drive business and generate an ongoing supply of leads for your business using email marketing. This valuable marketing tool has taken a backseat to Facebook, video and other “cooler” tools. If this is the case for you, then you are making a big mistake. This session will show you how to use email marketing WITH social media (*you must be doing both*) to get more clients, customer, patients, and referrals. You will learn

- Three things you must do to get your emails opened and read;
- How to create a great content that engages your audience;
- How to build a list of raving fans for your business;
- How to build automation into your business;
- How to track your results;
- And more ...

If you are not using email marketing in your business, then you are leaving money on the table. Email marketing is at the center of every marketing campaign that is proven to get results. Attendees will leave the seminar with everything they need to know to use email marketing to get more customers, clients, patients and referrals.

## **Five Time Management Strategies Guaranteed to Increase Productivity** *(and help you keep your sanity)*

*(Length 20 minutes – 60 minute seminar or a 2-hour workshop)*

Everyone has the same 24-hours in a day. So why do some people get more done and stay productive throughout the day while others can't seem to get anything done? What is an hour of your time worth? How do you stop the “time vampires” from stealing your most valuable asset? In this seminar, you will learn the answers to all these questions along with five time management techniques that will dramatically increase your productivity and ensure you get your most important tasks finished.

## **Develop Your Sales Skills** *(selling without selling)*

*(Length 20 minutes – 60 minutes)*

If you want to sell more, then YOU HAVE TO STOP SELLING!!! In this entertaining and engaging presentation, attendees will learn the secrets to developing their presentation skills, creating scripts, phone selling, using triggers, the five “inception secrets”, how to craft a great offer and more. It is more difficult than ever to get (and keep) your prospects attention. You will leave this presentation with ideas you can implement immediately in your business to get (and keep) the attention of your prospects.

*Mike Coleman is a business consultant, speaker and copywriter who provides comprehensive marketing solutions for businesses who want a step-by-step approach to increasing revenue and getting more customers, clients, patients and referrals.  
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## Drive New Business Using Social Media

*(60 minutes – 2 hours)*

*I can also do shorter presentations (20 – 30 minutes) for sales meetings, associations, and organizations on individual topics within this seminar, for example “How To Quickly and Easily Get Hundreds (or thousands) of Facebook Likes”.*

This seminar will give you practical tips and insights on how to use Facebook and other social media platforms. You know you should be on social media for your business or non-profit. You know it can help you drive more new and repeat business for your organization. But, do you know why? Do you know which social media platform will have the biggest bang for your buck? And when you start your profile, do you know what to say and how to grow your following? This session will answer all of those questions and more! Let us help you:

- Determine the platform that’s **right for you** and your organization;
- Create and **share content** that encourages action;
- Understand when to post and how to post;
- How to quickly and easily **get hundreds (or thousands) of Facebook Likes**;
- Understand social media advertising and **learn your options**;
- Convert social media leads into potential customers by **growing your email list**;
- Learn how to measure your results, use time-saving tools;
- And more ...

If you have been thinking about using Facebook and any of the other social media platforms (or even if you are already using them in your business), then you will benefit from this seminar. This seminar will give you the keys to the most effective social media marketing strategies for you.