

Are you looking for ways to provide more value to your current client relationships and find professional ways to attract new leads?

I have a win-win proposition for you. I have developed a way to help you become even more valuable to your existing clients and prospects. Everyone knows that the business that provides the greatest service usually wins the greatest loyalty from its clients.

I would like to offer to conduct a free marketing seminar from one of the two popular topics listed below. Marketing is the number one source of frustration for the typical small business owner but I've discovered that in about 60 minutes I can provide your small business audience with a real sense of what was wrong with their current marketing and what to do to get on track.

Attendees eat this up and you as the host can benefit from making the "value added" information available to your clients.

A word about the content of the seminar:

It has become more and more difficult to stand out and differentiate your business. Hosting a workshop for your clients and prospects is a powerful way to demonstrate how much you value them as a client.

I am happy to make this event available to you at no charge because, while I don't do any selling in the workshop and don't hold any tips or strategies back, I have discovered that some of the attendees like what they hear so much they decide to find out what services I can offer them to help build their business.

If this sounds like something you would like to pursue let's talk about setting up a date and time soon as my calendar fills quickly every month with the limited number of free seminars I provide.

Regards,

JoAnne Funch



JoAnne Funch, Marketing Consultant, Strategist & Social Media Trainer
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Presentations: (60 Minutes)

1.) Experiential Marketing – Tips For Creating a Memorable Experience For Your Customers

Experience marketing is a way to break through the noise and discover a point of differentiation. Here's what you will learn;

- Getting clear about the single-minded point of difference in your business
- Learn what questions to ask your customers
- Know why your customers are your customers
- Create an engagement framework
- Ideas to help you create a unique customer experience

2.) 4 Steps to Turn Your Marketing Strategy into Action

Getting clear about strategy is the most important challenge business owner's face. Here's What You Will Learn:

- Why you should build and tell stories
- Selling by teaching
- Become a platform for others to get what they need
- Deliver a remarkable marketing experience

JoAnne Funch – Background

I have worked with hundreds of small business clients since establishing my business in 1996.

I am a Marketing Consultant, Experienced Social Media Trainer and Online Marketing Strategist. I help business owners gain more exposure through proven marketing strategies. I work with individuals and well as companies.

In addition I am a workshop trainer for the **University of Minnesota, Business & Economic Development Department** and do many private trainings for organizations, associations, business groups and companies.

Please refer to list of recommendations on my LinkedIn Profile:

<http://www.linkedin.com/in/joanefunch>



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