

16 Hours to Marketing Success



A meat-only marketing course for business owners, marketing managers, and sales professionals

There are 28 “activities” necessary to create an effective marketing effort for your company. Taking your message to your audience is only ONE of them (it’s #22). Do you have the other 27 making money for your company?

Marketing isn’t a guessing game.

It isn’t a spaghetti bowl of elements intertwined, not connected in any meaningful way.

It isn’t advertising.

It doesn’t have to be a money pit.

It’s not even something that happens magically on the Internet as many “gurus” would have you believe.

Marketing is a composite of linear activities that attract a highly targeted audience.

It covertly turns them into paying customers and clients.

It then brings them back again and again.

You can have this complete process in place and working for your company in just 16 hours of discovery. When you’ve invested this time into your company’s marketing success, you’ll have:

- a clear understanding of the proper flow of the marketing process (this alone puts you in the top 1% of business owners)
- the ability to make marketing decisions confidently and without stress
- a competent, functioning marketing team (even if you’re a one-person business)
- a complete, meaningful marketing plan you and your team can understand and execute
- the ability to create irresistible offers that drive traffic to your business
- a thorough knowledge of the 3-part equation for exponential revenue growth
- . . . and much, much more.

Led by the Marketing Success Institute’s founder, Bryan Waldon Pope, this two-session course distills over 20 years of helping small businesses succeed on shoestring budgets into actionable, step-by-step directions to increase revenues in your business without increasing your marketing budget. Questions about your specific needs? Email Mr. Pope directly at Bryan@MktgSuccess.com and he’ll help you decide if this workshop is a good fit for your situation.

Course Outline: <http://mlatc.edu/files/cf/current/MarketingSuccessOutline.pdf>

When: Thursdays, Nov 4 and 11 – 8:00 a.m. to 4:00 p.m.

Where: MATC Geneva Building, 1410 Business Park Dr, Orem
Bring your laptop if you have one

Published Price: \$997 **Special MATC Price:** \$397 **Qualified Companies pay only: \$239**
Lunch will be provided

To Register: Go to <http://mlatc.edu/register>

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