

SUCCESS-ORIENTED BUSINESS OWNERS AND ENTREPRENEURS!

Get Ready to *Empower Your Business* for the rest of 2007

“Create Your Marketing Plan”

Interactive *Business Success* Workshop

Wed, October 24, 2007 5:00 pm – 9:00 pm

The American Red Cross Building, 209 Fairfield Road, Fairfield, NJ

ADVANCE REGISTRATION ONLY!

Light Buffet will be served. Workshop begins promptly at 5:00 pm.

Facilitated by



Mike Menaker, Business Coach
Action International



David Reingold, Marketing Consultant
REINGOLD PARTNERS, LLC

Combined Experience

- ✦ 80+ yrs - Business Building Experience... 40+ yrs - Marketing & Business Development Planning
- ✦ 40 years Sr. Mgmt level - Fortune 500 ... Chief Marketing Officer Top 12 IT Professional Services
- ✦ Recipient *Action International* Coaches Choice and Top Growth Awards
- ✦ Unique team of six providing client services and implementation support

During this 4-hour interactive working session, each participant will develop an individual Marketing Plan Outline. You will be led through the steps, section by section, to show you how to publish your own plan which you will complete following the workshop in an individual 90 min follow-up session at your site.

What you learn can change the way you market forever....

- ✓ *Understand the importance of your market orientation*
- ✓ *Analyze your strengths, weaknesses, opportunities and threats*
- ✓ *Delineate your opportunities, targeting, positioning and segmenting*
- ✓ *Develop simple ways to research and collect the correct data inexpensively*
- ✓ *Design your individual marketing plan to complement your business plan*

If you are interested in developing a plan for your business, this is for YOU!

** \$495.00 per person – INCLUDES 90 min individual meeting after workshop

** ONLY \$195 to *Action Profit Club* Members

LIMITED SEATING! E-mail or Call TODAY to Reserve Your Place!

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800-466-8261

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