



# Accelerate your marketing

Invest one day to learn fresh tactics to increase your ROI and advance your business



Could a \$399 investment help create a \$40,000 sale? Yes! Learn where to focus your marketing to reach the right people and compel response and you will drive sales results. Presented by Jennifer Larsen Morrow, Brand ACT teaches you new concepts and fresh tactics that will help you choose which marketing strategy will generate the biggest return. Now's the time to transform your marketing program.

## Profit from experience

Now your business can profit from Jennifer Larsen Morrow's experience and insight, honed from more than 30 years of brand work with clients in numerous industries. She brings proven strategies and high-impact ideas to every attendee.

Jennifer created Brand ACT to help businesses like yours identify their position in their market, clearly define their audiences, then focus on the point of choice—where each audience makes a decision. Fine-tuning all messages and visual systems at the points of choice yields tactics and tools that will be more effective at a lower cost.

When your marketing is focused; your messages are clear and compelling for each targeted audience; and your brand is memorable; you will generate attention, boost sales and improve your bottom line.

## You will learn

- > How to communicate who you are in business and why you're different from (and better than) the competition
- > 5 steps to defining your audiences so you can reach them more effectively
- > How to uncover the "wow" that captures attention and interest
- > How simple changes at the "point of choice" can make a huge difference to your sales results
- > The power of connecting every contact point you have with your audiences
- > That different generations respond to different media, and what media to choose for your audiences
- > The importance of benefits vs. features, and how to identify your strongest benefits

## Lots of interaction

The workshop is formatted for plenty of interaction, with no more than 25 attendees. With worksheets and discussion throughout the day, you'll be able to voice your opinion and ask plenty of questions. You'll learn specific actions you can implement immediately, and you'll leave with tools you can use for both short- and long-term planning.

Bring your team members to align around a common direction and focus ... your brand.

## September 2010

All sessions 9am to 4pm

### California:

Los Angeles: Saturday, Sept 11

### Oregon:

Portland: Thursday, Sept 16

Salem: Tuesday, Sept 21

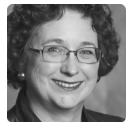
Eugene: Friday, Sept 24

Fee: \$399. Second person from same organization, \$200



# Marketing insight and guidance

## Four ways you can use a marketing expert to transform your marketing program



Now your business can profit from

Jennifer Larsen Morrow's experience and insight, honed from 30 years of work with clients in numerous industries. She brings proven strategies and high-impact ideas to every client, moving each business forward and delivering bottom line results. Now's the time to add momentum to your sales, to influence every prospect at their point of choice, and transform your marketing program.

Choose from the following options:

**An introduction:**

**One-hour consultation for \$200:**

This review of your current marketing strategies and tools will provide new insight into what's working, what's not working, where to invest your time and budget, and areas you can leverage to improve your effectiveness. If you haven't defined a program yet, this consultation will help you prioritize and choose the most effective tools and tactics for your business.

**A tactical review:**

**Brand audit for \$900:**

The brand audit evaluates your current marketing persona, audiences, sales strategies, marketing tools and products or services. Probing questions will give you a fresh understanding of the essential steps to distinguish your organization and drive sales. A brain-

teasing exercise will help you define your competitive position in order to stand out in your market. You'll receive specific actions and recommendations you can implement immediately. This brand audit includes two one-hour consultations and a written summary of recommendations.

**An effective investment:**

**Half-day brand workshop for \$1600:**

In just four intensive hours, you and your team will clearly see where to improve your marketing effectiveness, how to frame the benefits of your products or services in messages that compel response, and learn actions to take now to boost sales results. When you bring both company leadership and front line sales and customer service staff together in this workshop you'll realize a whole new context for your organization. You'll align around a central focus, clear message and distinguishing benefits. The whole team will be energized and excited

about possibilities. You'll see the results quickly, and you'll have the foundation for a long-term, highly effective program. *Workshops for up to eight people, travel expenses not included. One-day workshop also available.*

**Attend Brand ACT, the one-day marketing workshop for \$399, see other side for upcoming dates**

**Book your session now!**

Call 503.883.4433 or toll-free to 866.363.4433, or Email [jlorrow@creativeco.com](mailto:jlorrow@creativeco.com).