



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, October and November 2010

All sessions 9am to 4pm

California:

Los Angeles: Sat. Sept 11 and Sat. Nov 6th

Oregon:

Portland: Thurs. Oct 14 and Tues. Nov 16
Salem: Tues. Sept 28 and Tues. Nov 9
Eugene: Tues. Oct 26 and Fri. Nov 19

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