



### Strategic Session - Topic Overviews

**-1-**

#### **Review of current marketing materials with feedback and suggestions on content and overall presentation**

You provide us with your marketing materials and Michelle will review, share ideas and provide feedback on how to improve the effectiveness of your materials. She will offer specific suggestions on how to enrich the written content for the best overall impact that will encourage the reader to want to know more about you and your business. After this session you will have solid ideas that you will be able to implement immediately.

Please note: for this selection all your marketing materials must be sent to Michelle at least 5 days before your first strategic session.

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#### **Suggestions for additional marketing materials**

You provide Michelle a list of your marketing materials and she will offer suggestions on what additional marketing materials you may want to consider. As well she will give you an overview of that particular marketing piece, and suggested items to include in it. Samples may be provided.

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#### **Best methods for distributing your marketing materials**

So you have your marketing materials, now what do you do with them? Michelle will offer suggestions on effective ways that you can distribute your marketing materials to your target audience. She'll provide you with information, resources and point you in the right direction to successfully market your materials.

### -4-

#### **Review of Company Identity (Company name, logo, tag line) with feedback and suggestions**

Your company identity represents you and your business to the rest of the world, including potential clients. Michelle will review items such as your company name, logo, and tagline, and offer ideas on how to make them more effective and reflect who you are as a business owner. She'll provide resources that will help you create the best possible image for your business.

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#### **Review of Company Website with feedback and suggestions**

A company website is an interactive brochure that provides useful information about you and your business. In most cases visiting your site will be the first interaction a potential client will have with you.

Your website should be professional in appearance and have content that entices the visitor to want to read more. Michelle will review your website's appearance and content then provide feedback and suggestions on improvements. She will also evaluate your current internet marketing initiatives and suggest ways in which you can develop this area.

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#### **Support with Vision, Mission & Core Value statements**

Writing your Vision, Mission & Core Values statements are a very important part of creating your business, but can be one of the most challenging. These statements tell the world, who you are, what you stand for, what you plan to achieve, and how intend on getting there. Michelle will first help you determine these items then help you create succinct statements that reflect your business.

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### **How to build relationships and deliver superior client service**

Building relationships is a key factor in whether your business succeeds or fails. Michelle will review what actions you are taking to build relationships and how you can deliver superior client service. Superior client service ultimately leads to long term clients and referrals, which means more business for you.

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### **Workshop topics and presentation support**

Presenting workshops for some individuals can be a difficult obstacle to overcome. Michelle can help you conquer your fears of public speaking, by getting to the root of the fear, then assisting in developing a presentation that will wow your audiences.

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### **Target Market Initiatives**

Determining who your target market is step one in achieving your marketing goals. Understanding who it is you want to work for, how to reach them and what to say for maximum impact are all items which will be discussed. The end result...an innate understanding of your target market with a customized approach.

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### **Marketing Goal Planning**

What are your marketing goals and how do you plan on achieving them? Work with Michelle to set your goals and then create an action plan to achieve them. Set a solid foundation for your marketing initiatives by creating a marketing plan that works for you.



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### **Niche Identification**

Finding a niche could be one of the most important things you do for your business. The more narrowly you define your niche market, the easier it is to assist those individuals. By looking at your interests, skills and ideal client, Michelle will help you determine a niche and give you the tools to market successfully to them.

**And/OR**

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### **Topic of your own choosing**

If you have a specific marketing challenge that you would like support with that isn't listed, Michelle will be more than happy to accommodate.

You share the challenge and Michelle will help you find the solution!