

# MARKETING *mastery* | *interactive* WORKSHOPS

Four-workshop Series | Eight-workshop Series | Individual Workshops

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*Choose  
Your  
Path to  
GREAT  
Marketing!*

## Who Should Attend?

- Small Business Owners
- Entrepreneurs
- Independent Agents
- Marketers
- Sales Representatives
- Home-based Hobbyists
- Students

## And Why?

- Enhance Your Marketing Skills
  - Learn New Strategies
  - Find Focus for Your Efforts
  - Explore Undiscovered Opportunities
  - Gain Insight into Your Own Marketing via Real-World Examples
  - Assess Your Past Marketing Efforts with Deeper Understanding
  - Receive Immediate and Interactive Expert Feedback
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## Your Speaker and Trainer, Shonna Jordan

*"My goal is to bring the marketing tools and strategies used by the corporate world to small businesses, entrepreneurs, independent agents and other marketers so they can benefit from those same proven principles. My passion for others' success pulled me away from the corporate world and placed me in a position to use my education, knowledge, gifts and experience to help hundreds, just like yourself, to develop and implement the right marketing strategies and achieve success in their endeavors."*

*I look forward to being of service to you through these workshops and beyond."*

**LOCATION:**

Tamarack Beach Resort  
3rd Floor Oceanview Meeting Room  
3200 Carlsbad Boulevard  
Carlsbad, CA 92008

**REFRESHMENTS:**

Continental breakfast (morning) or light snacks (afternoon) and beverages included.

**ALL WORKSHOPS INCLUDE:**

- ✓ Key Points Materials/Workbook
- ✓ Campaign Worksheet(s) *(Varies by Workshop)*
- ✓ Next-steps Action Plan
- ✓ Application of Learning for Next Steps
- ✓ Certificate of Completion *(Workshop Series also includes Certificate of Accomplishment!)*

**COST:**

Individual Workshops \$49

Four Core™ Series  
Marketing Matters Series  
Build-Your-Own Series \$149  
*(4-workshop series)*

Comprehensive  
Marketing Mastery Series \$249  
*(all 8 workshops)*

**REGISTER ONLINE at**

[www.JordanJordan.com](http://www.JordanJordan.com)  
or email [info@jordanjordan.com](mailto:info@jordanjordan.com)

**Four Core™ Marketing  
Strategies Series  
8:30-11:30 AM**

**Marketing Matters  
Series  
1:00-4:00 PM**

*Date:  
TBA*



**Grass Roots Marketing:  
Are You Missing Opportunities To Market?**

*Grass Roots is the often-neglected, low-cost, high-impact focused or inclusive campaign that is a critical part of your marketing mix. It certainly includes, but goes way beyond, just networking.*

- Learn the two types
- Discover how to analyze networking opportunities
- Review real-world examples to spark ideas for yourself
- Assess time vs. dollars
- MORE details online!



**Branding and Messaging: What You Say IS as Important as How You Say It.**

*The words we use to convey our message and the image we project through our brand are vital to our success and fundamental for market recognition. Are you speaking the right language?*

- Discover how connotation and language perception can skew understanding
- Analyze recognizable top brands and taglines
- Determine what NOT to say
- MORE details online!

*Date:  
TBA*



**Referral Marketing: What's Your Program? Or Don't You Have One?**

*90% of business professionals will tell you "Word of Mouth" (or referrals) is the #1 way they gain new business. Then when asked what they are doing to encourage more referrals, they look quizzically and typically don't respond.*

- Learn what "Referral Marketing" really is
- Discuss the referral reciprocity principle
- Develop a referral strategy
- What's a GOOD referral?
- MORE details online!



**Marketing Materials:  
Do You REALLY Need a Tri-fold Brochure?**

*From the all-important, first-impression business card to a website, flyer, presentation piece, etc., we all need a "marketing materials" pool that is consistent, functional, versatile, compelling and purposeful.*

- Understand the difference: Graphic design vs. Marketing
- Find out the essential factors for effective function
- Get expert feedback
- Learn fundamentals of layout
- MORE details online!

*Date:  
TBA*



**Exhibit Marketing:  
Are You Truly Showcasing Your Business?**

*Exhibit Marketing is a core strategy that is a proven lead generation campaign. With the proper approach and planning, it can rival word-of-mouth for the #1 way businesses gain new business!*

- What's it all about?
- Learn successful pre-, during- and post-show techniques
- Understand how to analyze exhibit opportunities
- MORE details online!



**Email Marketing: To Blast or Not to Blast: IS THAT the Question?**

*Barraged with hundreds of email messages a day, many wonder if email marketing is still a viable effort. The answer lies in the purpose, the list and the content.*

- Avoid being a "SPAMMER"
- Review real-world examples that work!
- Learn best practices
- Gain insight into content and layout development
- MORE details online!

*Date:  
TBA*



**Client Retention Marketing: Yes, They WILL Leave without Saying Good-bye!**

*Getting new business is the typical focus of most business professionals. And in seeking new business only, they sadly neglect the customers they already have.*

- Learn the only reasons we should ever say "past client"
- Discuss innovative ways you can still "WOW!" your clients
- Analyze what your favorite big companies are doing
- MORE details online!



**Marketing Planning:  
No! It is NOT Too Challenging!**

*The adage, Those who fail to plan, plan to fail, applies to marketing, too. Yet, many do not take the time to do even a foundational outline. Even a small amount of focused planning brings better results.*

- Discover the 5 critical elements to any campaign
- Review core strategies and campaigns for your plan
- Learn an effective way to manage your marketing
- MORE details online!