

Marketing Communication Workshops

Words That Sell:

How to Craft an Effective Marketing Message

Capture the attention of customers and prospects using the power of words. Learn how to craft a powerful marketing message that will get you noticed.

You will learn:

- Why an effective marketing message is critical to your success
- What you need to know about your clients and what your clients need to know about you
- How to develop a simple yet memorable message
- How to make your marketing message the foundation of all of your marketing

Jumpstart Your Small Business: Effective Marketing in a Tough Economy

In difficult economic times, effective marketing is critical to your survival. Smart marketing helps you during lean times and positions your company for growth in the future.

You will learn:

- How to build your brand to attract and keep customers
- What you need to know about your clients and what your clients need to know about you
- How to sharpen your marketing tools for greatest results
- Low-cost marketing techniques that work

Write Like a Pro

Do you lose sales because of poorly written proposals or miss important deadlines because you hate to write? Learn how to take the mystery and misery out of writing.

You will learn:

- Six steps to becoming a better writer
- How to deal with writer's block
- How to develop powerful copy
- Why editing is critical to a writer's success

Work one-on-one or in small groups

We provide trainings for small groups and individuals. You choose what works best for you. These sessions are great for office and sales staff, management and professionals.

Save time. Save money.

Workshops are designed to meet the needs of small businesses and nonprofit organizations. We deliver the trainings at your site, at your convenience, tailored to your participants.

Presenter: Joan B. Marcus

For more than 30 years, Joan B. Marcus has been putting words to work for clients. She has a passion for writing and a commitment to helping clients achieve their goals through effective marketing communication. She is a pro in all forms of writing — from website copy to grant proposals, brochures to electronic newsletters.



As president of Joan B. Marcus Communications, Joan works closely with all clients, forging marketing strategies that deliver results. She serves retail, service, business-to-business and nonprofit clients. Joan is an EzineArticles.com Expert Author and a frequent contributor to *Lehigh Valley Entrepreneur*. She is the author of the book, *To Better Your Best*, a corporate history of Stanley Home Products. She produces a monthly newsletter, *Words That Work*, that provides practical and low-cost marketing communications strategies. Free subscriptions are available at <http://joanmarcus.com/newsletter.php>.

Joan is a member of the Greater Lehigh Valley Chamber of Commerce. She serves as a board member of the Small Business Council and is co-chairperson of the Small Business Council Marketing Committee. She is also a member of the Ambassador Committee. Joan is a graduate of The George Washington University.

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