



Marketing Mentor Program

Overview:

The **Marketing Mentor program** is a 1-on-1 business growth program for those who are launching (or re-launching) a professional services business. We start you off strong and give you the strategies and tactics to **GET more clients, KEEP more clients, and MAKE more money** with less time and effort.

The program is an intensive 1-on-1 experience for business owners, independent professionals, consultants, authors, and speakers who want to build a **more predictable pipeline of work, use their limited marketing time to its fullest potential, and create substantial client value.**

You meet with David Newman privately by phone for regularly scheduled sessions to review progress, remove business development obstacles, and establish new practice-building activities. Additional support is available via **unlimited calls, emails, fax or other means** in between your regularly scheduled sessions.

Everything (from big-picture strategy to day-to-day tactics and execution) is custom-tailored around your strengths, personal preferences, and the needs of your particular business.

1-on-1 Marketing Mentor program fees are non-refundable, no exceptions. While we **don't require** a minimum number of months, we ask you to recognize that true development is a long process. We hope that you'll commit to **at least 6 months** in order to reap the full value of your program. However, you may call "STOP" at any time and **you will not be billed any further.**

"David Newman has to be the hardest working guy in marketing. Even after we finished working together, I would get calls and emails from David about another idea he had for us. One of his ideas alone helped us more than triple the revenue from our core service."

*-- Mary Broussard, CEO,
The Barter Connection*

Results Clients Receive:

Here is a partial list of results clients have received:

- Creating a value-first marketing pipeline
- Establishing thought leadership and niche focus so that prospects find, trust, and engage with you
- Replacing cold calling with intelligent prospecting
- Integrating a step-by-step process to establish consistent sales and cashflow
- Eliminating price objections, while raising prices by up to 300%
- Branding, packaging, and innovating new services
- Creating and marketing products based on your expertise, including books, e-books, and audios
- Fine-tuning pitches and presentations to increase quality and quantity of closed sales
- Ramping up publicity and writing articles
- Creating and marketing speaking engagements, including exposure at national meetings
- Revising final proposals to increase hit rate
- Rewriting sales letters and direct mail to increase response rate by up to 100%
- Making marketing and client acquisition easy, effortless, enjoyable... and (at last!) effective

David Newman Biography:

David Newman has been helping solopreneurs, business owners, and CEOs with sales and marketing strategy since 2002. Before that, he worked as an internal and external consultant for 10 years, helping hundreds of client companies of all sizes. David has written eight books, including *Relish for Business*. David helps clients generate more leads, better prospects, and bigger sales.

"Having experienced a multitude of sales training programs, I was astonished at the tangible and immediate results of David's action-oriented program. I walked away with two results – an increase in clients and revenue, and a yearning to continue to apply these skills. Finally, something that works!"

*-- Gail Welkes, President,
Focus Personnel*