

# DO IT! MARKETING:

## 7 BIG IDEAS TO GROW YOUR IMPACT, INFLUENCE, AND INCOME

---

**You could be the best at what you do in the world**, but if no one knows who you are, then you'll spend your days in professional frustration, marketing overwhelm, and sales burnout.

**In this program, you will get actionable tools, templates, and strategies to launch – or relaunch – your business or career** toward its next level of success by following the marketing mantra, “Offer value, invite engagement.”

**This program is especially powerful because it's about “fusion marketing.”** What does that mean? It means the combination of Marketing PLUS Sales PLUS Business Development. Nail one or two of these and you'll do OK. Nail all three and you'll dominate your marketplace and skyrocket your success.

**What your attendees will take away** from this fast-paced, content packed seminar:

- The four levels of marketing: Strategies, initiatives, tactics and action steps and how to sort them out for your own business so you stop “spinning your wheels”
- What 80% of executives and entrepreneurs miss that causes marketing overwhelm and sales burnout
- Why you will get more and better results by doing LESS marketing than you're doing today
- How to laser-focus your marketing so that you get up each day knowing EXACTLY where to invest your time, energy and efforts
- Scripts, templates and tools you can use immediately to do a better job of marketing and grow your business NOW