



Half or Full-Day Interactive Coaching Workshop / Bootcamp

Gear Up Your Marketing Results, Break Free of the “Ad Trap”

Could You Use A Tune-Up?

The ad trap is racing in circles, working really hard but never actually getting anywhere new. It's an easy trap, and it's got you if you've thought about things like this:

- Your marketing and advertising feels ineffective, inconsistent or directionless.
- You're not standing out: your advertising and outreach looks, sounds or feels so similar to that of others.
- It feels like you're drowning in choices from a sea of ad reps & digital options.
- You've ever asked yourself, “How could people not know about us by now?”

If that's you, stop.

It's time to pull your marketing in for a pit stop.

Good news: we can dial it in and gear it up quickly.

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Imagine your organization was a stock-car racing team.

Here's the view of the typical "driver"
(business manager, owner)



Here's the view of your teammates or employees:



Here's the view (sometimes) of your current customers



Note that you all may be looking at the same thing,
but seeing it much differently.

Now, here's the real challenge. Here's an example of the view
of what's right in front of your potential customers:



So ... if you are communicating from this perspective:



... it's a problem. And it's what most small businesses do.



An Interactive Coaching Bootcamp To Get Your Marketing Running Hot

Here's some of what we'll cover, depending on what area we feel needs the most work. For most, it's the first two ...

Think of these like the four tires on the race car: they better all be balanced & tight before you go back out on the track.

First Tire: STORY | What is your story?

- 3 secrets to telling your story effectively
 - 3 common "Ad traps" to observe and avoid
- The 3 most typical ad stories, and why they don't work
 - The 2 stories we absolutely have to know

Second Tire: BRAND | What is your brand?

- What is a brand? What is it NOT?
 - What do we think our brand is?
- Why we must be thinking about *helping* over *selling*
- 3 things that may be part of a brand, but don't define it
- Questions to consider to build and shape your brand
 - Why brand is absolutely crucial to understand



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Third Tire: BUDGET

- Why we must think “process” over “event”
- Old school tactics that sound easy but don’t really work
- A powerful exercise to get your budget in the ballpark
 - Common budget traps to avoid
- How to view some traditional options like radio and TV, and how to get much more for less
- Why understanding your story is so critical to determining your budget

Fourth Tire: PLAN | How To Activate & Measure It

- Why a plan is critical to sustainable success
- 9 key questions to consider when building a plan.
 - Pros & Cons of both traditional & “new” media
- What kind of marketing is “King” and why needs to be part of your plan if you want to win and keep winning.

This is meant to be interactive, creative and exploratory.

For best results, get as many of your team members to participate as possible. The more perspectives, the better.



**Step out of your story,
stand out from the crowd**



Other available Bootcamps:

Digital Marketing Decoded + How To Generate Revenue Online

**Navigating Change: The 4 Keys To Sustainable Productivity
& Organizational Effectiveness**

**Pure Potential: Discover, Plan & Achieve Your Goals
(How Take the Lead In Your Life & Work)**

**Contact Kevin Bulmer to check availability
& book your Bootcamp:**

**Phone: (226) 884-7129 | Email: kevin@kevinbulmer.com
www.kevinbulmer.com**