READY TO DIFFERENTIATE **YOURSELF?**



A CREATIVE SUPPORT PROGRAM FOR 21ST CENTURY MARKETERS













LET'S TAKE ANOTHER LOOK

We don't communicate to other humans the way we "advertise" to each other. Lost in a sea of ad-speak and marketing cliches like "check it out," "hurry in," and "don't miss out," our most authentic & interesting stories are left untold.

Despite our best efforts, we remain stretched for the time & resources that might allow for something different. And so the challenge remains:

"How do I discover & share my unique message without spending a lot of extra time & money?"



What if we could begin to differentiate ourselves - in an authentic way - within the course of a single day?

What if you had access to someone who could help you discover, shape and share your unique stories and help build a framework for going forward?

What if we could identify weeks' (even months') worth of unique creative content all at one time?

What if we could discover things about ourselves we didn't even realize we had the power to share?



Call: 1-519-280-8301 Email: kevin@kevinbulmer.com

WHAT TO EXPECT:

1. PRE-EVENT DISCOVERY CALL(S)

For preparation & agenda setting.

2. A FULL, <u>FUN</u> 8-HOUR DAY

A hands-on, interactive & creative day likely to include:

- Unique story arch, history & vision discovery.
- Team member and/or customer interviews.
 - Video, audio, photo & idea capture.
- Mind mapping & creative collaboration on customer engagement, email marketing & other strategies.
- Content calendar and scheduling system framework built.

3. POST-EVENT FOLLOW-UP

Two accountability & implementation calls.

MY JOB: MAKE IT EASY, FUN & EFFECTIVE

"Kevin made me feel right at home. His engaging manner showed he was sincerely interested in hearing our story." – **David Ciccarelli: CEO, Voices.com (Podcast guest)**

As a former radio broadcaster & current host of two different podcasts, I've interviewed people from all over the world. I've produced hundreds of videos and have worked with people in small-to-midsize businesses and community organizations over more than 20 years.

I love discovering what makes people unique and I love helping them share it. I promise I will not make you look silly. Quite the opposite.

I won't let you down, and I take that promise seriously. - KB

CONTENT CREATION & DISCOVERY DAY

WHERE YOU LIKELY ARE:

- Ineffectiveness and/or inefficiency.
- Frustration & confusion over what to do next.
 - Very little distinction between us & others.
 - Lost opportunity.

WHERE YOU'LL BE:

- Creative content (unique to us), live & online.
 - Framework for on-going implementation.
 - A strategy & system we can activate on our own.
 - Opportunity to build community & monetize the message.

"It was a true delight to be interviewed by Kevin, It was more like a comfortable easy going fireside chat. Kevin doesn't just fire away a list of questions ...he really listens from the heart."

— Jason Stephenson — Relax Me Online.com (Podcast guest)

"Having worked with many dozens of advertising, marketing, and account managers in the marketing of our business across Canada, I can state with confidence that Kevin Bulmer has been the very best of that group."

- Scott Hill, Founder & CEO, Hockey Night in Canada's Play On!

MARKETING CONTENT & DISCOVERY DAY PROGRAM

Investment: \$1,750 + tax & travel

Also available:

"Gear Up Your Marketing" 8-Week Advertising Tune-up Program - \$3,000 Half & full-day keynote presentations & interactive workshops.

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