

**REAL. SIMPLE. RUN YOUR OWN RACE.**

**STAND OUT**  
FROM YOUR COMPETITORS

**CONNECT**  
WITH YOUR CUSTOMERS

**IMPROVE**  
RETURN ON INVESTMENT

**INCREASE**  
REVENUE & ENGAGEMENT

**"GEAR UP YOUR MARKETING"  
DISCOVERY & IMPLEMENTATION PROGRAM**

# REAL. SIMPLE. RUN YOUR OWN RACE.

## FEEL LIKE YOU COULD BE GETTING MORE OUT OF YOUR MARKETING & ADVERTISING?

You're probably right. This is for you if you want to:

- **Stand out** from your market competitors.
- **Increase** revenue, engagement & return on investment.
  - **Improve** productivity & process.
- **Create** original content, strategy, alignment & new streams of revenue.
- **Reduce** waste, risk, redundancy.

**"But isn't that what we're doing?"**

## PUT YOURSELF IN MY SHOES AND ASK YOURSELF ...

**Does this organization:**

- Have a unique voice that is clear & consistent?
  - Know what it's really selling?
- Have a clear brand other than the product it represents; something that distinguishes us from others in its category?
  - Create & share original content?
- Actively grow, nurture & monetize its own distribution channel?
- Make it clear to potential customers what's in it for them?

**"GEAR UP YOUR MARKETING"  
DISCOVERY & IMPLEMENTATION PROGRAM**



# REAL. SIMPLE. RUN YOUR OWN RACE.

## Framework For Investigation, Collaboration & Creation ...

### 1. THE "FIRST IMPRESSION TECH INSPECTION"

#### **Your Unique Message, Mission, Voice, Offer:**

How original, authentic, effective and easy-to-understand it is?

Are you connecting, engaging & creating conversations?

How many "advertising cliches" are you using?

How similar do you sound and look to others in your category?

### 2. CHECKING THE ALIGNMENT

#### **Brand Consistency:**

Are you creating & activating original, multi-purpose content?

How consistent is your message between different media platforms  
(i.e, Do I hear & see the same thing from you online  
as I hear or see on the air, and vice versa?)

What immediately comes to mind when people hear or see your  
name, location or logo? How does it match with your message?

### 3. HARNESSING YOUR HORSEPOWER

#### **Creating & Measuring Return on Investment:**

Is your marketing strategy set up to compound & scale?

Are you leveraging traditional media to build & monetize your own?

Are you putting yourself in a position to create  
additional revenue streams?

How are you monitoring and measuring the long-term  
effectiveness of your strategy?

## "GEAR UP YOUR MARKETING" DISCOVERY & IMPLEMENTATION PROGRAM

# MEET YOUR CREW CHIEF

"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. I have come to appreciate that Kevin uniquely understands small business marketing, and I would recommend that any small business owner listen carefully to his advice."

– **Scott Hill, Founder & CEO,**  
**Hockey Night in Canada's Play On!**  
**Canada's Largest Sports Festival**



**Kevin Bulmer** is a former award-winning radio broadcaster who wound up running a race track. Once GM of Delaware Speedway (the first-ever NASCAR-sanctioned race track in Canada), Kevin brings over 20 years combined experience in media, marketing and business to his clients.

Kevin has a gift for communication, connection and helping people see things from a fresh perspective. A certified life & executive coach, Kevin is the host of **"Be Real Do Better - The Small Business Marketing Show"** and has interviewed thought leaders from around the world for his podcast on personal and professional growth, **"Journeys with the No Schedule Man."**

If you're looking to put your marketing in higher gear by creating & activating your own unique vision & voice, you've found the right guy.

## **"Gear Up Your Marketing" Coaching Program**

**Investment: \$3,000 for 8 weeks**

### **ALSO AVAILABLE:**

**"Marketing Content Creation & Discovery Day" program - \$1750**

Half or Full-day keynote/workshop sessions.

Consulting fees quoted on a per project basis.

**All prices are plus taxes and travel, where applicable.**

**Call: 1-519-280-8301 Email: [kevin@kevinbulmer.com](mailto:kevin@kevinbulmer.com)**

**[www.KevinBulmer.com](http://www.KevinBulmer.com)**