

**Real. Simple. Effective.**



# **WHAT TO DO ONLINE?**

From:

**Frustrating, Confusing & Overwhelming**

To:

**Enjoyable, Effective & Engaging**

**MARKETING CONTENT &  
DISCOVERY DAY PROGRAM**





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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.

Online opportunities offer a more level playing field, affording us all the chance to connect, engage & interact in a unique, effective way.

And yet, the challenge remains:

**"I see there's opportunity online,  
but what do we do with it?!"**



What if we could identify and create weeks' or months' worth of unique, creative, engaging content in a single day?

What if you flatten the learning curve and immediately take advantage of tools to help you save time & money?

What if I could show you how to simply create **new potential streams of revenue** with your existing framework?

What if the most powerful methods of connecting and engaging are sitting right under your nose?



**We compare ourselves to "perfect"  
but we relate to "real."**

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

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

# WHAT TO EXPECT:

## 1. PRE-EVENT DISCOVERY CALL(S)

For preparation & agenda setting.

## 2. A FULL, FUN 8-HOUR DAY

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

- Your unique message, personality, 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 follow-up 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**





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## WHERE YOU LIKELY ARE:

- Frustrated & overwhelmed with all the options.
- Unsure of what to say on your site or social feeds.
  - Feeling there's little, if any, distinction between you & others like you.
  - Feel like you're missing opportunity.

## WHERE YOU'LL BE:

- Empowered with a real, simple, effective strategy.
- Putting creative content (unique to you), live & online.
  - Set up with a simple framework for on-going implementation you can activate on your own.
  - Enjoying the opportunity to build community, create & continue conversations and build new streams of revenue.

"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:**

**"Stand Out. Connect. Improve. Increase"** 8-Week Coaching Program - \$3,000  
Half & full-day keynote presentations & interactive workshops.

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