



Community Economic Development Fund

# How to Use Marketing to Profitably Generate More Leads for Your Business and Start 2011 with a Full Pipeline

## At this workshop you will learn:

- How to Develop a **Strong Hook** for Your Products
- A Way to **Overcome Buyers' Concerns** in Purchasing Your Products
- How to Build a **Great Marketing Campaign** Producing **Many Leads**
- The Simple Steps to **Writing Ads That Sell**
- Common **Advertising Errors** to Avoid
- The Secret to Having Your Own **Unlimited Marketing Budget**
- Ways to **Profitably Market** Your Products
- **How to Increase Profits** using Marketing Time vs. Service Time
- How to Get **More Leads** from Your **Networking**

**This two-session workshop will be presented:**

**When: On two Mondays - January 24<sup>th</sup> and 31st, 2011**

**Workshop 6:30-9:00 pm**

**Where: CEDF, 965 Main Street, Meriden, CT 06450**

**Presenter: Certified Business Coach Bob Kademian, ActionCOACH Milford**

**Fee: \$20.00 CEDF Clients      \$30.00 Other CT Businesses**

**Register online at [www.cedf.com](http://www.cedf.com)**

**Register today to reserve your seat for this two part program filled with ideas to help you profitably grow your business!**