

Effective marketing makes the difference between being just another vendor or dominating your market place!

In This One-of-a-Kind Session You Will Discover

- Over 25 specific examples of what to do...and what not to do in your marketing.
- 12 specific elements that MUST be in every marketing piece.
- 3 simple strategies to double the effectiveness of your website.
- Proven copywriting strategies that will send your response rate through the roof.
- The most important print component and why most people miss it

Better Than a Risk Free Guarantee

If you haven't gotten 3 specific ideas that YOU know will help GROW your business, find any SFMSDC team member and we will issue you a FULL refund. We are that confident!

SFMSDC is a non-profit 501 (c) (3) and is an affiliate of the National Minority Supplier Development Council.

Southern Florida Minority Supplier Development Council
9499 N.E. 2nd Avenue, Suite 201
Miami, FL 33138

DON'T THROW THIS OUT!
THIS BROCHURE CONTAINS THE SECRETS TO EXPLOSIVE BUSINESS GROWTH.

OPEN THIS BROCHURE TO FIND OUT HOW TO GROW YOUR BUSINESS BY 20% OR MORE IN THREE MONTHS!

OUTRAGEOUS MARKETING STRATEGIES



2010 SYMPOSIUM

Friday, December 3, 2010

Broward College Library
7300 Pines Boulevard
Pembroke Pines, FL 33024

8:30 A.M. to 2:00 P.M.

YOU WILL LEARN



- The 5 keys to understanding your business
- How to dominate your market with your "Unique Selling Proposition"
- The 4 "M's" of outrageous marketing - ignore them at your peril!
- The long-term value of a customer and its importance to your bottom line
- How to use your website to ENGAGE, RECRUIT, and RETAIN customers
- The 5 Critical Marketing Metrics you need to know to run your business
- How to leverage your Minority Business Certification to grow your business

There are only 75 seats available and they are going FAST! If you register before October 22nd you will be entered into a drawing to win a copy of Ron Rosenberg's "Magic of Marketing All-Star" CD set.

Sponsors



Presenter

Ron Rosenberg



Ron Rosenberg is a nationally recognized, award-winning expert on marketing and customer service and a winner of the prestigious "International Marketer of the Year" award. He has authored several books and learning systems. His expert commentary has been featured in The New York Times and The Washington Post, and in Smart Money and Real Simple magazines.

His client base reads like a who's who list of companies, small businesses, and associations, including Ace Hardware, Sumitomo Electric Lightwave, Dow Chemical, the American Gem Society, and the American Society of Association Executives.

What a satisfied customer had to say about Ron:

"Because of Ron Rosenberg's marketing techniques, our sales at Pangaea River Rafting increased 15% in one summer, despite losing a whole month of revenue because the rivers were too high to raft! And top of that, we were battling outrageous fuel costs and operational expenditures. I would have been ecstatic just to duplicate the previous season's totals, but we blew those numbers away by 15%!"

Don't be concerned about the cost, time or travel. These proven strategies will pay for themselves many times over and we are even providing breakfast and lunch!

YOUR COMPETITORS WILL BE THERE LEARNING THE STRATEGIES. WILL YOU?

REGISTRATION FORM

NAME: _____
 COMPANY: _____
 ADDRESS: _____
 CITY/STATE: _____
 ZIP: _____
 PHONE: () _____
 FAX: () _____
 E-MAIL: _____

Registration Fees

Certified MBE Affiliates: \$ 50.00
Corporate Members: \$ 50.00
Non-Members: \$ 70.00

Registration and Continental Breakfast begins at 8:00 AM

Your registration includes all training materials, continental breakfast and lunch.

Please check one:

Visa MC AMEX Check

Make check payable to: SFMSDC

Credit Card #:

Exp. Date: _____

Signature: _____

Date: _____

**Deadline to Register:
November 26, 2010**

Please fax this form to the SFMSDC:
 (305) 762-6158 or mail to:
 9499 N.E. 2nd Avenue, #201
 Miami, FL 33138
 Tel: (305) 762-6151
www.sfmsdc.org/symposium