

Learn the Newest, Most Effective Marketing, Sales & Advertising Strategies...Proven to Increase Your Company's Profits by 2, 3 or Even 4 Times!

Irwindale Chamber of Commerce Monthly Luncheon
Presenting Sponsor: Picasso's Café, Bakery & Catering

Thursday, May 14th
11:30 am to 1:30 pm

We would like to extend this special invitation to you as a fellow chamber member, as well as a business owner, professional or entrepreneur. In this one-of-a-kind seminar, we'll show you a simple but extremely powerful way to gain greater control of your marketing results, distinguish your business from your competitors, and solve several of the main sales and marketing challenges you are facing today.

The Systems & Techniques Presented In This Seminar Are Guaranteed To Help YOU Increase Your Company's Profit & Market Share Significantly!

We've researched and worked in nearly all of the industries that are represented by Chamber members, and what we've discovered is that most companies don't understand how to effectively and systematically reach their target market and convert them into new clients. For those that are engaged in marketing, our discovery is that they are actually saying very little to set themselves apart from their competitors. Since each company's marketing says roughly the same thing, it gives prospective clients no convincing reason to choose one particular company over any other one. But what does this mean for you? It means there is a significant opportunity for you to gain huge market share using some of the same marketing tools you're already using.

In just 30 minutes, you will learn...

- **How to distinguish your business so prospects choose you immediately**
- **How to quit competing on price**
- **How to drive in more leads or traffic**
- **How to increase advertising response – 2X, 4X or 10X more**
- **How to create more effective and powerful marketing pieces**
- **And more!**

If you're looking to fully optimize your marketing dollars and increase business, then you'll benefit from the concepts and techniques presented in this seminar, including:

The Current State of Marketing

We will share with you the kind of ads and marketing collateral that fail to bring in business. We'll show you how marketing is currently being done and teach you why the current techniques and tools aren't working.

Building Your Case of Evidence

We'll teach you how to determine your customers' value hierarchy, understand potential clients' hot buttons and innovate your company. We'll show you how to build a case of evidence for your business that allows you to get noticed and be seen as the first

choice among all your competitors. We will also discuss the issues related to creating more powerful and effective lead generators, including ads, flyers, brochures, letters, signs, newsletters and more.

Systematizing Your Marketing

We'll briefly touch on how to implement your lead generators into action, as well as discuss how to create sales tools and reports that help your sales people sell more effectively and consistently. You'll learn how to effectively communicate with prospective clients and spend significantly less time managing them.

Why It Is Critical That You Attend...

Increasing profitability in an ever competitive marketplace is becoming more and more difficult...especially in today's economy. Every advantage must be found in order to win. Whether your business is in service, retail, manufacturing, healthcare, or professional, the techniques presented in this seminar have proven to work time and time again in every industry...and they're unlike anything you've heard before. In this one-of-a-kind seminar, you'll learn real and viable ideas that you can actually apply in your own business.

So don't wait! Sign up for this seminar today and learn how to save hundreds of thousands of dollars while gaining a competitive edge in your industry and maximizing your profits.

Get a **FREE BONUS** just for showing up!

When you register and attend this powerful marketing seminar, you'll receive a FREE report entitled: "*Eliminate The Guesswork In Your Marketing! How To Test – And Save Yourself Thousands.*"

When:	Thursday, May 14th 11:30am – 1:30pm (includes lunch)
Where:	MillerCoors 15801 First Street Irwindale, CA 91806
Cost:	\$20 (Irwindale Chamber members) \$25 (non-members and anyone without an RSVP)

2 Ways to Register:

- 1** Call the Irwindale Chamber of Commerce at (626) 960-6606
- 2** Sign up online at www.irwindalechamber.org/coe

RSVP by Friday, May 8th

About the Speaker: Jon Cline

Jon Cline is VP of Sales & Web Initiatives at ForSight Marketing, a full-service business growth solutions firm that provides a one-of-a-kind strategic system to assist businesses to gain market share. ForSight has consulted with billion-dollar companies, such as Disney and Accenture, as well as small businesses of all types, including financial services, real estate, home construction, healthcare, retail, service, professional, wholesale and manufacturing, among others. For 13 years, Jon has helped businesses of all sizes leverage what is in their reach to measurably improve their success.



www.forsightmarketing.com

Questions? Call the Irwindale Chamber of Commerce at (626) 960-6606.