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Crash Course in Marketing during turbulent economic times – 1.5 hours

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Participant's profile:

- Entrepreneurs or small business owners or managers
- Managers of non-profit organizations

Learning Objectives:

- This is a crash course which means it will give you the top 5 basics of how to market your business and ensure you are saying, and projecting, the right message to the right people.

Participant's Value Received:

- Whether we are in a recession or not in a recession, whether the economy will improve by this year or next year...whatever is happening in the world, it is affecting your business.
- Many people are thinking of hunkering down and stopping all marketing and advertising activity. That's a natural reaction and it may or may not be the best approach to take ...but ... whatever you decide to do, the 5 steps in this "**CRASH**" Course will help you face these turbulent economic times and keep your business moving forward.

This session comes with an accompanying 45 minute Audio CD. An excerpt of this Audio CD can be heard by going to: <http://www.wowcommunications.ca> click on WOW Store, scroll to Quick Learn Individual Audio CDs and hear the first track.

For conferences, your organization logo could be printed on the audio cd.

"Thanks Lynda. I enjoyed how you used storytelling to reinforce your point, not only are the stories funny they were inspiring. And I love how you used your cycling Scotland and the photos to connect the topic. I'll always remember the photos and ... of course the points that went with those photos!"

Your session was very upbeat and motivational. I now have some common sense marketing tips to implement right away."

- Laurie Rezanoff, Calgary