



Be your own SPIN DOCTOR

How to use PR, Social Media and Internet Marketing in your small business

08.30 Coffee and introduction

A concise run-through of expectations

them rather than wait and run into them on route.

09.00 "I wouldn't be starting from here!"

Knowing where you are currently 'at'; calibrating current levels of PR, Social Media and Internet Marketing activity alongside the outcomes being achieved.

13.00 Lunch

14.00 "One step at a time"

The temptation is to get very excited and rush off doing 'something'; a three-month plan of immediate actions that is well thought through and tested, is a far better option.

09.45 "But I don't have the time!"

Outstanding PR, Social Media and Internet Marketing results do not happen through good intentions alone. Busy business owners rarely have significant amounts of free time to dedicate to something new; hence we have to find practical and pragmatic ways of making things happen.

14.45 "Hello, can I speak to..."

Getting over 'people-phobia' and how to develop and build PR and Social Media contacts.

10.30 Stronger Coffee

10.45 "Wouldn't it be great if..."

Establishing proper measurements and targets for PR, Social Media and Internet Marketing activity; that are relevant to your business.

15.30 Tea

15.45 "Next year Rodney...we'll be millionaires!"

From immediate actions to a twelve month plan that will deliver an effective relationship building strategy via the internet.

12.15 "If the Titanic has just missed that iceberg..."

There will be barriers to success; better to recognise them early and deal with

16.30 "Off we go!"

Priorities, plans and committed actions are reviewed in light of the overall workshop experience.

Register your interest and find out when a workshop is being run in your area:

These workshops are run around the UK (Including central London). A register of interest is maintained and then workshops arranged as workshop groups become viable. A place on the workshop is £250 plus VAT per delegate. This includes all workshop materials (workbook and take-away action plan), coffee, lunch and afternoon tea. To register your interest email martin@martingoodyer.com or call 00442476305203