



Design and Build the
Business You want

Workshop 2:

The 1- Page marketing plan

Or: Stop wasting money on ineffective marketing...



David Ogilvie (Founder of international advertising agency Ogilvie & Mather) is quoted as saying: "50% of any company's advertising budget is wasted. But nobody knows which 50%". Another marketing guru states "95% of marketing is wasted, but the 5% that works can transform your business"

As a business owner or manager you know you don't have the time or money to waste your resources, but you do know you MUST market to build your business.

This workshop will help you identify, target and build those marketing activities that will have your business hitting the 5% 'Success Target' more often.

We will explore:

- Ways to clearly identify your target market;
- The best form of marketing to reach your market;
- Ways to test, measure & monitor the success of your advertising;
- How to encourage other businesses to help build your business.

Who should participate:

- Business owners who want to significantly improve the Return on Investment of their time, money and effort spent on marketing and generating leads.

Clearly Business and the Bondi Chamber of Commerce are pleased to host this exciting series of workshops, presented by Roland Hanekroot of New Perspectives Business Coaching and Adam Treharne of the Business Arkitek.

The 1-page business development programme has been developed by Roland and Adam in conjunction with business development experts from the NSW Business Chamber.

This is the second workshop in the series. This series of workshops is a must for small business owners who really want to create sustainable business growth.

Detailed information on this workshop and others in the series is available at:

www.onepagebusiness.com.au