



Re-Engineer Your Marketing

A one day intensive 'get-it-done' workshop

How to Win Clients by Creating Clear, Magnetic & Irresistible Offers

Thursday 5th November – at Dock Leicester

Thursday 10th December – at Dock Leicester



A one day workshop based on Jay Allyson's iSuccess Business Growth System

Getting customers (clients) for your products or services consistently and profitably over time is one of the biggest challenges a business faces, because a strong client base impacts on your cashflow and your potential for growth.

In today's competitive environment, targeted, education based marketing is 100x more effective than 'sales' based approaches for engaging your audience, showing you understand their problems/needs and positioning yourself as the 'go-to' person or company for your solution/expertise.

This workshop provides you with *specific keys* and *how-to-steps* to unlock the secrets to winning clients through attraction marketing tactics. The insights gained will transform your message-to-market match, help you structure and plan out irresistible offers and improve conversions from click to contact to customer.

THIS WORKSHOP IS FOR YOU IF ...

- ✓ You're finding it a challenge to find and win over new customers or the right customers
- ✓ Your pitch on 'what we do' feels hazy or overwhelming to people you speak to
- ✓ Your presentations, prospecting calls, advertising or appointments are not yielding results
- ✓ You are failing to secure customers consistently through your website, marketing or sales process
- ✓ Managing your marketing feels like a jumble of 'to-do' lists (or 'if I get round to it' lists)
- ✓ You are over-giving to your customers, working beyond the call of duty to deliver results for them
- ✓ You are struggling to know what to do first, second, next, in your marketing and need a clear, actionable blueprint

How to Win Clients by Creating Clear, Magnetic & Irresistible Offers

Having supported hundreds of sole traders and small businesses to fix what's broken in their marketing, to improve how they attract and convert their ideal customers, to brand and package their services and products, I'm opening up an opportunity to work with me directly in a very 'up-close-and-personal' setting (group of <10 people) through thought-provoking overviews & exercises to 'get-stuff-done'. No more procrastination getting the help you need.

You will benefit from TWO KEY OUTCOMES achieved in the workshop:

- (1) to break through typical barriers in mindset, marketing and money elements of your business that may be holding you back, such as poor message market match, brand relevance, pricing, automation... and more 'stuff' that comes up, we'll tackle that too.
- (2) to get practical support for crafting client getting marketing messages, creating a clear offer for your solution to their problems, consultative conversion processes and website tactics that will have big impact on your success in winning clients.

Taken together with the insights, templates and checklists we use, this workshop will help you understand the psychology of marketing, so you can immediately know how to improve your success when engaging potential clients and winning business. And this will benefit you across ALL of your networking, prospecting or sales conversations.

Warning: This is NOT a training day - it's a WORK-shop.

You will be rolling up your sleeves and **working ON your business** in a supportive, facilitated way with **my direct input** tailored to YOUR business.

There will be insights, checklists, post-its, ideas & inspiration involved.

The workshop aims to make a big difference to how you market and deliver your products and services, think about 'attracting' and 'converting' potential clients.

Putting you as innovator and business owner at the heart of what you do and why you do it, you'll get practical techniques & templates for designing a marketing blueprint that is perfectly aligned with, and targeted to, your ideal customers /clients, positions you as the unique authority and enables you to create marketing materials with focus and ease.

HOW I WORK WITH YOU

My purpose is to challenge the status quo regarding marketing for strategic entrepreneurs. I help you think differently about how you market & deliver your innovations & expertise and unlock your capacity for achieving greater impact, influence and income from your business.

*I created an amazing SYSTEM called *iSuccess* which takes my clients step-by-step through 7 critical business levers for effective marketing, so they can break through current barriers to growth and move their business to a new level.*



★ From working with hundreds of my clients through consultancy, evaluation and mentoring, I've become known for my deep insights and a unique ability to look at a business and identify opportunities for immediate growth and barriers to success that few others see. And I can do this with surprising alacrity and accuracy.

★ Distinct from many 'trainers', who just tell you what to do, I explain *why* these strategies work and discuss how they can work for *your specific business*, so you can embrace them with confidence & enthusiasm, and leverage your time through improved marketing offers and marketing systems.

★ I work with ambitious entrepreneurs and forward thinking companies, helping you to leverage your expertise and create lucrative new revenue streams that adds value to what you offer existing clients as well as attracts new prospects into working with you.

★ Unusually, I can then partner with you to develop and implement, laser-targeted relevant branding & marketing designs that enable you to attract more of your *ideal* clients, charge what you're worth, and experience the kind of income and growth most small businesses only dream about. Ask about my mentoring plans and 'done-for-you' services.

My big promise to you is that MY commitment to YOUR success will always be at least a match for your own. If you do the work, then you'll find me supporting you at every opportunity to achieve the results you deserve.



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Dock Leicester - Limited to 10 places ~~£495~~ **£395 early bird**

If you know this is for you, please book early at:

www.isuccessclientmagnet.eventbrite.co.uk

Some of the business growth & marketing strategies you will discover:

- ✓ How to be on-point and out-there about what you do and the results you get for your clients, so that you optimise your 'message market match' and make clear, compelling offers.
- ✓ How to create a relationship-building 'engagement pipeline' so people get to know you, like you & trust you to deliver those results for them when they work with you.
- ✓ How to attract more of your ideal clients in a way that is consistent, predictable & profitable via branded funnels and automated systems.
- ✓ How to avoid the 'salesy' questions about price by differentiation and value strategies.

BOOK TODAY AT:

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Committed to YOUR great success!

Jay Allyson