

# The Essentials of Stay-In-Touch Marketing

Presented by **Marty Marsh, Soul Proprietor**  
*Your Follow-Up and Stay-In-Touch Marketing Strategist*

**A**s today's business market shifts and expands, it is important for all businesses to maintain their vision, manifest their goals, and remember their #1 priority: their client or customer.

**Promote your business and yourself with honesty, creativity and Soul!** Presented by MARTY MARSH, Soul Proprietor, *The Essentials of Stay-In-Touch Marketing* will show you how to employ your best business and marketing skills while allowing you to keep your integrity and the warm, heartfelt qualities that nurture your clients as well as yourself. During this information-packed mini-seminar Marty offers online and offline marketing strategies, plus tips, techniques and tools for maintaining your enthusiasm and creating customers for life.

**If you've ever heard yourself saying, "I hate marketing..." then this program is for you.** As a business and marketing mentor, Marty will share with you the ideas to capitalize on your strengths so you can spend less time marketing and more time doing what you love to do — serving your clients.

In this mini-seminar you'll come away with a thorough understanding of the essential online and offline marketing strategies that you can employ to get in touch with your ideal prospective clients, to be in touch with them until they buy, and then to stay in touch with them so they keep buying from you again and again.

**Stay-in-Touch Marketing is exactly what it sounds like...** marketing strategies and tactics that you employ to stay in touch on a regular basis with both prospects and your active clients or customers.

## You'll learn strategies for...

- **How** to attract your ideal clients to your website or blog or your brick and mortar store
- **How** to engage your prospects until they are ready to buy
- **How** to build long-lasting relationships with prospects and clients — the key to growing your business
- **How** to most effectively follow-up and stay-in-touch with every prospect regardless of where they come from or how you meet them
- **How** to establish your own unique "levels of engagement" that will keep your clients buying from you again and again
- **How** to convert your clients and customers into "customers or clients for life" ... *and more!*

It all starts with getting your ideal prospective clients in the door, then keeping them "warm" until they are ready to buy and then, continuing to nurture them for years to come so they buy from you again and again.

The key to having a customer for life is all in how you build your relationship with them over time — but you have to get it right from the very start.

Along with the best strategies Marty knows for getting in touch, being in touch, and staying in touch with the people who have the problems that only you can solve — and who are willing to pay you to solve them — he'll also be sharing with you a variety of both online and offline tips, techniques and best practices that will let you promote your business and yourself with the utmost integrity, heart, and soul.

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This mini-seminar runs for 3-hours and includes plenty of time for questions to your most pressing marketing challenges.

**Join us in Burlington...**

**Tuesday, Sept. 18, 2012 • 6:00 pm – 9:00 pm**

• **Location:** Burlington Community/Senior Center, 1011 Greenleaf Ave., Burlington, WA

• **Registration:** \$15 per person in advance; \$20 at the door. Mail check payable to Rhonda McNett, P. O. Box 291, Anacortes, WA 98221.

• **More Information:** Phone 360-588-1994 or send email to: [rhonda@sosbyrhonda.com](mailto:rhonda@sosbyrhonda.com)



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