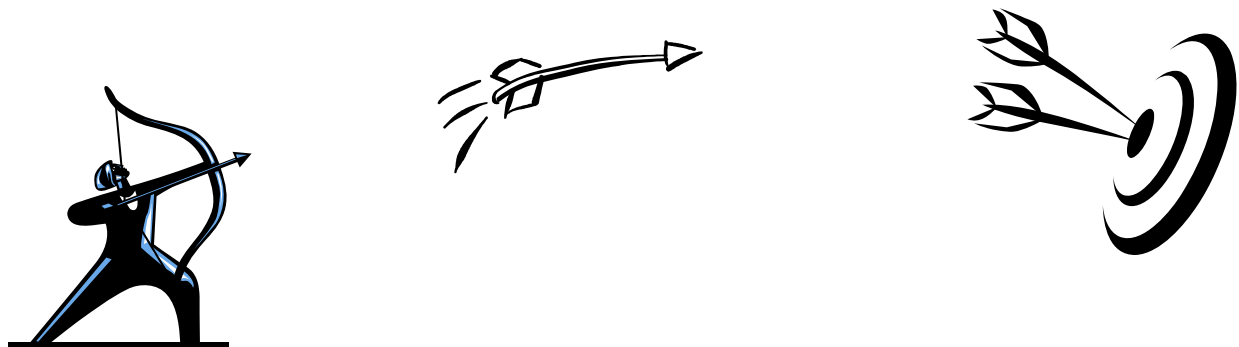


The Apropos Marketing Foundation Workshop *Prepare Your Business to Hit a Sales Bull's-Eye!*



At this three-hour workshop, you will develop the two most important marketing elements for your business: *MESSAGE* and *TARGET MARKET*

- *The bad news is that 72% of business failures are due to lack of revenue (U.S. Census Bureau survey).*
- *The good news is that simply having an effective message and well-defined target can double or triple your chances of success!*

The **Apropos Marketing Foundation Workshop** will help you kick-start your sales. It is a roll-up-your-sleeves, interactive session for developing a message that explains your benefits and selecting a target audience who is likely to respond. These two elements form your marketing foundation, which supports and extends everything you do to reach out and win customers. This workshop is designed for business owners, managers and sales and marketing professionals – anyone who wants to hit a sales bull's-eye!

"If you're looking to streamline your message, and have it resonate with your target audience, this workshop will equip you with simple, time-tested principles."

- Greg Morris, City of Boise

"Thanks so much... Your 'message' is a good one!"
- Kimber Ericksen, New York Life Insurance Co.



Mike Fisch, Workshop Instructor

Benefits of Attending Workshop

- Develop a solid draft of your message and target market in only 3 hours
- Accelerate your sales and marketing – toward business growth
- Guaranteed to be helpful or your money back

When: Tue, Feb 17, 2009, 9 am to noon

Where: George Fox University – Boise Site
1810 S. Eagle Rd., Meridian, Idaho

Price: \$27 per attendee

Sign up online at www.aproposmarket.com

Bring a partner – two heads are better than one!

Start with the Foundation

Everyone wants a successful business with satisfied customers. To win customers, people have to get to know and like what you offer, which is why it is so important to actively engage in sales and marketing. Some think you have to be a marketing whiz or sales guru to do it, but that really is not true. It is a discipline, like any other, and persistence and a willingness to learn count more than anything in the long run.

So where to begin? The first essential step is to decide who you are selling to and what you want to say to them. In other words, develop an effective message explaining your benefits and select a target audience who is likely to respond. These two elements are your marketing foundation because they play a part in everything you do to reach out and win customers. Moreover, having an effective message and well-defined target can accelerate your sales, even to the point of doubling or tripling your product's chances of long-term success!

Apropos Marketing Foundation Workshop

The **Apropos Marketing Foundation Workshop** leads attendees through a process for developing a message and target market for the product or service they want to sell. The workshop is both active and interactive: Arrive with pen and paper in hand; leave with a solid draft of your message and target market. Along the way you will learn about key concepts such as:

- The sales and marketing process
- Defining your essential benefit
- Selecting a target market
- Writing an effective, credible message

You will have opportunities to create, discuss and refine these elements for your business, as well as to learn from the comments and experiences of other participants. This workshop is as enjoyable as it is productive!

Bio of Mike Fisch, Workshop Instructor

Mike has 12 years of experience as a marketing professional, including market analysis, strategy, writing, positioning, international channel development and sales. He has provided marketing consulting to enterprises such as EMC, IBM and Hitachi Data Systems. Mike earned an undergraduate degree from the University of Idaho and an MBA from Babson College, ranked #1 for studies in entrepreneurship.

Additional Workshop Details

Bring a pen and notebook. Have in mind the product or service you want to focus on for the workshop. Please contact Apropos directly if you have any questions (see contact information below).

Directions to the facility:

George Fox University – Boise Site
1810 S. Eagle Rd., Meridian, Idaho
From I-84, take the Eagle Road exit and head south toward Overland Road. Go across Overland and then take the first left. This is the parking lot for the facility.

Sign up at www.aproposmarket.com! Capacity is limited to 20 per workshop.

About Apropos

Apropos is a marketing services firm based in Boise, Idaho, that helps small and mid-sized businesses grow through cost-effective marketing.

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E-mail: info@aproposmarket.com

Web: www.aproposmarket.com

Be distinct. Be original. Be apropos.SM