

***Introducing the breakthrough business building system that finally wipes away the guesswork, wasted money and frustration associated with marketing and advertising...***

# The Marketing for Profit Workshop

**Attend the "Marketing for Profit" Workshop and discover how to create, implement and run your very own step by step marketing system - have more people spending more money with your business...and keep them coming back!**

**A comprehensive three-day workshop and implementation program that will help you to create and implement a customized marketing system for your company that will produce very predictable, extremely profitable, real, quantifiable dollar results!**

- Understand the power of how a well-crafted Strategic Marketing Position will drive people to your business.
- Discover how to exponentially increase the effectiveness of your current marketing efforts - without increasing costs.
- Learn how to create marketing alliances that will triple the size of your prospect base, double your own customer value and more - in just one month!
- Uncover the true value of your existing customer base - and immediately profit from it.
- Learn why direct marketing is not just direct mail. It is the single most powerful marketing trend of the future - and why your customers will love it!
- Gain proven strategies to make media advertising cost effective - even on a limited budget.
- Learn how community marketing connects customers to your business in a way that compels them to do business with you!

**Plus much more!**

**Inside this brochure...**

- The complete 3-day work-shop agenda
- Is this workshop for you? Five Reasons to Attend
- What people are saying about the Marketing for Profit Work-shop
- Find out about the over \$1,000 in bonuses - including personal one-on-one after the event telephone coaching, multimedia DVD programs and a **SPECIAL DISCOUNT OFFER**
- A 100% Satisfaction Money-back Guarantee



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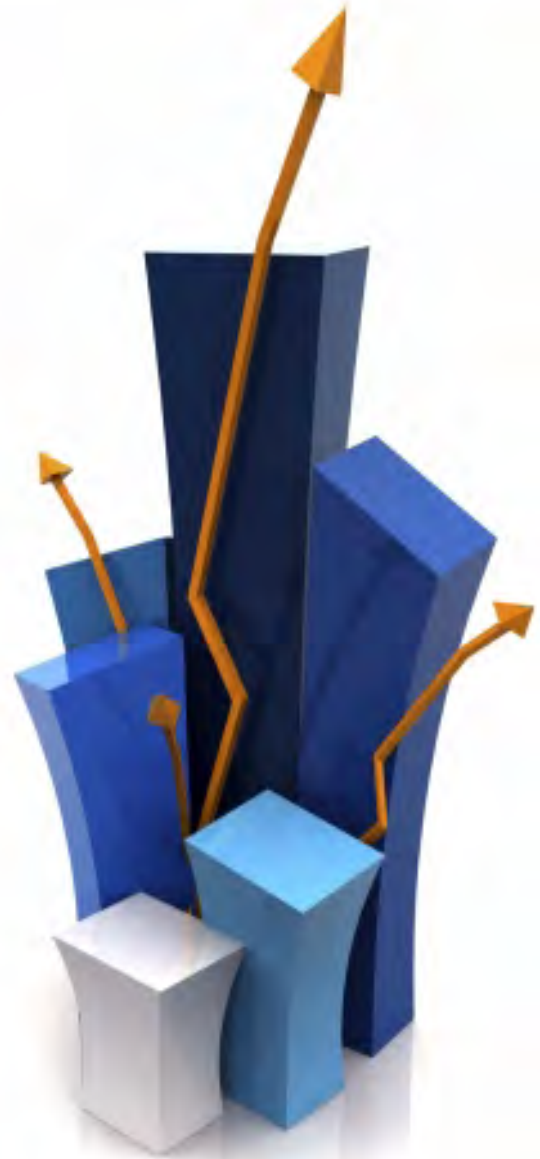
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# Is this workshop for you?

*Regardless of the type of business or practice you own – Professional, Retail, Manufacturing, or Service. Regardless if your business is growing or not. If you want to increase your profitability, expand the number of new customers you get, increase the average size of your transactions, double the number of times your customers come in and do business with you, generate more referrals than you ever thought imaginable.*

**PLUS** - find “no cash” ways to advertise...

*In short, if you want to MAXIMIZE your businesses profit potential without increasing your staff, overhead, inventory and/or office space...then this workshop is for you!*



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## This workshop will show...

- **Growing companies** how to grow more and faster than ever before
- **Stagnant companies** how to break the “fix” and boost profits immediately
- **Declining companies** how to use no-cash ways to do a complete 180 degree turn-around
- **Start up businesses** how to get off the ground and be profitable fast and without large capital outlays
- **Successful businesses** how to make a lot more money
- **Plus a whole lot more!!!**

## Who should Attend?

Business owners, marketing managers, retailers, service businesses, entrepreneurs, consultants, professional service, association executives, sales professionals or anyone who has responsibility for making money for their company.

# A special message from Robert Ciccone, your Workshop leader

Dear Professional,

## **The backbone of any business...**

Successful sales and marketing are the keys to survival - the survival of your business. Most business owners and managers are acutely aware of the importance of properly marketing their businesses. Marketing is the main force that keeps the business alive and thriving. However, most small business owners today simply do not have the experience or the time needed to create and aggressively manage the single most important weapon needed in a marketing arsenal - an objectively created, cost-effective marketing plan specifically designed for their businesses.

Marketing is the backbone of any business. After all, marketing is the science of getting people to come in and try your product or service, getting them to come back again and again, and getting them to purchase more when they do come back. Marketing incorporates sales, advertising, product design, public relations and a host of other ingredients. Without marketing, you lose customers - and without customers, you're out of business!

To put it bluntly, marketing can make the difference between the life and death of your business. Yet marketing, which is the prime mover of businesses, is one of the least understood and most underutilized components of business today.

The Marketing for Profit Workshop is about changing all that. It is based on the premise of teaching and empowering you to meet the challenges of the future through increased productivity and increased performance in your marketing.

This workshop will introduce you to an organized, highly successful systematic approach to marketing that has proven to be extremely effective and successful for virtually any company.

Many companies now realize that just as they have an accounting system, or a payroll system, it is of vital importance to also have a marketing system. The Marketing for Profit Workshop will provide you with an easy to understand and implement, step by step "road map" to marketing success.

After attending this workshop your business will be perfectly positioned to thrive in a very unforgiving and competitive world. This is the Workshop and program that will make a tangible and profitable difference in your business!

See you at the workshop!

Sincerely,

*Robert Ciccone*

**PS** - This event is just the beginning and just one component of what you receive with your registration. In order to make this the best and most important program you could possibly attend we have added over \$1000 worth in bonus tools and follow up consultations.

**PSS** - We are so confident you will find this worth your investment of time and money that we have a full satisfaction guarantee.

**Enroll today by calling (604) 535-2111**



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# a powerful 3-part integrated approach



More than just an event - the Marketing for Profit Workshop is one component of a comprehensive 3-part program you will receive with your enrollment.

The three powerful components we brought together include the 3-day Workshop event combined with post-event personal coaching and a bonus package of products and implementation tools all designed to support the successful implementation of your very own customized system.

From \$1000 to \$8000...

"It's this simple...before marketing Workshop, \$1,000 a week in new computer sales. After the marketing workshop, \$8,000 a week in new sales"

*Molinux Computers*

## This is not a pitchfest...

Here's what this workshop is NOT: it is not one of those workshops where you get pumped up with great ideas, but fail to get any real answers. This is not a pitchfest for a whole bunch of products or services. This is not "just a taste" of what you need to know, or an attempt to keep you paying money in the elusive quest to get the "How?"

This program includes it all: the information, the strategy, the hands-on "how to", the tips and tricks, the materials, the implementation tools and the post-event support. For three intense days, you will receive the "what to do", "how to do it" and the tools to make it happen. Nothing will be held back; you will walk away and flourish with the tools and information you receive during these 3 days. This is a complete practical-use program where you will literally get everything you need, from start to finish.

# The Complete Workshop Agenda

The complete 3-day intensive hands-on workshop will cover these 10 topics and more...

## 1. Uncovering Your Company's Hidden Marketing Assets

In this segment, we will take the approach that you've already been doing something right! After all, you've managed to get this far, and we're not about to recommend making changes to elements of your business that are already working well.

Rather, we will work at helping you to seek out and find your company's overlooked, underutilized, or forgotten marketing strengths (in some cases, assets you never realized you had). You will then discover how to optimize, leverage and re-deploy these assets in a systematic way to increase your sales and profits.

## 2. Determining Your Company's Unique Selling Proposition

What sets your company apart from any other company in your industry? Can management and all employees describe this distinction clearly? Do they really believe it?

In order to succeed in any business today, it is critical that you create and sustain a competitive advantage, known as your Unique Selling Proposition. In this segment, you will discover the importance of this concept, and how you can use it to create a strong, sustainable and clear competitive edge in your market.

### Here's what we'll cover:

- How to break away from the traditional marketing paradigms that hold most companies back from exploding and getting the results they deserve.
- The difference between how an accountant looks at your business, and how a good marketer does - this difference could be costing you a fortune.
- The best strategy for "recession proofing" your business. Are you building on a solid foundation or is your business vulnerable and on shaky ground? Understanding this is the difference between the companies that make it and those that don't.
- The multiple ways in which you can grow your business, and how combining their strengths is the key to exponential growth rates of 50 to 100% plus - all without having to increase your overhead!

### Here's what we'll cover:

- Two critical questions that most business owners cannot answer about their business and how the lack of a sufficient answer is ultimately the demise of many businesses.
- The three categories of a sustainable competitive advantage, and how the implementation of this fundamental principle will virtually eliminate your competition.
- The biggest mistake most companies make when trying to win business; how to avoid doing the same thing; and how to capitalize on your competitors who are making this mistake themselves.
- How your customers make their buying decisions and how to use this in your favor when positioning your products and services.
- The amazing concept of "quantification", and how to use it to add impact to your message - making it impossible to be ignored!
- A simple idea that will ensure that your company never loses credibility in the eyes of your marketplace - adopting this philosophy is the first step to keeping customers for life.



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**From \$500,000 to \$750,000...**

“These marketing techniques and marketing systems coupled with great sales training doubled our store's average sales from \$25 to \$50! The concepts are sound and now we generate more sales each month through learning how to work our customer base effectively. We now invite our customers to come back regularly and buy from us more often. Sales have increased from \$500,000 to over \$750,000.”

*Duane Jones - Owner, Cedar Creek Clothing*

### 3. Leverage Your Current Marketing for Increased Profit

Dramatic increases in sales and profits can be achieved by making small improvements in the methods that you now use in working with customers and prospects.

In this segment, we will analyze your current prospect-to-customer process and identify specific strategies you can immediately implement at little or no extra cost, giving you more impact from your current marketing efforts and improving your bottom line.

### 4. Working With Former, Current and Prospective Customers to Increase Revenues

Today, only those companies that have a close working relationship with all customers will survive. Ira Kalish, senior consultant of Management Horizons, the retail division of Price Waterhouse, said, “The key to survival would be an emphasis on the individual consumer, rather than the mass market. Successful companies would have the ability to focus sharply on their customer in terms of age, income and lifestyle.”

In this segment, you'll learn the keys to establishing a long-term relationship with your customers/clients that will generate increased revenues, deepen customer loyalty and encourage repeat business for years to come.

#### Here's what we'll cover:

- The two most critical, neglected and overlooked numbers found in every business; and how utilizing them is the single fastest way to increase profits.
- A little “integration” technique that will virtually increase sales overnight.
- A vital management responsibility that when put into play will create an immediate and tremendous increase in both revenues and profitability. When neglected, it leaves sales, efficiencies, money and profit on the table.
- Three things when presenting your offering that, when done properly, will have people choosing you over your competition and purchasing in greater volumes than they ever have in the past.

#### Here's what we'll cover:

- The key distinction about your customers and competitors that will immediately have you out-marketing, out-selling, out-servicing and getting more referrals than will your nearest competitor, every time.
- The three distinctive parts of your customer base and how to work each one properly, for an immediate surge in sales.
- How to get the most out of your customer base and keep them for life.
- A major mistake that that will ultimately kill most businesses, and the first thing you should be doing to protect yourself.
- The costs associated with new client acquisition, and the one thing you must be doing in order to leverage your investment to the fullest.
- How to avoid getting caught up in a discount war; and the systems needed to successfully win this war if you are in one now, or if you should get into one in the future.
- The critical concept of the “moving parade” and the point it makes about how people purchase; and what you need to do so that they purchase from you and spend more than they ever have before.

## 5. Attracting New Customers with Marketing Alliances

Many times, businesses can secure more customers through effective joint ventures or alliances with other companies.

Marketing alliances help you eliminate a lot of expense in prospecting and help you to focus your time and money on a targeted group of prospects who are predisposed to buy from you.

This segment will give you the valuable information you need to establish long-term alliances that can generate hundreds of new customers.

## 6. Media Advertising for Maximum Response

The media can be a powerful tool in generating new prospects. However, in order to consistently maximize your success and get a good return on your media investment, it will be necessary to have the proper cost effective plan in place.

In this segment, you will learn how to demand measurability and performance from all your media advertising. You'll do this by discovering how to utilize proven and effective advertising techniques that will maximize your success in getting responses and achieving a profitable return on the advertising investment.

### Results were out of this world!

"We had been running this one ad for three months with an average return of \$75. The ad cost us \$500 to run. By using the techniques I learned at the workshop, I re-wrote my ad against the advice of the newspaper salesman and ran it for three days. I can't believe what a huge difference it made - the results were out of this world! From that ad, I gained 179 new patients and made over \$53,000 the first month. I ran the ad for 6 months and made over \$400,000 that year from it."

*Dr. Lajeanne Duke*

### Here's what we'll cover:

- How to put a simple recommendation to do business with you on "overdrive", in order to generate multiple sources of ongoing referrals for your business.
- What your next pizza delivery can teach you about reaching your target prospect.
- The secret to "Fortune 500" success, and how today's technology has made it possible for the small business community to capitalize on it as well.
- The first place you should look for a marketing alliance; and why this type of alliance is always the easiest to implement and the most lucrative of all other options.
- Surefire tactics to ensure that all parties involved in a joint venture initiative come away as winners.
- The different options when it comes to setting up alliances, and the many different ways for all involved to benefit.

### Here's what we'll cover:

- How to determine if your company is ready to invest in media; and if it isn't, how to get it ready.
- The #1 fundamental rule that is absolutely critical in terms of timing your media buy in order to truly get the most out of your advertising dollar.
- The 4 primary roles that media advertising can and will play for your company.
- The seasonal swings of your business and how this information should play into your advertising strategies.
- The similarities between planning your vacation and putting together a great media initiative.
- The three elements of advertising success and which one is most important for the small business advertiser.
- The challenges of working with most media salespeople and how to take control of your media purchase.
- How to write a great ad that will successfully walk your prospects through the basic selling process, and why your ad will fail if it doesn't.
- The many different media options and how to leverage the strengths of each one.
- How to eliminate forever the risk of wasting time and money with "hit or miss" advertising.



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## 7. Keys to Community Marketing Success

The more you tell, the more you sell! Being involved in the community, and teaching people about your products and services at the same time, can be a very effective method for expanding your customer base.

An effective community marketing strategy will give you the opportunity to educate and teach the community, your customers or clients, and your prospects all about your products and services. The more people understand why they should do business with you, the more they will reward you with their business.

In this segment you will learn about pre-emptive marketing and how to create “top-of-mind” awareness within your target market.

## 8. Maximum Profit Direct Marketing

Direct marketing is the marketing or promoting of your products and/or services to a specific niche or target market. That niche may be geographical, economic, professional, or focused upon any other group that can be targeted and approached in a systematic manner.

Many people think that direct marketing and direct mail are synonymous - they are not. Direct mail is simply one tool that may or may not be used as part of a direct marketer's toolbox. Direct marketing is any method used by a business to represent its products or services to a well-defined market.

In this segment you will discover the elements of successful direct marketing, how to pin point your target market and the proper methods to approach, present and ultimately close sales by using the tools and applications available in direct marketing.

### Here's what we'll cover:

- How big businesses approach community marketing and why copying their strategies (which 90% of small businesses tend to do) is the worst thing possible for your company.
- Simple things you can do to make your business high profile and profitable - how to achieve big business results at a fraction of the cost, or even for free.
- What community marketing is and is not, and how not understanding this distinction could be costing you a fortune.
- 4 insights into community marketing: how to implement each and how to produce windfall profits while enhancing your image and brand.
- How to turn your community donation into a measurable and accountable marketing vehicle that will pay you dividends for years to come.
- Event and education marketing concepts and how to leverage them - making all your other marketing initiatives and programs 100 times more potent.
- A simple system that once incorporated will have local newspaper editors knocking on your door looking for interviews and giving your company (instead of your competitor's) loads of free advertising and media exposure.

### Here's what we'll cover:

- What direct marketing is and is not, its proper implementation and how its integration is the key to taking the guesswork out of all future marketing initiatives.
- Direct marketing as a tool and methodology, and how its proper integration is your key to a successful marketing system and to taking your business the next level.
- The 9 marketing vehicles available to every business; and how to use the tools of direct marketing to turbo charge the results of each.
- The objective of all direct marketing and the very reason it is used by the most successful and savvy of companies and why you should be using it.
- The many different ways to measure and track your return on investment of every dollar you spend marketing and promoting your business.
- Direct response marketing and how to eliminate the risk of wasting your time and money with hit-or-miss advertising.
- The 5 basic elements of direct response, the psychology of how each element works in getting your prospects to say yes, and how to integrate these elements into every ad, email, website, flyer and sales letter you create.
- The concept of “testing”—how to use the science of testing different variables to raise your response rates to levels beyond anything you could have imagined.

## 9. Priming for Action

This is where the organizing principles for your very own step-by-step marketing plan and activities are developed. In this phase, we actually create your customized plan and choose your set of activities, tactics and methods of action.

### A 20% Increase...

A Global Van Lines owner's conversion rate of prospects to customers increased 20%.

“This increase went right to our bottom line, as there was no increase in advertising expense.”

*Owner - Global Van Line Franchise*

## 10. Implementation

Here, we bridge the gap between your new ideas, new intentions and implementation. During this phase, we work on developing the specific tools, steps, action plans and systematic processes required to help you quickly and easily apply what you are learning in this program to increase your sales, profits and income.

### Simple and Easy to Follow...

“The systematized approach of the marketing plan is the best thing I have ever seen for a small business. It is simple and easy to follow.”

*Pete Sinclair - Business Imaging Systems Inc.*

### Here's what we'll cover:

- The Marketing Hot Seat - if you have never experienced a good marketing hot seat, you're in for a real treat.
- 62 provocative (and possibly uncomfortable) “How does your business stack up” questions. A self-diagnosis assessment and interpretation exercise that will provide the clarity, vision and foundation for your new strategic plan.
- The proper diagnosis of your sales and marketing condition(s): what's keeping you from moving forward faster than you are now, what to do about it and exactly how to get it done.
- The actual creation of your very own step-by-step marketing system, built exclusively for you right there on the spot.

### Here's what we'll cover:

- Complete A to Z implementation strategies of your plan. The “How do I actually get this done and make this work for my business” instruction manual - project by project, step by step, word for word, tool by tool, sample by sample.
- The actual systemization processes of your newly developed transformational marketing plan.
- Measurements, accountability and timelines for every stage of your plan.
- 10 easy steps that will make writing your marketing letters, ads, and promotions as simple as writing an email to a friend.



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# Bonus materials

**Register for the Marketing for Profit workshop and receive over \$1000 worth of valuable material to compliment and add to your business-building arsenal!**

**Designed for continual learning these bonuses are meant to reinforce the concepts introduced in your program and to aid in the transfer of learning and implementation back at the office.**

**During the 3-day workshop, you'll be shown how to put all of these great tools into immediate practice as part of your Marketing for Profit System.**

## Bonus #1: Selling for Competitive Markets 5 part multimedia business development series

Developed by Brian Tracy (best-selling author, one of North America's top business speakers, and a leading consultant on personal and professional development), the "Selling for Competitive Markets" program consists of 5 separate DVD training sessions with accompanying workbooks—and you get them all with your bonus package! With this series, you can now provide your very own in-house high content, high quality multimedia learning programs to people in every level in your organization.

Each module brings about rapid, predictable improvements in results, revenues and profits. Each session is loaded with proven ideas to enable you and your team to be more efficient and effective immediately.

These multimedia DVD's are informative, fun, fast-moving and enjoyable to watch. Your 5-part series includes the following modules:

- **The Winning Edge**

Learn the critical element that separates the top performing companies from the average performers in every field.

- **Influencing Customer Behavior**

The more you know about how and why people do the things they do, the faster and easier it will be for you to turn prospects into customers and get referrals and repeat sales that will bring your company to the top in its field.

- **Selling Consultatively**

The consultative selling approach to presenting your company will help move your business to the very top of your field. A valuable tool that is indispensable in dealing with complex sales in accounts where many factors are involved and competition is a key factor.

- **Building Customer Relationships**

The most successful companies are very good at building high quality relationships that last. Learn the important steps to building good relationships with your customers and others.

- **Customers for Life**

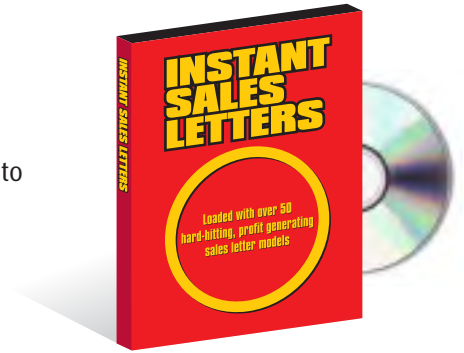
When you install a customer acquisition and retention strategy, you do more to build and maintain long-term customer relationships. By continually thinking in terms of "customers for life", your success will be assured.



## Bonus #2: The Instant Sales Letter Template Package

The Instant Sales Letter Template Package offers sales letter templates that help you create professionally formatted sales letters, simply by filling in the blanks. Use them to generate more referrals, reactivate old clients, and introduce new services—and much more.

Loaded with over 50 hard-hitting, profit generating sales letter models that can be used as is (just fill in the blanks and you'll instantly have a winning sales letter), or as a resource tool to help you improve, test or put the finishing touches on what you already have. These letters can simply be a valuable and useful resource to help you get inspired and give you direction before you start writing your next letter or ad.



## Bonus #3: The Ultimate Sales Letter Tool Box

All the openings, bullets, copy connectors, selling words, phrases, guarantees, closes, and perfect P.S.'s you'll ever need to create winning sales letter or ad copy

This reference guide makes writing any sales letter or ad copy a snap! Look at what's inside this free bonus:

- **133 Magical Openings that Make Readers Beg for More**

Never again be stuck on how to start a sales letter. Your opening is one of the most important parts. This is where readers decide whether to keep reading or just toss your letter.

- **333 Greatest Selling Words and Phrases**

Certain words and phrases have been proven to produce results. Now, you'll have a handy reference of tested words and phrases for your next marketing piece.

- **226 "Bucket Brigade" Copy Transitions and Connectors**

This is my favorite section in the entire manual! You'll get 226 ways to connect every paragraph, smoothly and seamlessly. This section alone is worth your admission price!

- **55 Powerful Fill-In-The-Blank Bullet Templates that Sell!**

Powerful bullets make sales letters sizzle! You'll get dozens of quick and easy ways to create best-selling bullets.

- **22 Powerful Ways to State Your Guarantee**

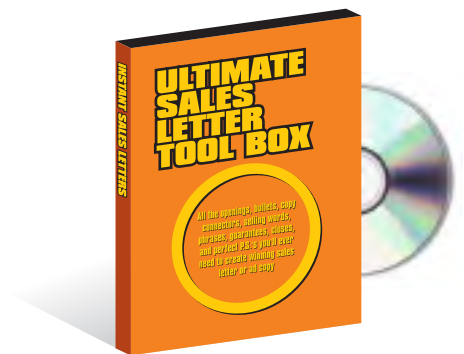
A well-worded guarantee can multiply your sales. It's true. Instead of falling back on "satisfaction guaranteed", you can take advantage of these proven examples.

- **31 Closings That Make Prospects Whip Out Their Wallets**

Here's the part where most letters totally wimp out – it's not enough to write "call today" because people won't. In this section, we give you 31 of the most profitable examples of how to close your letter for maximum results.

- **32 Compelling P.S.'s That Make Prospects Buy**

Your letter's postscript is critical. It's your last chance to turn a prospect into a customer, and now you'll have 32 tested examples to use for your next sales letter.



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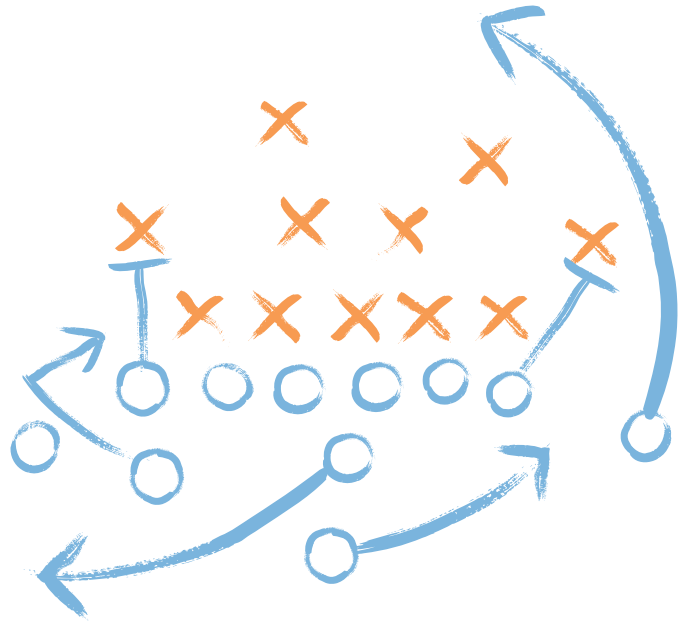


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## Bonus #4: Post-event Personal Coaching sessions

After completing the 3-day event, you will receive two FREE one-hour private coaching calls with Robert Ciccone, President of Success Unlimited Sales & Marketing Group. These calls will be booked during the workshop and take place in the weeks following.

The telephone coaching will pick up where the workshop left off, and will support your long-term Marketing for Profit System implementation by giving you the opportunity to reconnect with Rob in order to get your questions answered, further develop your strategies, and tactical direction and receive timely and valuable feedback.



## Bonus #5: Our Special DISCOUNT OFFER!

### We Went Back Armed...

“From start-up to profits within two weeks! For 2 months we had tried to convince local restaurants to give us 30% of the bill for delivering their food. After re-articulating our presentation, we went back armed. We closed 10 restaurants in 4 days. We needed 40 deliveries per day to be profitable. In 2 weeks, it was done”

*The Davis Restaurant Express*

Enroll one person at full price, and bring along up to 2 ADDITIONAL team members for **just \$295 per person!**

We realize that most people intend to take these powerful strategies back to the office and implement them with and through their teams. We also know that when a solo attendee returns to the workplace with what they have just learned and is excited to start the implementation, they sometimes have trouble communicating all the ideas and getting the necessary buy-in from their key people.

We believe that your key people need to be here, in person, to learn this information first-hand and get on the same page, allowing all involved to get optimum results when they get back to your company.

Therefore, we'd like to invite up to TWO of your additional staff members to attend with you, for **just \$295 per person**. That means they each get to attend at an investment of just 10% of the cost of the first registration!

Please note that only one set of workbooks, materials and bonus packages will be provided per company.

After attending the  
Marketing for Profit Workshop,  
you will be better positioned to  
**increase** your  
**business, sales**  
and **profits** by:



- Better branding and positioning your company in the minds of prospects and customers.
- Clearly distinguishing your company from your competition (making it easier for prospects to choose you!)
- Improving your understanding of your company's target marketing and prospect profile.
- Better understanding the added value your customer really wants from your company, thereby increasing the repeat purchasing of customers.
- Integrating your strategic marketing position into all your current marketing.
- Increasing the conversion rate of prospects to customers.
- Improving the sales performance of staff and salespeople.
- Establishing effective tracking and follow-up systems to find more customers.
- Make the most efficient, effective use of your limited sales and marketing resources.
- Getting former customers to buy again.
- Increasing the lifetime revenue of each customer.
- Getting more customers from prospect databases.
- Finding additional databases of prospective customers.
- Increasing the number of prospective customers to approach.
- Finding more customers from endorsements.
- Increasing the visibility and penetration of your company into your target market.
- Establishing an on-going referral system in your company.
- Eliminating costly advertising mistakes that cause you to lose customers.
- Improving the return on each advertising effort.
- Getting prospects to say "yes" to your advertising.
- Enhancing your company's stature as the best business in your community of target markets.
- Uncovering new opportunities for more prospective customers.
- Stimulation increased purchasing from current customers.
- Identifying new direct marketing opportunities within your company.



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## Workshop materials – You won't go home empty handed!

At the beginning of the workshop, you will receive a series of seven detailed, action-oriented course books, yours to keep and to use in the program. These course books come complete with all the key elements, instructions and tips that will be covered throughout the three days and is especially designed to simplify note taking and make it easy to follow along.

Once the workshop is over, these course books then become your complete step-by-step reference library, and include all the strategies, guidelines and coaching tips needed for the profitable implementation and maximum performance of the information you've just learned.



## Attendance is limited to just 25 non-competing companies

Due to the personal nature of the workshop, and in order to encourage maximum participation, engagement, sharing of ideas and information, we limit the enrollment of each program to just 25 non-competing companies.

Due to this one business category restriction and 25 company limit, enrollment will be on a "first-come-first-served" basis. In the event that a company has multiple business category classifications, its main classification will be considered the one listed for non-competing status.



## Our 100% Satisfaction Guarantee...

When you do business with Success Unlimited Sales and Marketing Group, the risk is totally ours - not yours. Attend the Marketing for Profit Workshop. If by the end of the first day, you feel that these strategies and solutions are not monumentally valuable to your business (based on your vote, not ours). If you are not thoroughly convinced that you are receiving totally actionable content and the most profound business-building information to have you operating more strategically and marketing more astutely... bottom line, if you feel you're not receiving your money's worth, simply let us know! You can leave at the end of the first day with no hard feelings, and you'll be given a full and complete refund for your attendance. No questions, hassles, or hesitation.

## Meet your workshop leader

Robert Ciccone is a business advisor, marketing consultant and trainer and is the founder and President of Success Unlimited Sales and Marketing Group Inc.

Rob brings a 16 -year proven track record to the clients with whom he works and to the programs he delivers, with extensive experience in front-line sales, management, marketing and business building.

In addition to his real-world experience and formal studies in business and economics, Rob's personal studies in management, training, psychology, coaching, communication, personal development and peak performance have enabled him to run and manage the business and marketing operations of national and international multi-million dollar companies.

After many years of working with and helping businesses improve their sales and marketing efforts, Rob has gained incredible and unique insights on what a small business can do to become more successful. He has also discovered some of the most commonly overlooked tools that a small business can use to improve sales without substantially increasing advertising or other overhead costs.

In the Marketing for Profit Workshop, Rob combines his "real world" hands-on experience, ideas, insights and valuable information with an empowering, educational, and entertaining delivery, to bring you an immediately usable program that you can take away and apply quickly to improve the sales and profits of your particular business.

**"My goal is to help all participants achieve their goals by providing the marketing tools and techniques they can use immediately to more effectively build, manage and operate a profitable business."**

– Rob Ciccone

Investing in the  
Marketing for Profit Workshop,  
could qualify as the **most**  
**lucrative** marketing  
**investment**  
you will ever make  
in your business...



## The Investment

The investment for the Marketing for Profit Workshop, including your Selling for Competing Markets – 5 part multimedia series, Instant Sales Letter Template Package, Ultimate Sales Letter Tool Box and post event coaching sessions, is only \$2950 plus GST per person; and just \$295 plus GST each for up to 2 additional team members.

Easy 5 month payment plan option also available – see enrollment form for details.

**Remember your satisfaction is 100% guaranteed!**

## How much is a program like this worth?

Consider the fact that companies pay Robert Ciccone and Success Unlimited anywhere from \$15,000 to \$150,000 to diagnose their marketing situation and then create, implement and run their marketing programs. They do this happily because their return on investment, received through increased effectiveness, productivity, performance and profitability of their marketing efforts, more than justifies the investment made in the first place.

The Marketing for Profit Workshop is your opportunity to receive the same valuable business-building information and program at a fraction of the cost. The same strategies, systems, tools and implementation models used in our private practice have been condensed, sharpened and honed - and will be given to you on a silver platter. You will walk away with everything you need, step by step, to help your business succeed.

With a bit of research, you will find that an equivalent investment of \$2950 does not buy you much in terms of qualified and proven sales, marketing and business-building help – and what it does buy is easily wasted on one bad idea or poor result. With all that you'll be learning and receiving in the Marketing for Profit Workshop, including the over \$1000 in bonuses chock full of scripts, templates, letters and reference guides, plus the on demand DVD training programs you receive and post event follow up coaching, it is easy to see that the investment to attend is a drop in the bucket compared to the tens of thousands of dollars you would have to spend with ad agencies, consultants, copywriters, coaches and sales trainers.

Investing in the Marketing for Profit Workshop could qualify as the most lucrative marketing investment you will ever make in your business.

**Make this investment today!**



see page 14 for details...

Presented by:



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Success Unlimited Sales and Marketing Group is a results-oriented business and marketing consulting firm that takes a unique approach to marketing. We work with businesses to help them leverage and optimize “hidden marketing assets” or overlooked opportunities for profit in order to work the many ways to grow their business in three ways. We teach, create and implement comprehensive marketing systems that produce very reliable, steady, profitable bottom line results. The strategies we use have been proven to help hundreds of companies of all types - retail, wholesale, manufacturing, services and professional - achieve dramatic and highly sustainable growth.

## 5 more good reasons why you want to attend this program...

1. After attending this Workshop, you'll learn how to implement new and powerful strategies in your business and outmaneuver your competitors to gain market share and more profits.
2. You'll learn the most cost effective way to grow your business, leveraging your existing marketing assets, the assets you already possess – to dramatically increase your profits virtually overnight!
3. You'll learn that the prospect of growing your business is not a time for panic and uncertainty. Rather, it's a time to implement a proven, step-by-step system that is guaranteed to grow your business. It's a time to be innovative, dynamic, and a bit non-traditional in your thinking and endeavors.
4. You'll come out miles ahead of your competitors. Why? Because very few business, maybe only one in a thousand, know and understand the power of the dynamic, yet simple, marketing strategies contained in the Marketing for Profits Workshop – strategies that can increase your profits exponentially in only a few short months!
5. After attending this Workshop, you'll have learned hundreds of techniques and strategies that will allow your business stability and growth, a renewable stream of cash flow, and opportunity to outpace your competition and to position yourself as the industry leader.

## How to enroll

For 4 easy ways to register for this event, plus the upcoming schedule and locations, please see the enrollment form or call (604) 535-2111 for more information.

The strategies covered in this workshop have been proven to help hundreds of companies achieve dramatic and highly sustainable growth. Attending could be the most profitable investment you ever make in your company.

**ENROLL TODAY! Seating is limited!**



see page 14 for details...

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# The Marketing for Profit Workshop **No-Risk, 100% Money-Back Enrollment Form**

YES! I want to increase the profitability and performance of my marketing with an easy to understand, easy to implement, step by step "road map" for marketing success. Please confirm my participation in the Marketing for Profit 3-Day Workshop.

I understand that I'll receive the following free bonuses (an over \$1000 value) when I attend

**FREE** - Instant Sales Letter Template package  
- The Ultimate Sales Letter Toolbox  
- Selling for Competitive Markets (5 part multimedia business development series)  
- Post Event Personal Coaching Sessions

I further understand that my satisfaction is absolutely guaranteed, and if by the end of Day 1, I feel that I haven't received my money's worth, I can ask for my money back with no hassles.

On that risk-free basis, here is my registration.

## **Payment Options** (Select one)

### **A) Full Tuition** (Payable by cheque or credit card – your greatest cost savings)

- Single person at **\$2,995** (plus GST)
- Single person at **\$2,995** + 1 additional guest at special rate of **\$295.00** = **\$3290** (plus GST)
- Single person at **\$2,995** + 2 additional guest at special rate of **\$295.00 each** = **\$3585** (plus GST)

### **B) Payment Plan** (we will accept cheque or credit card for down payment amount, but do require credit card in order to bill monthly payments)

- Single person - 5 payments of just **\$679** (plus GST)  
- automatically billed to your credit card on the first of each month
- Single person plus 1 additional guest – 5 payments of just **\$738** (plus GST)  
- automatically billed to your credit card on the first of each month
- Single person plus 2 additional guest – 5 payments of just **\$797** (plus GST)  
- automatically billed to your credit card on the first of each month

Note: The first payment of five will be billed immediately. The following 4 payments will be processed on the 1st day of each of the following 4 months.

## **Payment Method:**

Enclosed is my cheque payable to: "Success Unlimited Sales and Marketing Group"

Please charge my credit card:       VISA       MasterCard

Card # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Cardholder name \_\_\_\_\_ Signature \_\_\_\_\_

**Attendee(s) Information:**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Additional Key Employee #1:**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Additional Key Employee #2:**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Date and location I (we) will be attending:**

- BC**
- November 12 - 14, 2009\***  
Sandman Hotel Downtown  
180 W. Georgia Street  
Vancouver, BC
  - November 28 - 30, 2009\***  
Holiday Inn  
3020 Blanshard Street  
Victoria, BC
  - December 10 - 12, 2009\***  
Executive Inn  
4201 Lougheed Hwy.  
Burnaby, BC
  - January 14 - 16, 2010\***  
Coast Hotel  
20393 Fraser Hwy.  
Langley, BC
  - January 30 - February 1, 2010\***  
Ramada Lodge Hotel  
2170 Harvey Avenue  
Kelowna, BC

Please Note: We begin all Workshops promptly at 9:00 a.m. daily and will finish at 4:30 p.m. Plan to arrive by 8:00 a.m. on the first day for registration and to pick up your workshop materials.

\*Dates and locations subject to change.

**4 easy ways to register:**

1. Fax this form to (604) 535-2112
2. Call: (604) 535-2111
3. Mail this form to:  
Success Unlimited Sales and Marketing Group Inc.  
#720 - 999 West Broadway, Vancouver, BC, V5Z 1K5
4. E-mail: [mfp@susmg.com](mailto:mfp@susmg.com)

Please include: Name and mailing address, and the session you wish to attend. **DO NOT EMAIL YOUR CREDIT CARD INFORMATION, AS E-MAIL IS NOT A SECURE MEANS OF TRANSMITTING YOUR FINANCIAL INFORMATION.** If you register via e-mail, we will contact you regarding payment arrangements.

If you have any questions about Success Unlimited Sales and Marketing Group (SUSMG) or the Marketing for Profit System™, please do not hesitate to contact us.

Attention: Robert Ciccone, President, SUSMG  
Telephone: (604) 535-2111 Fax (604) 535-2112  
[mfp@susmg.com](mailto:mfp@susmg.com) [www.susmg.com](http://www.susmg.com)