

# Million \$ Marketing on a Shoestring Budget With Barbara Wold

PR? Advertising? Promotion? Excitement? Are you overwhelmed by so many ways to market your business that you just don't know where to start? Don't let marketing scare you; join us for a crash course in cost-effective ways to promote your business.

Is your business getting enough daily traffic? Are you seeing any new faces? If not, it is time to try some terrific builders. This program will arm you with concepts, strategies and tactics to help your business reach the level of success and the number of visitors you desire— all within your limited budget.

## **Specific Workshop Objectives Include:**

- Create bullet proof promotions, public relations and direct mail pieces that always work
- Learn about traffic building events
- Expand your market share
- Find out what will pull customers through the door of downtown businesses
- How to meet and always exceed your customer's expectations
- How to get noticed in a over-related marketplace

This seminar will strip away the hype and hoopla and reveal what you need to do to increase your sales and profits with productive, cost-effective ideas.

Barbara Wold is an internationally known speaker and authority to the retail and consumer industries. She is an authority on building business through customer driven strategy and maximizing human assets. She works with many downtowns that are going through revitalization in a effort to boost their economic viability.

The Downtown Improvement District is presenting this seminar

May 15, 2008 from 8 AM to 11 AM

At The Penn Stater Conference Center Room 205.

\$20 per person

Price includes sliced fruit or fruit salad, yogurt and granola, variety of pastries, juices, coffee

Yes I will attend. Enclosed is my check

Name \_\_\_\_\_

Business Name \_\_\_\_\_

Telephone Number \_\_\_\_\_

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