



Business Growth Summit Event 2011 with Ford Saeks | September 9, 10 & 11

Session Breakdown

Friday Morning Session 1

- Attendee Introductions
- Ford Saeks Bio
- Direct Mail Examples
- What Role Are We In?
- Conditioning
- Belief System
- Overcoming F.U.D.
- Dream Boards
- Skills for your Position
- Increase Innovation & Creativity

Friday Morning Session 2

- Sharing Our Slogans
- Mind Mapping
- USPs (Unique Selling Propositions)
- Direct Marketing
- Keywords
- Product Development
- Pricing
- Timeless Tips / Business Growth Formula
- Referral Network
- Action Steps

Friday Afternoon Session 1

- What Is / Isn't Working
- Channels of Distribution
- Defining your Best Clients & Customers
- Message – Market – Method
- Features vs. Benefits
- Target Markets
- LinkedIn (Best Buy Story)
- Test – Track – Modify – Repeat
- Copywriting
- Headlines
- Exercises (Pgs. 74-79)

Friday Afternoon Session 2

- Creating Special Reports, Articles and Blog Posts
- Ethical Bribes
- More Headlines
- Marketing Calendar
- QR Codes
- Enhance your Marketing Materials
- Visual Syntax
- Sales Copy
- How-To Marketing Tips
- More Direct Mail
- Building your Lists
- CRMs (Customer Relationship Management Systems)

Saturday Morning Session 1

- Product Development
- Vince Poscente Hotseat
- Audio / Video Products
- Distribution
- How-To Products
- Automation
- Marji Lee Pearson Q & A
- Darren LaCroix Q & A
- Building your Online Money Machine
- Conversions
- Review your Website
- Mobile Marketing
- Website Design
- Keywords
- Content Relation (Awareness, Research, Comparison, Shop & Buy)
- Google Keyword Tool
- SEO (Search Engine Optimization)

Saturday Morning Session 2

- Richwood Bank Website Hotseat
- Team Exercises
- Darren LaCroix Hotseat
- Google Alerts
- Improving Response
- Vince Poscente Hotseat
- Decker Communications Hotseat

Saturday Afternoon Session 1

- Voss Graham Hotseat
- Funnel Steps
- VPV (Value Per Visitor)
- Grow Your List
- Bill Bachrach Website Hotseat
- Internet Marketing
- Digital Marketing
- Driving Traffic
- Social Media
- Google +
- Local Business Listings
- Blogging & Wordpress

Saturday Afternoon Session 2

- Ron Karr Q & A
- Social Media
- LinkedIn
- Facebook
- Facebook Advertising
- Pay-Per-Click vs. Facebook Advertising
- Video Marketing
- YouTube

Sunday Morning Session 1

- Attendee Questions
- Action Steps
- Patricia Fripp Q & A
- Long vs. Short Sales Copy
- Split Testing
- Ron Karr Q & A
- Bob Smith – Focus Days, Buffer Days & Free Days
- LinkedIn – How to make it work
- MTO's (Minimal, Target & Optimal)
- Marji Lee Pearson Facebook Q & A
- Darren LaCroix Newsletter Q & A
- Wordpress Mobile
- Minibooks

Sunday Morning Session 2

- Event Promotions
- Vince Poscente – Eyes, Head & Heart (Demo Video Technique)
- Ender Ilkay Webinar Q & A
- 17 Strategies that Improve Results
- OPA
- Action Steps Exercises
- Marji Lee Pearson Website Hotseat
- Closing