



Gain An Unfair Advantage Over Your Competition

2025

Seminar, Workshop, and Webinar Catalog

Energize Your Meeting's Attendees with Our Classes!

***You'll Enable Them to
Attract and Retain MORE Quality Clients and Increase
Sales with Effective Marketing***

All Presentations Are Customizable & Designed to Help Participants



2/3/2025

Ken Countess
www.kenIsemail.com

Catalog of Seminars/Webinars/Workshops presented by Ken Countess

KENISEMAIL.com

Current as of: February 3, 2025




These sessions can range anywhere from 30 minutes to a half day – your choice!

Table of Contents

 = Most Popular **Page**

About Ken Countess 3

Strategic Marketing

| | | |
|--|--|----|
|  | Automate Your Marketing! – How to market your business while you work (or sleep) | 4 |
|  | AI Content Generator - How to use AI in your marketing | 5 |
| | Time Saving Marketing Tips | 6 |
| | Unlock the Power of Social Media | 7 |
|  | How to Create an Unbeatable Social, Email, and Text Strategy | 8 |
| | Introduction to AI in Marketing | 9 |
| | Foundations for Online Marketing | 10 |

Email Marketing

| | | |
|--|---|----|
|  | Power of the Inbox: Tips & Tricks for Successful Email Marketing | 11 |
| | Win with Email Marketing Emails | 12 |
|  | Get More Opens with Great Subject Lines | 13 |
| | Get New & Repeat Business on Autopilot with Email Marketing | 14 |
|  | Email Marketing Quick Start – Learn the Essentials of Successful Email Marketing! | 15 |
| | Writer’s Block? Craft the Perfect Message in the Blink of an AI | 16 |
| | Create and Send Your First Email Campaign in 15 Minutes or Less | 17 |
| | How to Create More Personalized Email Messages for Better Results | 18 |
| | Email Marketing Trends | 19 |
|  | Grow Your Marketing List | 20 |
| | How to Segment Your List to Get Better Email Marketing Results | 21 |
| | 6 Creative Ways to Use Automation | 22 |
| | Email Marketing Best Practices | 23 |
| | Engage & Convert: The Email & Social Media Power Play | 24 |

Catalog of Seminars/Webinars/Workshops presented by Ken Countess

KENISEMAIL.com

Current as of: February 3, 2025

About Ken Countess



Ken Countess teaches business owners and entrepreneurs like you how to market your business using today's online marketing strategies.

He is the principal coach at KENISEMAIL.com and is managing director of The Countess Group, now in its 25th year.

An award-winning marketer, public speaker, and internationally recognized, accredited expert on marketing, Ken's approach has earned him the respect of loyal followers around the world.

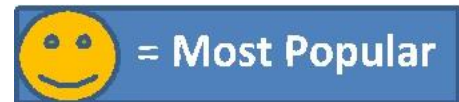
Ken has held the distinction of being Constant Contact's top trainer/partner for years. His seminars and webinars are filled with people seeking timely, actionable, easy-to-implement information to help their organizations grow.

Ken has held executive management positions at several Fortune 100 companies and has been a senior partner at a 35-person marketing firm. While with such well-known companies as Motorola, Marriott and Caremark, Ken provided award-winning leadership for the fastest growing divisions of these industry leaders.

Over his career, he has been responsible for the creation and delivery of multiple successful marketing and sales growth strategies, strategic messaging and communications, and change management programs for worldwide markets. One of his clients grew 15-fold in just 15 months.

Learn more at <http://www.kenISEmail.com>

Strategic Planning



Automate Your Marketing!

Small businesses and nonprofits flourish by generating sales or donations from both new and existing customers.

Imagine the possibilities if you could do so more frequently, without investing excessive time into manual marketing efforts.

In this session, we will explore the power of automation in reaching out to list members, prospects, and customers through various digital channels, with a primary focus on email marketing.

You'll discover how to:

- Boost email signups by utilizing dynamic forms
- Captivate new subscribers with a captivating two-part automated series
- Leverage click segmentation and automation to deliver timely and personalized emails that resonate with your audience.

We'll also cover dos and don'ts and show a sample autoresponder calendar.

If keeping up with your marketing is a challenge, attend this presentation to learn how to automate your marketing!

Catalog of Seminars/Webinars/Workshops presented by Ken Countess

KENISEMAIL.com

Current as of: February 3, 2025



AI Content Generator - How to use AI in your marketing

Think about this:

- What if you write emails effortlessly and avoid "Writer's Block"?
- What if you could send emails with subject lines that really engage your audience?
- What if you could personalize emails sent to your list based on their open and click behaviors?
- What if you could send errorless emails?
- What if you could segment your emails based on geography, business, income, etc.?

Now you can do all this, and much more – with artificial intelligence, or A.I.

A.I. is sure to give you powerful, profitable ways to grow your business.

We'll show you how to take advantage of this powerful new tool that will help you generate engaging content so you can stay focused on growing your business.



Time Saving Marketing Tips

Attention all business owners!

Are you tired of spending countless hours on marketing tasks that don't produce tangible results?

Look no further!

We have compiled a list of practical marketing tips that will help you personalize your approach, automate your processes, and ultimately increase your sales. No more wasting time on tedious tasks - with these tips, you'll be able to focus on what really matters: growing your business!

During this presentation, we'll demonstrate how easy & quick it is to personalize and automate your communications to remain top of mind, increase sales or donations, and encourage engagement.

Start implementing these time-saving tips today and take your business to the next level!



Unlock the Power of Social Media

If you're like many of the small businesses and nonprofits we work with, you know social media is essential, but it's hard to keep up with all of the new platforms, changes, and trends.

That's why we've compiled your top social media questions.

With our help, you can unlock the power of social media and make it work for you.

Get the answers you need now and make the most of these exciting platforms.

Led by Ken Countess, a professional coach for business owners and entrepreneurs, this is a presentation all small business owners should attend.

Catalog of Seminars/Webinars/Workshops presented by Ken Countess

KENISEMAIL.com

Current as of: February 3, 2025



How to Create an Unbeatable Social, Email, and Text Strategy

In a world where smartphones dominate, it's essential to harness the power of mobile communication. By utilizing social media, email, and texting, you can create an outstanding customer experience that drives engagement and sales.

In this class, you'll learn how each channel (social, email, text) can bring people closer to your business. Discover how to leverage the unique strengths of each platform for maximum impact and how to create a winning strategy that boosts your bottom line.

With demos of the latest features by the company's top partner/trainer, Ken Countess of KENISEMAIL, you'll see firsthand how all of this can be put into practice using Constant Contact.

Don't miss this opportunity to optimize the way you communicate with your Chamber members on the devices they carry with them everywhere.



Introduction to AI in Marketing

Join us to explore AI-powered marketing tools that are designed specifically for small businesses, providing you with the resources to enhance your marketing efforts, maintain consistent branding, and drive growth. Whether you're looking to optimize your current strategies or explore new ways to engage your customers, this session will equip you with the knowledge and tools you need to succeed.

In this presentation, you'll learn how to:

- **Enhance Branding:** Seamlessly manage and customize your brand identity with AI tools that make it easier than ever to maintain consistency across all your marketing efforts.
- **Simplify Content Creation:** Utilize intuitive drag-and-drop tools and AI-driven features that simplify the process of crafting compelling communications.
- **Optimize Campaigns:** Deliver personalized, localized communications at scale, ensuring every message resonates with your target audience.
- **Streamline Management:** Efficiently organize and manage your marketing efforts with centralized oversight, boosting productivity and allowing you to focus on growth.
- **Gain Actionable Insights:** Access comprehensive, easy-to-understand reports that empower you to make informed decisions and optimize your marketing strategies.

This webinar is ideal for small business owners and marketers who want to leverage AI to boost their marketing effectiveness. Whether you're new to AI or looking to expand your existing capabilities, you'll gain valuable insights and practical strategies to take your marketing to the next level.



Foundations of Online Marketing

Overwhelmed with online marketing and not sure where to start? In this presentation, we'll guide you through the foundations and online marketing must-haves. You'll leave with an understanding of how people find you online, the tools to set yourself up for success, and how to encourage new and repeat business. Email Marketing

This session will give you exactly what you need to get started. You'll learn:

- How people find you online
- The tools to set yourself up for success
- What encourages new and repeat business

Email Marketing



The Power of the Inbox: *Tips and Tricks for Successful Email Marketing*

What is the first impression you give when they see you in their email inbox?

And when they see you there, what do they do?

This powerful presentation takes you step-by-step through the keys to effective email marketing:

- What it really is (and isn't)
- What it can do for your business
- And the **five easy steps** you must take to harness the power of the inbox!
 - Grow a healthy list
 - Create great content
 - Customize a beautiful, mobile-friendly template that matches your brand
 - How to get your emails opened
 - Tracking your results

From revealing why regular email doesn't work, to insider tips and techniques like automated list building tools and the design elements that work (and those that don't!), this seminar will give you the keys to the most effective marketing you can do: email marketing.

With a 36:1 return on investment, email marketing simply makes sense.



Win with Email Marketing Emails

Are you ready to unlock the full potential of email marketing and take your business to the next level?

In this engaging and action-packed session, you'll discover the proven strategies and tactics to harness the power of the inbox as a powerful growth engine for your business.

By the end of the session, you'll know how to:

- Plan for consistency and long-term success.
- Design emails that captivate today's audiences.
- Create campaigns that encourage immediate action.
- Measure your impact to refine and grow.
- Expand your subscriber list to fuel your business growth.

Join us to gain practical, easy-to-implement insights and leave with the confidence to make email marketing work for your business!

Catalog of Seminars/Webinars/Workshops presented by Ken Countess

KENISEMAIL.com

Current as of: February 3, 2025



Get More Opens with Great Subject Lines

In the busy inbox, you have just a few milliseconds to convince someone to open your email.

Beyond the relationship you've been building with your contacts, your subject line must capture their attention and entice them to open and read your email.

In this presentation, we'll provide tips and plenty of examples to get you writing subject lines that work. You'll learn:

- The basics of a good subject line
- Trends for writing great subject lines
- Tips for getting creative with your subject lines



Get New & Repeat Business on Autopilot with Email Marketing

If you're a small business or work with them regularly, you know they thrive on bringing in sales from new and existing customers. Wouldn't it be great if you could bring in those sales more frequently without having to spend a lot of time doing so? We'll show you some simple ways to use automation to repeatedly reach customers with email marketing.

In this session, you'll learn how to:

- Increase email signups with dynamic forms
- Engage new subscribers with a simple two-part automated series
- Use click segmentation and automation to send more timely and relevant emails



Email Marketing Quick Start

Learn the Essentials of Successful Email Marketing!

Email: You can't live without it, and your business surviving without it is simply out of the question.

Let's be real. If you truly understand the sheer power of email marketing, then you know it's an absolute game-changer for your business.

With a 36:1 ROI, it's the secret weapon that fuels business growth and propels you ahead of the competition.

But, if you're feeling overwhelmed and running low on resources, we've got your back!

This mind-blowing presentation is the ultimate solution to skyrocket your email marketing strategy and grab the attention your business truly deserves.

Don't even think about missing out on this golden opportunity to finally take that long-awaited email marketing leap and pave the path to monumental success for your business!

Presented by certified email marketing expert Ken Countess, one of the industry's top trainers/partners.



Writer's Block? Craft the Perfect Message in the Blink of an AI

Have you ever had “writer’s block”?

Running a business can be challenging, but the real struggle lies in finding the right words to market it.

Luckily, AI is here to help!

With Artificial Intelligence taking care of the wordsmithing for you, you’ll find crafting the perfect message can be effortless.

Here's what you'll discover in this session with Ken Countess, a renowned coach for business owners and entrepreneurs:

- How AI revolutionizes marketing
- How to harness AI to save time and ignite your message with inspiration
- Pro tips for leveraging AI-generated content to captivate your audience

Don't miss out on this engaging presentation that's a must for all small business owners.

Catalog of Seminars/Webinars/Workshops presented by Ken Countess

KENISEMAIL.com

Current as of: February 3, 2025

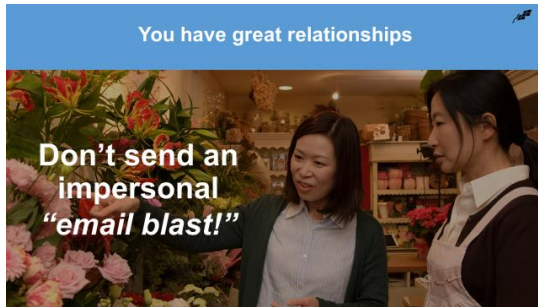


Create and Send Your First Email Campaign in 15 Minutes or Less

Not sure how to get started with your first email campaign?

Don't worry, we'll take you step-by-step through how to create and send your first email campaign.

By the end of this session, you'll know how to create an effective email campaign that looks great on any device and gets your subscribers to take action.



How to Create More Personalized Email Messages for Better Results

As a small business, you have an advantage over larger businesses. You see and interact with your customers on a daily basis. These relationships with your customers, clients, or members allow you to create more personalized email marketing efforts that get great results. Personalization goes beyond just adding their name to your emails.

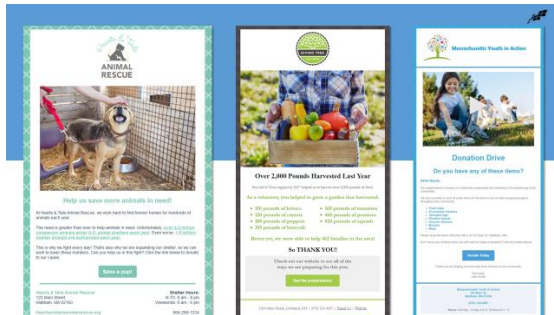
In this presentation, we'll show you:

- What it means to personalize your email campaigns
- How to add simple personalization in your emails
- How to personalize based on what you know about your subscribers

Catalog of Seminars/Webinars/Workshops presented by Ken Countess

KENISEMAIL.com

Current as of: February 3, 2025



Email Marketing Trends

Now is the perfect time to determine the next move for your business and how to stand out from your competitors. It's time to think about your email strategy for the year ahead so you can focus your energy and make the most out of your time.

Join us as we explore the top email marketing trends for small businesses and simple ideas to incorporate them into your marketing strategy.

You'll learn:

- How to create more personalized email messages
- How to do more business and save time with automation
- How to provide value to grow your business



Grow Your Marketing List

When it comes to email marketing, you know how valuable your email list can be.

But coming up with new ways to get people to sign up for your emails isn't always easy.

That's why we put together this collection of list growth ideas!

Attend this session to learn how to grow your list and take your email marketing to the next level!

Whatever methods you use, be sure to start with a reason "why" someone should join your email list.

What's in it for them? This will make it more likely that people will say yes.

Find out...

- How to ask people to join your list "face-to-face"
- How to use social media to grow your list
- How to grow your list on your website or blog
- How to design your emails to help reach new contacts
- How to grow your list with email
- How to use print material to get people to sign up
- How to use events to help grow your list
- How to use Incentives and giveaways to grow your list



How to Segment Your List to Get Better Email Marketing Results

You may have heard that today's consumers expect timely and relevant information from the businesses they choose to hear from. Segmentation is the first step toward sending that targeted, relevant content that gets results for your business.

Whether you're not sure how to segment your list or you just want to learn more, we'll share strategies and tips that help you segment your list to send more relevant information to your subscribers. You'll learn:

- Basic strategies to segment your email list
- How to get your subscribers to self-segment
- How to use existing data & tools to send relevant information

Join certified email marketing expert Ken Countess, a professional coach for business owners and entrepreneurs, to learn how to segment your list to get better email marketing results.

This is a presentation all small business owners should attend.



6 Creative Ways to Use Automation

Business automation is everywhere.

It's the "sorry I missed you" email from a salesperson who just left you a voicemail.

The birthday coupon from a restaurant.

The reminder from a retailer that you added a product to your shopping cart but never clicked "buy."

Across every industry, automation has become a key to success.

But automation isn't just reserved for big corporations.

Small businesses, too, can incorporate automation in some very simple, effective, and creative ways.

In this session, you'll learn how to:

- Increase email signups with dynamic forms
- Engage new subscribers with a simple two-part automated series
- Use click segmentation and automation to send more timely and relevant emails

Catalog of Seminars/Webinars/Workshops presented by Ken Countess

KENISEMAIL.com

Current as of: February 3, 2025



Email Marketing Best Practices

First impressions matter – how are YOU doing with your emails?

This presentation will help you avoid common mistakes and maximize your emails for powerful impact!

You'll learn:

- Branding beyond the logo – how placement, pictures, even colors can reinforce recognition & engagement
- Readability – including fonts, white space and single-column design
- Images – including sizing, placement, links and more
- Shareability – are you going social with your email? Easy tips to encourage more cross-platform engagement

Join us for this fast, info-packed session packed with tips, techniques and tools to help you navigate the dos and the don'ts for your own email marketing!

Time to give your business the attention it deserves!



Engage & Convert: The Email & Social Media Power Play

Discover how to harness the combined power of email and social media to captivate your audience, grow your subscriber base, and drive meaningful conversions. In this dynamic session, you'll learn actionable strategies to:

- fine-tune your social profiles to make a lasting impression and draw followers in
- leverage storytelling techniques to create engaging narratives that resonate with your audience
- turn social media engagement into email subscriptions with proven tactics

We'll also dive into fresh content ideas that attract and engage your audience.

Don't miss this opportunity to level up your marketing game!