

# Marketing 2020

ONE  
DAY  
CLASS



Dave Dunn

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## Marketing is "Everything" you do —

**Cost is \$395  
per person.**

**Space is limited.**

**Available  
one-on-one  
counseling -  
Ask for details.**

- ▶ Learn how to attract relational customers
- ▶ Identify your "Want" and "Need" based customers
- ▶ Turn transactional buyers into customers for life
- ▶ Re-Engagement programs that work
- ▶ Contiguous Marketing
- ▶ Kinetic Marketing
- ▶ Learn about "mindstates" and how to market to them
- ▶ Beware of heuristics
- ▶ Creating emotional hooks that last
- ▶ How to effectively advertise
- ▶ Should you have your own jingle?
- ▶ Learn surefire ways to remove price pressure
- ▶ Exploit the available networks within your grasp
- ▶ Learn to sell what customers are buying with integrity
- ▶ Create a brand so powerful it will baffle your competition
- ▶ Develop employees who are brand ambassadors
- ▶ Discover your unique and durable competitive advantages
- ▶ Learn about Broca shock
- ▶ Create your very own "Purple Cow"



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