

The Unbreakable Rules of Marketing

by Cathey Armillas

Intro:

Have you ever been frustrated with marketing?

When done right it looks so simple. But sometimes simple is hard.

As founder of PURA Marketing, Cathey Armillas has been creating amazingly successful marketing strategies for decades.

Her marketing campaigns have yielded millions of dollars; and has landed her clients on TV shows like David Letterman, CNBC, The History Channel and more.

Cathey will teach you the simple strategies from her award-winning book, ***“The Unbreakable Rules of Marketing”*** so you can walk away with an understanding how to think in unexpected ways to get outrageous results.