

The Unbreakable Rules

9 ½ Ways to Get People to Love You

Program Description:

Marketing is about getting people to love you. That's what it comes down to. Love. Love for you, your ideas, your products, your services, your organization, or anything you are trying to market.

And here's the thing: We are all marketing, all the time.

The Unbreakable Rules of Marketing will show you how to get that love.

In this presentation you'll learn:

- Why organizations don't stand a chance without a strong brand and what you need to maintain one.
- How to not be like everyone else, but instead, evoke emotions to engage people and create a unique differentiator.
- What tools you need to develop a strategy for your marketing, so you won't waste time, effort and money on useless tactics.