

Accelerate Your Success with a Business GPS

Calling all business owners! Wish you had a GPS to follow in your business so you never get off track? Get a firm grip on the road to profitability by defining the 8 navigation points of success in your company and keeping them in alignment.

Marketing trends and the economic landscape keep throwing twists and turns your way, making it critical to have a plan to follow. Your business GPS is a plan that grows with you; it will keep you focused and moving in the right direction. When you define your 8 Navigation Points, you can refine them through any storm.

Attendees will learn to

- Define the key segments: Aligning Choices, Delivering Value, Attracting an Audience, and Building Growth.
- Take action and tighten all the loose ends for a smooth road to prosperity.
- Keep their business in alignment, from end to end.

Path To Prosperity with Perfect Prospects

They say that in order to build a successful business, you must identify one target market. They're right – but it's not as easy as it seems. Beyond choosing one industry or selecting demographics, we're going to dive deeper in a unique way to reveal YOUR Ideal Client.

It may seem that offering to help **everyone** will attract the greatest number of possible customers. But marketing to everyone is a fast path to being broke, and targeting the exact individuals that are right **for you** will lead you to be profitable and joyful! Let's FINALLY reveal your target market with the Clear Path Strategy *Ideal Client Reveal* method.

Attendees will learn to:

- Reclaim more TIME by marketing effectively
- Make revenue go UP by narrowing DOWN
- Connect the dots from client to value to pricing

Email Susana@ClearPathStrategy.com to book a talk for your organization.

Move Prospects to Clients with Targeted Content

Content Marketing may sound overwhelming, but when you become clear on what you say, where you say it, and who you say it to, you'll discover that it becomes a powerful tool to attract leads, engage prospects, and retain customers. The best news – you don't have to be a professional writer to make it work for you.

We'll explore the simplest yet most effective ways to discover "the right words" that make an impact, and where and how to showcase your message.

You'll discover:

- Why yesterday's tactics don't work.
- How to create content based on what your target market wants.
- How to create once and use multiple times for greatest efficiency and reach!

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