



“Let me ask...”

- Do you sometimes feel confused about where to even start with your marketing?
- Are you ever anxious about the fact that you’ve not got a solid marketing plan to follow?
- Do you know what Return on Investment you’re currently getting from your marketing efforts?
- Do you wish you could find a practical way to get your marketing revved up for the months ahead?
- Are you conscious of the fact that SME marketing is changing rapidly... want to keep up?! “

YOUR PERSONAL INVITATION

Enrolment for the Autumn Term 2010



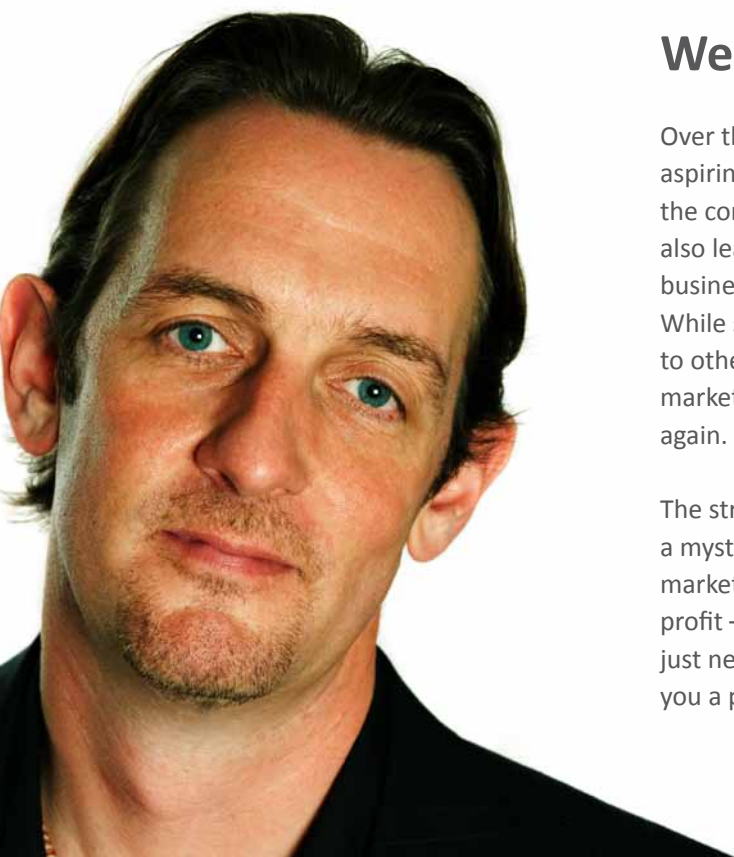
PUSH Marketing ACADEMY

PushMarketingAcademy.com

Welcome - from Nial Adams

Over the number of years I’ve been helping business owners and aspiring entrepreneurs I’ve learned that good marketing really is at the core of every successful business. More than this though, I’ve also learned that the owners/managers of strong and profitable businesses actually understand what effective marketing is all about. While some business owners prefer to pass this responsibility on to others, the smart people out there have a good handle on how marketing can bring paying customers to their door, over and over again.

The strange thing is that so many people think good marketing is a mystery, or some sort of black art, when the truth is that good marketing – one that puts money back into the business and at a profit – is really very simple when you know how. To start with you just need someone with experience to show you the ropes and give you a proper plan to follow.



Enrolment - Autumn 2010

It's in Your Hands!

At one of my Seminars earlier in the year I talked about the relationship between *Business Knowledge*, *Focus* and *Systems*. These three elements, when working in harmony, can create solid and profitable results. So you'll understand me when I say that keeping up with your *Business Knowledge* is just like any other vocation; it's something you need to invest in frequently to ensure you're growing and moving forward. Remember; if you're not growing, you're falling behind the pack, as others (your competition) are forging ahead of you and probably stealing your customers.

I've also learned over time that trying to help improve the results of a business simply by adding some systems and a few new ideas rarely produces long-term gains. You see, the truth is that as business owners it's all about us and our ability to grow, expand and APPLY our knowledge.

You don't need to be a genius to be great at business, you don't need to be the most creative, the most dynamic or even blessed with special entrepreneurial talents... you just need to UNDERSTAND how good business works and then focus on doing the right things every day!

This is why a year ago I planned to launch a new learning platform for business owners who wanted to gain practical knowledge that can be applied, in real-time, to their business. Yes, there are lots of opportunities to gain academic knowledge about marketing; you can walk away with nice certificates for your office wall and lots of folders to fill the bottom draw of your filing cabinet. I wanted to create something far more tangible than this and ensure that this learning opportunity was married to practical action, so you can see the results of your learning in the bottom-line of your business. I wanted learning to go hand-in-hand with a real plan for action.

The **PUSH Marketing Academy** is a new way to get the knowledge that will help propel your business forward. It's not online, home-study or distance learning, it's up-front, 'live and unplugged' if you like!

You'll have the chance to attend a Course Study Day each month with a small group of like-minded peers and learn direct from my personal experience and knowledge. The Course Programme is centred on current and relevant information that's been assembled to ensure you can apply it to your micro or SME business in real-time and watch the new results you're getting.

There are some great academic courses out there on marketing, and you can learn all about how the big names apply strategic and brand marketing to capture large chunks of the global market; but I'm guessing you're much more interested in knowing how you're going to improve your own business, without massive budgets or a marketing team the size of Saatchi & Saatchi!

You'll also be learning a Programme that has been drawn from real-world experience of over two-decades (and not just my own). I've got my hands dirty and built a strong reputation on getting results where it counts. With the greatest of respect, there are some self-professed business tutors and coaches out there who have never run a business in their lives, let alone worked with (hundreds) of others.

It's Roll Call..!

For this Inaugural Term I'm looking for just 15 people who are really serious about expanding their business knowledge and want to put this to good use and see this produce better results for their business.

The Programme is drawn from over 22 years of my personal business experience and focuses on the strategy and tactics that I know actually work. If you're new to business (or even just new to marketing) it will help you cut your learning curve down considerably – not to mention potentially saving you massive amounts of money wasted on marketing that just doesn't work.

As this is a live Programme you'll be exposed to the very latest cutting-edge marketing tactics that capitalise on the most recent and significant advances in technology; all helping to make your life easier and your business simpler. You'll find out just how much marketing has changed in the past two years and why so many businesses today are seeing diminishing results from their old-style campaigns.

The Course lasts four months and you'll attend a One-Day Study Group each month, learning from a specially tailored training Programme that's been designed and recently updated to ensure the content is fresh, relevant and applicable. You'll be following a plan and have study material to follow as you go along so you can park your learning and build upon this progressively.

You'll also have 1-2-1 Tutor Time with me personally to make sure you're keeping on track and advancing your learning, as well as applying it in your business each week. There will be informal Peer Group meetings too where you can share ideas and experiences along the way with your fellow students, helping you to even better understand and apply this new knowledge.

This Course Programme includes:

- Building & Communicating a Business Proposition
- How to Identify your Current Marketing Assets
- Effective Brand Creation & Management
- How to 'Buy' more customers and make a Profit
- Creating Real Leverage in Your Marketing Strategy
- The Fundamentals of Permission-Based Marketing
- Setting your Marketing Plan & Campaign Schedules
- Creating & Managing Multiple Marketing Channels
- How to Integrate your Marketing and Sales Strategies
- Tactics for Social Media – A New Wealth of Opportunity
- Setting Realistic Marketing Budgets and Measuring ROI
- How to Write Killer Marketing Copy like a Professional
- Effective PR that you can do for Yourself
- Working in Collaboration with Others – the Power of Joint-Venture

Is this for you?!

You don't have to be a post-graduate or possess any special academic skills to join this Programme; a modest working knowledge of verbal and written English is all that you require... and a serious thirst to learn about practical marketing.

I'll walk you through the essential basics first, then introduce you to the exciting stuff and show you how other businesses are adopting new ways to successfully market their products and services. You'll learn what's most current in the world of marketing, not re-hashed material that was out of date ten years ago!

Above all, this is a chance to really get some focus on your business from a marketing perspective; and I'm firmly of the opinion that if you've got a good handle on your marketing you're more than half-way on the road to business success.

There will be only 15 places available for this very first Term and I want you to have all the information you need to decide if this is right for you. There will also be a preferential rate for the first five delegates who sign up, so I'd like to encourage you now to request the full information pack to find out more (you're not making any commitment at this stage).

To get this Prospectus Information, all you need to do is submit your name and email address; this will ONLY be used by PUSH Marketing and not passed on to any third parties and you can unsubscribe at any time. The Prospectus is not on general release but on request only.

So... I'm going to leave you with a few very straight-forward questions that I think will help you decide if you'd like to be on this first Programme:

1. How serious are you about 'growing' your business? If you're happy with the way things are and really don't think you can change your results then this Programme is clearly not for you. If you know things could be better, then read on...
2. Do you feel that your knowledge of practical marketing may be lacking or perhaps just a little bit out of date? And more importantly, do you want to DO something about it now?
3. Do you find that you learn best when you've got a proper tutor guiding you through structured lesson plans, with practical exercises and follow-up work to complete?
4. Would you value the benefit of studying alongside like-minded individuals who also want to gain an advantage in their business? Do you like learning in small groups?
5. Have you ever felt that you've previously missed out on a more formal academic business education but never really found a programme that makes sense in terms of time and money invested?
6. If you could learn new ways to bring new customers and clients to your business and all this took was some knowledge, your focus and some support, would you go ahead?
7. Are you ready to step up a gear, demonstrate your business commitment by investing in yourself and learning new skills that will repay you over and over again..?

Next Step...

If my message above has stirred something inside you and if you're curious to find out more, I'm offering you a chance to get the new Academy Prospectus and apply for a place on the first term of this year.

Just email apply@pushmarketingacademy.co.uk and mention where you found out about the Academy; I'll send you a PDF Prospectus by return. Or call us on **08443 570230**.

If you just want to talk over your thoughts or ask me any questions, I'm here – unlike some, I don't hide behind my website! Pick up the phone and call me for some personal time and attention.

I very much hope you'll take the next step on your journey of learning and would love to welcome you to the New PUSH Marketing Academy this Autumn.

Sincerely



Nial Adams
www.NialAdams.com

