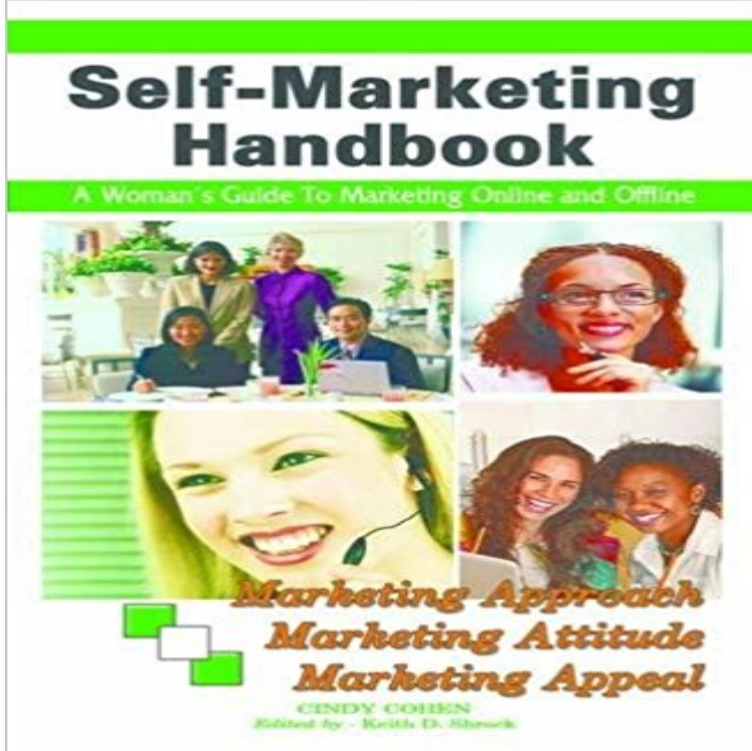


Self-Marketing Handbook-Womens Expo Branding Edition 2012



You may be asking yourself, Why the heck would a nurse be writing a book about branding, marketing and sales. And what is Self-Marketing? Well, ten years ago I decided to launch my own wellness company. I know just like you do a marketing plan, and marketing strategies are the key to successful business merchandising, but not just any marketing plan will do, you need a really good one. Just like you, I knew success leaves clues to find, so I began to look for them. I became a good student with the help of others. Like Keith D Shrock, Certified Social Marketer - who were willing to teach me what they had learned about having a successful business. If you're considering this book then you are probably ready to become a student too. You may be looking for clues to creating a successful marketing plan, so here is clue #1: this marketing book is your workbook, so work it! Write in the margins and underline what's important to you. Each chapter has a place set aside to make notes. Feel free to skip to the parts that are most beneficial to you then get started by putting what you have learned into action. What are you waiting for? Get going girl! Hey gentlemen! This marketing handbook contains branding, marketing and sales information critical to creating a successful business. It's for you and any women, maybe your wife, girlfriend, daughter who deserves to be successful.

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