

Please join us in April for another great speaker

Denver Entrepreneur Meetup

April 24, 2008 7:00 -8:30 PM

Perrin Room, Englewood Public Library

1000 Englewood Parkway

Englewood

Drop Dead Marketing Ideas

Drop Dead Marketing: Ideas to Make Your Business Distinctive, Memorable, and Profitable (and Keep It From Being SIMILAR to Your Competition!

As an entrepreneur for over 50 years, founder of several successful businesses, author and nationally known speaker, Bob Adelmann says that he could write a book about all the marketing strategies that he has tried that DON'T WORK! But, he says he could write a small chapter in that book about a few marketing strategies that DO WORK!

This talk is about those strategies.

You'll want to attend if you're confused by all the advertising options available, and have no idea which ones to try, or if you've bled cash trying several advertising methods that haven't produced results. Bob will give you some clear-cut examples you can leave with and implement, now!

NOTE:

The room has a maximum capacity of 37 people. Please only RSVP "Yes" if you are absolutely sure you will be able to attend the meeting. If you RSVP "Yes" and your plans change, please be considerate and change your reservation so that someone else can attend. Once we reach maximum capacity, we will not be able to allow anyone else to come in. The rule of thumb: if you want to attend, RSVP "Yes" and be on time!

MARKETING MATERIALS TABLE:

A table will be set up for you to place your marketing materials on, so bring plenty!

Directions:

The meeting is in the Perrin Room at the Englewood Public Library. Here's a map: <http://tinyurl.com/22rkc8>. The Library is on the first floor of the Englewood Civic Center. To get to the Englewood Public Library, take Hampden to South Inca Street, and then turn North. You'll see the entrance to the parking structure on the West side of the road, before you get to the Civic Center. There is an entrance to the library on the lower level of the parking structure. If you'd like to get a good look at this area, click on the "Satellite" view on the Google map, and you can see the location of the parking structure and Civic Center.

The Denver Entrepreneur Meetup is a group of small business persons who meet once a month to learn and share ways to make them, and their business, more productive and profitable. For more information, and to RSVP for our next meeting, go to:

<http://entrepreneur.meetup.com/72/>

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Denver Entrepreneur Meetup

March 27, 2008

Speaker: Sonia Simone
Ethical Email Marketing

Email newsletters are a cheap, time-efficient way for you to become both a friend and an authority figure for your customers. And they can “park” a prospect until the time is right for her to buy. E-newsletters are a great way to convert prospects into customers, or to convert one-time customers into loyal customers who repeat and refer.

The Ten Commandments of Email Newsletters

Getting started

- 1) Use a bulk emailer.
- 2) Start every newsletter with an autoresponder.
- 3) Use double opt-in.
- 4) Create a compelling offer in exchange for your customers’ email addresses and permission to market to them.

Creating great content

- 5) Write like you talk.
- 6) Describe benefits, not features.
- 7) Stay relevant to the particular problem you solve for your customers.
- 8) Offer additional compelling product offers with each newsletter.

Last thoughts

- 9) Never rent or sell an email list.
- 10) Include full contact information on every message, and make sure people know how to buy when they’re ready!

Sonia’s email newsletter, which starts with a ten-part marketing tool kit, can be found at

www.remarcom.com/subscribe.html.

She is offering the Denver Entrepreneur Meetup Group a limited number of beta tester positions for her upcoming series of marketing education training courses, designed just for entrepreneurs and sole proprietors. If you’re interested in receiving free review copies of these products, email Sonia at sonia@remarcom.com. The offer is limited to entrepreneurs with active businesses (whether or not you’re profitable yet), and only 20 beta testing positions are available at this time.

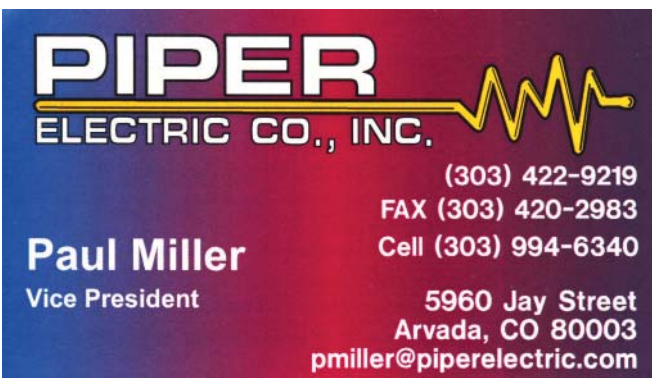


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