



## **Another year is coming to an end. Are you happy with where your business is?**

You have a vision for your business that is unique. Are you someone whose vision includes financial success, but also having influence on the world around you? Now that the economy is starting to turn around, there is great potential for entrepreneurs, coaches, and consultants who have a distinct creative vision. Many successful businesses started at an uncertain time just like this.

## **Imagine having the clients, the confidence and the income you want in 2011, because you chose it today.**

It is a *great* time to move your big idea forward, and you have the potential for real impact and great rewards as the financial environment shifts. But I know from my own experience and my clients that it is easy to be overwhelmed and lose focus on the power of your business vision. I want to make you aware of three programs to accelerate your success in 2010 with spirit and confidence:

1. A unique blend of Coaching, Branding and Marketing makes Words That Work programs personal and different. Over and over I hear from clients that my process gives them "new eyes" to see their business goals and direction more clearly. Imagine the energy such clarity will give you -- that alone can lift your business to a higher level!

2. Social networking, blogs, speaking, email marketing, etc. – the lowcost marketing options for entrepreneurs today are exceptional! But learning, choosing and managing them can be frustrating. I cut the overwhelm by breaking your marketing communications into manageable bites so you can make strategic choices about the most effective ways to apply your time and budget.

3. Unlike other programs that tell you *how* to do your marketing communications, **I do it for you**. Think how satisfying it would be to have a coach to support *you* and a "get it done" professional to help implement your marketing?

Here's what two clients I recently worked with had to say:

***When we started I was a frustrated consultant, and now I'm a business architect with a clear vision of what I can do for companies and how to communicate that.***

***Maggie helped us figure out who we are -- a coach training company -- and created marketing materials that really speak to our target market. We've had a good year in spite of the recession. Because of the marketing material Maggie prepared for us we participated in 3 trade shows, increasing our credibility and visibility.***

I'd like nothing more than to hear you, six months from now, have this same kind of clarity and sureness about your business. Yes, you created the vision. But **from the inside you simply don't have the perspective to clearly see all its strengths or the marketing hooks**. I know that as an entrepreneur you are competent and capable of doing all this yourself. Communications is one area where you can accelerate your success if you bring in an experienced partner.

**You can do it, but wouldn't it be richer, easier and faster if you had some help? Join me in:**

## **Unleashing Your Genius**

...my Platinum Communications Program just launched this fall. It is a step-by-step program where I support you to define, align and market your company over eight month's time. Stepping stone assignments break down the process of laying a strong foundation for visibility, and cut through the overwhelm. You'll explore new resources, and we'll work shoulder to shoulder to identify what obstacles are getting in your way as I coach you to quickly release and move past them. You will choose multiple projects from a menu of ideas, like a speech and presentation, Web content, blog set-up, White Paper or article, etc. – clear, powerful communications to position you as a leader in your field. You will also receive expert interviews on cd to inspire and keep your own new ideas flowing. This is a rich program for shifting your mindset and your momentum. It is a big commitment on both our parts, but you will walk away with greater confidence, clearer messaging and so many of the pieces you need to market yourself, it is truly the best deal I am offering right now.

## **Marketing Makeover**

...is an intensive four to six month program that begins with a strategic development session. Through a tested series of discovery questions we uncover the essence of your business vision, your target market, and end with a clear vision of your most lucrative services and ideal clients. With that in mind you choose and I create marketing pieces for you that will increase your visibility and attract prospects to you. You choose the projects that fit with your business from a menu of options. While I'm working on those, you are also working on six Stepping Stone assignments that help position you as

a leader in your field. In addition you will have four private coaching sessions to boost your "MIQ™" -- Marketing Intelligence -- to augment your personal power for a bigger "you" that matches your big vision.

## VIP One-day Marketing Intensive

This option is for the coach, consultant or entrepreneur who wants to jumpstart attracting new clients in the coming year. In advance, either by phone or in person, you will have a lengthy strategy session. Through a tested series of discovery questions we will uncover the essence of your business vision, your target market, and end with a clear vision of your most lucrative services and ideal clients. When we meet in person or virtually, you will have a full day of exploring your dreams and options, idea generation, and prescriptions for energizing your marketing communications. You will leave with a roadmap for what to do over the next six months. If you are unhappy with last year's results, or not sure what to do first, this VIP Intensive is a great place to start.

## Why Words That Work?

Over two decades I've worked on messaging with high-level corporate executives as well as entrepreneurs. My personal mission is to create the space for visionary individuals to find and define their strengths and communicate them. So the opportunity to work shoulder to shoulder with you to unleash your genius, help you implement your vision, and lift your business to the next level in 2010 would be an honor and a pleasure for me. If you are reading this, I'm confident you are ready to move to the next level in your business. Even if you are not sure you can pull it off, I can tell you that you would not have the vision if you could not do it. But shifting to the mindset that allows you to show up bigger and more successful is challenging. One way to do it is to choose a partner who will help you claim your niche and communicate your ideas with clear, powerful messaging.

Please call or email me about the *VIP One-Day* intensive, the *Marketing Makeover* or the Platinum *Unleashing Your Genius* program. If any of them resonate with you, stretch and grab on to it now. The longer you wait to move your vision forward, the longer it will be before you see results. As

a **bonus**, regardless which program you choose, I'll include you on the list to receive a series of communications - boosting monthly audio messages normally reserved just for my Platinum clients. Of course you'll also receive useful marketing trends & tips weekly in your inbox that will help keep your marketing on track.

## Do it now and look forward to new opportunities soon!

One client found a great strategic partner because of the one-sheet we put together. Another client who did the VIP One-day got a lucrative new contract the next month. Just focusing and gaining new insight on your business will shift your energy so you see different results. If you decide to make this commitment to yourself and your business you can be sure that I will make a huge commitment to helping you achieve your vision for your company.

Whatever you decide, you have my best wishes for prosperity and fulfillment in the coming year.

Best... Maggie



## **Words That Work Program Fees**

### ***Email Marketing Program***

Designer Emails sent monthly to your contact list highlighting trends, tips, new services or products, specials and coupons.

When you provide content:	\$19 software + \$189 per month
When we do it all for you!	\$19 software + \$389 per month

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### ***Blog Service***

See the value of a blog for your business, but would rather let someone else handle it? The Words That Work team will do virtual blogging for you! We interview you about your current activities, successes, and trends in your industry. Then we do additional research to create a compelling story that will interest your readers. You have a final review before we publish.

We do it all for you!

\$149.50/year site fee + a weekly blog	\$989 per month
\$149.50/year site fee + monthly e-zine	\$689 per month

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### ***VIP One-day Marketing Intensive***

A full day of marketing strategy including lunch! We begin by assessing your current positioning in the market, and developing a strategy to reach your goals. Survey the full range of communications options and choose the ones that will work best for your firm. Take away a 6-month action plan for implementation.

\$695

Go here for more information about this and our other programs:

[http://www.maggianderson.com/Program\\_Descriptions\\_%26\\_signup.html](http://www.maggianderson.com/Program_Descriptions_%26_signup.html)

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**Monthly contract** Fee range \$60 - \$100/per hour

Use Words That Work as your marketing communications department for as many hours as you need to handle your email marketing, blog, speech or presentation, design flyers or postcards, Web content, White Papers and articles, etc. The more hours you contract for, the lower the per hour rate.

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**Marketing Makeover**

This 4-6-month program begins with visioning where you want your company to be in one to five years. We develop a marketing strategy, and you walk away with three communication tools of your choice to use over and over to stand out in your market -- a blog, refreshed Website, speech or presentation, one-sheet, article, email template, etc.

\$2,500 to begin and \$500 per month for 4 months      Total: \$4,500

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**Unleashing Your Genius**

Go to [http://www.maggieanderson.com/Platinum\\_Program.html](http://www.maggieanderson.com/Platinum_Program.html) for information about this year-long Platinum Communications and Coaching Program. It is designed to get rid of the overwhelm and give you a simple step-by-step guide for your marketing communications. And I don't just tell you how – I do it for you! If you feel the Platinum Program might be a fit for you, please set up a phone appointment and let's discuss it further.

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**Communications Coaching** Starts at \$250/month

Assessments, goal setting, Emotional Intelligence and Communications Coaching, with between-session assignments, and a focus on your unique strengths and challenges. You can rely on your coach to give you useful feedback your friends and colleagues won't. Frustrated about why you are not moving forward? A supportive coach who will firmly hold you to your commitments can help you accelerate progress toward your goals. See why so many executives now have a coach!