

# Marketing Mastery

## Why should you attend Marketing Mastery?

Why aren't you earning what your worth, why wont the driving range give me a job, why don't I get referrals despite giving great lessons. . If you want the answers to these questions and want to double your income then marketing mastery is for you. Just imagine what you could spend all that extra money on. Golf professionals have long neglected this essential part of their operations thinking that customers will just come to them as if it were your right. Bigger business than yours have discovered the error of that line of thought.

## What will I learn when I attend Marketing Mastery

- How and where to advertise
- The power of public relations.
- How to design a leaflet
- What to put on your business card
- When to ask for a referral
- How to create a referral system
- What is customer service
- The importance of keeping your customers as against advertng for new ones.
- How to exceed your customers expectation
- How to position your self in the market place
- The law of reciprocation
- What your unique selling point is
- Brain storming to discover new opportunities
- The importance of added value and how to give it.
- How to network
- How to use language patterns to sell
- Why to have a great CV and Portfolio
- And much more

## What should qualify me to do Marketing Mastery

You may already be a professional coach working on your own and trying to create more business working with others and competing against them. You may be working to many hours already but not earning enough money. You may be just starting out, in which case do it smart right from the start.

## What will happen after I attend Marketing Mastery?

By removing your limiting believes and giving you the recourses that big businesses have been using for ages you will begin to discover your true

potential. Start earning the sort of income that will bring you the life style you deserve. You will look at problems as opportunities and see more opportunities than you ever thought possible.