

MARKETING MADE EASY

powered by

THE ENTREPRENEUR LAB



Christina Birch & Verna O'Neill
The Community Cafe VLO Business Solutions

If your business clients are struggling with sales, it could be due to their chaotic marketing plans!

Help your clients to refresh their marketing and focus on high-impact strategies that make a difference to their success.

This 4-part workshop series assists entrepreneurs to enhance their marketing know-how and develop practical strategies that can move their business towards their marketing goals. Session topics:

- 1. Products, Services & Your Competitive Edge**
Discover your product/service offers that are special and compelling, and then learn how to leverage those aspects to increase marketability.
- 2. Your Market: Identify, Connect & Convert**
Identify your company's top markets, create customer profiles and formulate messages that will really connect.
- 3. Advertising 101: Discovering the Right Channels**
Explore effective marketing methods tailored to reach specific target audiences, ensuring your messages land where they make the biggest impact.
- 4. Ignite Your Business: Strategic Planning for Success**
Bring it all together and learn how to develop an action plan to achieve your marketing goals!

ABOUT THE FACILITATORS

Christina has more than 15 years of experience as a leader in the economic development sector. Named SEDA's 2024 Professional of the Year, she brings a wealth of knowledge and practical experience to her transformational sessions. More about [Christina](#).

Verna has close to 30 years of experience working with Community Futures. In 2022 she launched VLO Business Solutions, where she focuses on projects to support CF offices and assist entrepreneurs as they start and grow their operations. More about [Verna](#)

WANT TO FIND OUT MORE ABOUT THIS 4-PART WORKSHOP SERIES?

contact Christina Birch:
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or Verna O'Neill:
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"We created the Marketing Made Easy series to help entrepreneurs make the most of their time, budget, and strengths—so they can market smarter, not harder."

Verna and Christina

What do past participants say about Marketing Made Easy?

"This was a fantastic session. It exceeded my expectations and I found a ton of value in it. Thank you!"

"Great session. Excellent facilitator. Enjoyed the connections with participants and looking forward to the next session."



would
recommend
to others!