



ASME Leadership Training Conference

Outrageous Association Marketing

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Ron Rosenberg is a nationally recognized, award-winning expert on marketing and customer service and a winner of the prestigious "International Marketer of the Year" award at the International Marketing Summit.

He has authored numerous books and learning systems, including his Business Self-Defense 90-Day Success Program and Business Owner Survival Kit that will help you learn how to completely re-energize your marketing efforts with more new customers and more revenue in less time!

Over 15,000 people have subscribed to his *Tricks & Tales* newsletter. His expert commentary has been featured in *The New York Times* and *The Washington Post*, and in *Smart Money* and *Real Simple* magazines. He has been a guest on nationally syndicated radio shows including *ABC Radio*, *Dateline Washington*, and *The Gary Nolan Show*.

Ron is sought after to present keynote and breakout sessions, training programs, and corporate retreats. His client base reads like a who's who list of small businesses, corporations and associations, including Ace Hardware, Dow Chemical, Sumitomo Electric, The US Department of Defense, and The American Society of Association Executives. For a free 3-month trial membership to Ron Rosenberg's **Business Self-Defense® Inner Circle**, visit www.BusinessSelfDefenseOffer.com

For information on keynote, breakout or training programs, visit www.qualitytalk.com. Or you can call us at 800-260-0662 to speak with our staff about having Ron present at your next event.

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Key Business Factors

Features

Benefits

USP Questions:

What is different about what you provide or how you provide it that sets you apart from your competition?

If you closed up shop tomorrow what impact would it have on your members' lives?

Why should prospective members join and participate in your club versus all the other options they have?

Your USP Must Be:

Marketing Strategy #1 _____

Marketing Strategy #2 _____

Marketing Strategy #3 _____

Market, Message, and Moment

Market Segmentation

Identify all of the niche markets you can think of that can use your products and services:

Niche Market:

Secret Desire:

Effective marketing is:

50% _____ and

50% _____

Five Critical Marketing Metrics:

1. Lifetime Value
2. Maximum You'll Spend
3. Cost Per Lead
4. Cost Per Sale
5. Lifetime ROI

Marketing Strategy #4 _____

Marketing Strategy #5 _____

The Secrets of Outrageous Marketing

Lifetime Member Value:

What is the average amount spent by a member in one year?

- Membership Dues \$_____
 - Conference Fees \$_____
 - Educational Materials \$_____
 - Other Revenue \$_____
 - Subtotal \$_____
- Times the total number of years as a member X_____
- The total expected lifetime value of a member \$_____

Why is Lifetime Value so important?

Identify specific events that would be opportunities to connect with your market:

_____	_____
_____	_____
_____	_____

Marketing Strategy #6_____

Marketing Strategy #7_____

Marketing Strategy #8_____

Marketing Strategy #9_____

Marketing Strategy #10_____

Recession-Proof Your Association and Increase Revenue NOW!

☐ **Option 1: (The best value!) Enroll me in Ron Rosenberg's Business Self-Defense® 90-Day Success Program.**

The 90-Day Success Program includes the following:

1. **Training Manual** – Step-by-step guide to help you through each stage as you grow your business and earn your black belt (\$79.97)
2. **Manual Part 1: Mindset** – Get a clear idea of what you're doing, why you're doing it, and where you want to go (\$497.00)
3. **Manual Part 2: Tactics** – Message, Market, Media, and Moment: the four components of a successful marketing plan (\$497.00)
4. **Manual Part 3: Discipline** – Quantify your metrics, systematize your processes, and develop lead generation strategies (\$497.00)
5. **Exhibits and Examples** – Case studies featuring actual marketing materials with Ron Rosenberg's expert analysis (\$297.00)
6. **Copy & Headline Guide** – Copy tips and winning headlines to get started on developing powerful copy for your materials (\$197.00)
7. **Kick-Butt Copy Checklist** – A pad of fifty 12-point copy critique sheets guaranteed to increase response (\$49.97)
8. **Champions CD 12-Pack** – The best interviews from our Inner Circle Experts who share their business growth strategies (\$479.64)
9. **30-Minute Quick-Start Call** – A 30-minute "one-on-one" call with Ron to introduce you to the program (\$500.00)
10. **NEW Association Manager's Survival Kit** – This on-line program has 6 modules with specific strategies you must implement to thrive in this challenging business environment (\$582.00)
11. **FREE 3-Month Membership to the Gold Coaching Program** – Includes these valuable business resources delivered every month (\$297 per month x 3 = \$891.00)
 - **Live Content Webinar** – Participate with your team in a call-in webinar on a topic from the Business Self-Defense Program
 - **Live Q & A Webinar** – Get answers to your most pressing questions and get your marketing materials critiqued during this live webinar
 - **Inner Circle Newsletter** – This 12-page newsletter is mailed to you monthly and packed with tips, tools, and strategies
 - **Inner Circle Interview CD** – Also mailed monthly, includes an expert interview on a topic related to your business
12. **Quarterly One-on-One Calls** – Get a 30-minute one-on-one call each quarter to review your marketing strategy (\$2,000.00)
13. **Additional 20-Minute Coaching Call** – One-on-one call with Ron to answer your questions as you implement the strategies (\$400.00)
13. **FREE 3-Month Membership to the Business Self-Defense Website** – Get access to truly valuable content: (\$97 x 3 = \$291.00)
 - Archives of our Inner Circle 12-page newsletter (over 50 of them)
 - Streaming MP3 of all advanced strategy expert interviews
 - Access to Ron's blog posts with valuable marketing tips and tactics
 - Royalty-free article use for your own newsletters
 - Monthly Content and Q & A Webinar replays

Total Value of 90-Day Success Program.....(\$7,258.58)

If You Enroll Today, You Get Everything Above for Just 3 Monthly Payments of **\$497**

(Price and bonuses are only valid when this form is submitted at the end of presentation.)

☐ **Option 2: (The most economical) Enroll me in the NEW Association Manager's Survival Kit program** – Includes FREE 3-Month Membership to the Business Self-Defense Website, Inner Circle Newsletter, Expert Strategy CD, and 20-Minute Coaching Call (\$1,392.91)

If You Enroll Today, You Get All This in Option 2 for ONLY 3 payments of \$197

By signing this form, I agree to the following:

Option 1: I pay shipping/handling today (US \$24.95, outside US \$49.95) then \$497 each month for 3 months; NC residents: add 7.75% sales tax. For my convenience, after my initial 3 free months of membership, I understand that the Gold Coaching Program and Membership Website continue uninterrupted at \$297 per month; I can cancel at any time.

Option 2: I pay \$197 each month for 3 months for the Association Manager's Survival Kit Program. For my convenience, after my initial 3 free months of membership, I understand that the Membership Website continues uninterrupted at \$97 per month; I can cancel at any time.

Name: _____ Date: _____

Company: _____ E-mail: _____

Mailing Address: _____ Phone: _____
(Direct Line if Available)

City: _____ Fax: _____

State: _____ Zip: _____ Payment Method: ☐ Visa ☐ MasterCard ☐ American Express

Shipping Address: _____ Credit Card # _____
(No PO Box Numbers Please)

City: _____ Exp. Date _____

State: _____ Zip: _____ Signature _____

You can fax this form to 888-203-2750. Or phone us at 800-260-0662.

NO RISK "FREE LOOK" with a 90-Day 100% Satisfaction, Money Back Guarantee