



## 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](http://www.BusinessSelfDefenseOffer.com)

For information on keynote, breakout or training programs, visit [www.qualitytalk.com](http://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

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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

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## 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

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## 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?

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

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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**