



NEWSLETTER

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E-mail: myreflexologystore@cox.net

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Now offering our First Online Course !

Marketing YOU and Your Business!

By: Nancy Bartlett, NBCR

This is an ARCB Approved Long Distance class (8 CEUs)

Every business needs a Marketing Plan. It's the act of treating your business like a business – not just a hobby. This is an opportunity to create your plan from the comfort of your home and at your own pace.

The course consists of five chapters. Each chapter contains business strategy information and then concentrates on what's needed for your business.

There are two Options:

1. Purchase the workbook outright, complete and submit, for feedback and suggestions from me. \$59.00. (no CEUs)
2. For ARCB CEUs (8) – It will be interactive, by Chapter. Each chapter needs to be completed and returned to me for feedback, discussion and evaluation before receiving the next chapter. It is estimated to take eight hours to complete. Upon completing all requirements, as listed above, you will receive a Certificate of Completion for 8 ARCB CEUs. \$99.00..

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About the Author

Nancy Bartlett, NBCR
Owner of :
MY Reflexology Store
Happy Feet Reflexology
Happy Feet Reflexology Workshops
Hand Reflexology Certification Course
18 yrs Marketing Div, Philips Semiconductors
Educator and ARCB CEU Provider #P00126

Welcome to my online course **Marketing YOU and Your Business.**

Marketing: a process through which goods and services move from concept to customer.

I am a reflexologist so the course is based on my experience, however, the principles are the same for any business. The feedback and information you receive from me will be applicable to your business.

This course consists of five chapters:

Chapter 1

What you've accomplished so far
Vision Statement
Mission Statement

Chapter 2

About You – Your Bio
Marketing Plan

Chapter 3

Networking – Let me count the ways!
Elevator Speech (How to tell someone about you and your business in 60 seconds)

Chapter 4

Creating your business environment

Chapter 5

Marketing Strategies

Upon conclusion of the course, you will have these tools for marketing YOU and Your Business!

- Vision Statement
- Mission Statement
- Bio
- Marketing Plan
- Elevator Speech
- A plan for your business environment
- Tools for networking and educating others about YOU and Your Business

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In 2011:

- What do you want to accomplish in your business?
- What will it take to fulfill your business aspirations?
- Are you satisfied with the growth of your present business?
- If not, what changes would you like to make this year?

And How will you go about doing that?

Perhaps it's time to revisit (or create) your Marketing Plan

Nancy Bartlett, NBCR

The online course will be on the RAA website soon. Meanwhile, you can order and pay via Paypal or check. Contact me at myreflexologystore@cox.net

If you would like to stop being notified of this newsletter, please send an email to myreflexologystore@cox.net and type the words REMOVE FROM SUBSCRIBER LIST in the Subject Line.