

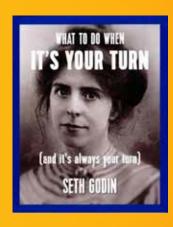
FRIDAY, JANUARY 20 8:30 - 10 AM Paris Health Education Center Baptist Health Floyd (Free parking: use Bono Rd. Entrance) Do you need more sales this year than last year? How about more profitable customers or clients? Then you won't want to miss the idea-packed session that kicks off our revamped, revitalized, re-imagined **Sales & Marketing Success Series**.

Author, speaker and Idealogy founder Allen Howie will share a wealth of **practical ideas for making your marketing work harder in 2017**, regardless of your marketing budget. Large companies, small businesses and individuals will all leave with new ways to make your marketing more effective and your brand more powerful.

Get **actionable tips** on getting in front of the right prospects, making your messages work harder and smarter, employing media more cost-effectively, using your company's expertise as a door opener and much more.

## **FREE BONUS!**

The first 50 attendees will receive a **FREE** copy of Seth Godin's best-selling book, **What To Do When It's Your Turn** - a \$34 value - courtesy of Idealogy!





## **ABOUT OUR SPEAKER**

Allen Howie is a popular speaker at regional and national marketing conferences, the author of *The Marketing Minute*, which was named one of the three best marketing books of the past year, and founder of Idealogy, an award-winning agency that is now in its 20th year of helping clients achieve real, measurable growth.

