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For Immediate Release
Page 1 of 2

Chicago Marketing Guru Shows Utah Businesses How To Make Money Faster In Spite Of Clinton's Economy. 51

The "How To Successfully Market Your Business To Increase Your Profits Like Magic" workshop will be held Thursday, June 17th, at the Hampton Inn located at 10600 South & I-15 in Sandy.

Presented by Brian K. Voiles, the principal of the 2 state, national marketing consulting firm, Brian Keith & Company, the workshop is ideal for those wishing to learn how to make more money in their business with proven marketing ideas.

Voiles, whose background combines both marketing and speaking expertise, will be presenting the program; and will also be bringing in his "Heavy-Hitter" from the Chicago office... Millard Grubb.

Grubb recently helped a major cable network increase their productivity by 52%. Grubb has skyrocketed sales for companies like American Can, The Home Shopping Network, Cincom, & many others.

Voiles too, has worked his marketing magic with such companies as Coast to Coast Hardware Stores, Kraft Foods and other large firms; as well as helping smaller entrepreneurs throughout the country.

"We will be teaching businesses how to *raise their profits dramatically* in our 3 hour workshop," stated Voiles. "The only way that a business cannot raise sales is by not using our methods," he added. "According to the Small Business Administration, 80% of new businesses fail within the first five years, even without a recession" states Mr. Voiles.

"One of the major reasons for failure is lack of marketing know-how. Small businesses simply can't afford a marketing staff or expensive consultants. But they can afford \$37 bucks for a highly informative workshop that delivers what it promises; one that'll teach them how to solve their marketing problems themselves." the spirited young adviser continued.

Some of the topics that will be covered in the workshop include:

- **Secrets Of Marketing On A Limited Budget: Low Cost/no-cost, High Pay-off Marketing Ideas For Any Business,**
- The Four Major Areas Of Marketing & How To Bring In Consistent Profits From Each Area,

-- MORE --

- **Easy Ways To Find & Target Your Best Prospects,**
- How & Where To Obtain The Best Mailing Lists,
- **How To Create Direct Mail Pieces That Work,**
- How To Double The Success of Any Ad You Run,
- **The Best Way to Increase Sales During a Recession**
- Testing Your Marketing -- How To Know What Works & What Doesn't
- **A Little-Known Technique That Can Shoot Your Yellow Page Ad Response Through The Roof,**
- Every Step You Need To Take To Have A Successful Direct Mail Campaign,

The workshop reveals the secrets that can make any independent entrepreneur or business more effective in their marketing efforts almost overnight. These secrets are explained in detail at the workshop. A workbook and a marketing checklist will be distributed to those who attend the workshop.

The workshop will begin at 1:30 p.m. and end at 4:00 p.m. The cost is \$37.

Those who register by June 7th will receive a free copy of Brian Keith & Company's best-selling audio cassette, *"The 10 Most Common Marketing Mistakes & How You Can Avoid Them"*, worth \$24.95.

Due to the one-on-one marketing coaching that will be given to each attendee during the workshop, seating is limited to the first 50 registrants.

To register, or for more information, call (801) 255-5548. Ask for Lorie.

Brian Keith & Company provides marketing coaching and consulting services, conducts private and public marketing workshops, and publishes reports, audios and video programs on marketing topics.

Clients have included publishers, chiropractors, small business owners, restaurants, video stores, dry cleaners, manufacturers, distributors, office supply stores and a wide variety of other business types.

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