

Alison*s Art, Inc.

MARKETING BYTES

Business Issues, The Newsletter . . . EVERY BYTE COUNTS!

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BUSINESS ISSUE #16

GETTING THE MOST OUT OF MARKETING

M.O.S.T. Part 9: In-Person Appearances

In this *MARKETING BYTES Business Issue*, I would like to reintroduce a *Bytes Category*, *GETTING THE MOST OUT OF MARKETING*. This *Bytes Category* actually began with the first *Business Issue* and includes eight previous *Business Issues* (#1 through #7 and #11). We are up to Part Nine of this *Bytes Category*:

MARKETING OFFERS SUCCESS TOOLS or M.O.S.T.

With this *Business Issue*, I would like to introduce a new service from Alison*s Art, Inc. for businesses, non-profit and service organizations, civic associations, community groups, schools and colleges: *In-Person Appearances*. With this new service, all types of professional people as well as students can have the opportunity to gain first hand information about Organizational Development (internal structure) and Business Marketing (external promotion). Participants will be introduced to these essentials for businesses, organizations, events and ideas presented in a timely, informative and engaging format. Talks will focus on a variety of issues concerned with the following:

- ✿ **Developing or improving your organizational structure**
- ✿ **The importance of the key ingredients for establishing organizational stability**
- ✿ **The fundamentals of Marketing**
- ✿ **Understanding how Marketing is an inside job and how to develop a targeted plan**

Alison Gilbert, Business Marketing Strategist, is the speaker. She is the president of Alison*s Art, Inc. and has over 20 years experience in business marketing; she has marketed businesses and business owners in a wide variety of professions and industries.

Alison has appeared widely both in the media on television and radio, in newspapers and magazines, and in person at the university level, at organizational meetings and public libraries. Visit www.AlisonsArt.com/appear.html to learn more. Please call us at 516-665-9034 to schedule a speaking engagement. Visit www.AlisonsArt.com to learn more about our *BUSINESS MARKETING SERVICES, For the Success of Your Business, Organization, Events and Ideas*.

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