



Entrepreneurial Practice Building

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from Miami Executive Coach and the
International Coach Federation South Florida Chapter

Invite you to

Entrepreneurial Practice Building

Learn what it takes to move from providing a service to being a Entrepreneur? We will review the Universal Marketing Funnel, define strategies to promote yourself. We'll cover how to build personal credibility and display the social proof needed to close the deal!

WHEN

Friday, May 20th
At 6:00 pm

WHERE

JW Marriott Miami
1109 Biscayne Blvd
Miami, FL 33172

COST

\$15 for Non-Members

305.741.4284 | www.miamiexecutivecoach.com





Entrepreneurial Practice Building

Reference C.J. Hayden:
Get Clients Now!

Universal Marketing Pipeline:

1. Fill the pipeline
2. Follow up
3. Get presentations
4. Close the sale

Outreach

Direct Contact
Phone
Email
LinkedIn / Facebook

Networking
Chamber Events

Referral Building
BNI
Social Butterflies

Visibility

Public Speaking

Writing and Publicity
Email Marketing
Blogs
Ezine Articles

Promotional Events

Advertising
Website/SEO/Print



Entrepreneurial Practice Building

Credibility

Business Card

Who are you?

Logo

Who uses you?

Web Domain

Where is your social proof?

Email address @Domain

Real pictures build trust

Professionally Printed

Social Media

Tool to show "Ideal Life"

Professional Photo

Slides posted at:

[Http://www.miamiexecutivecoach/ICFSF.html](http://www.miamiexecutivecoach/ICFSF.html)

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