

BRAND & MARKETING BREAKTHROUGHS TO ATTRACT MORE CLIENTS

A .6 CEU AICI Approved Program

Sarah Hathorn
AICI CIP, CPBS

Doesn't everyone want a business that will create a sustainable, lucrative income?

That's why I developed this day-long AICI CEU approved course, **Brand & Marketing Breakthroughs to Attract More Clients**. I was motivated to design this course when I realized – after coaching numerous business entrepreneurs – that most of them did not have a full practice of ideal clients, innovative marketing strategies or scalable business models to take them to the next level.



Illustra Business Coaching
Advancing Entrepreneurs In Record Time

Not only does **Brand & Marketing Breakthroughs to Attract More Clients** provide you with .6 CEUs, but I share the **“best of the best” business building secrets** I've learned from some of the world's top, highest paid business coaches specializing in marketing, mindset, internet sales and branding.

The blueprints I provide during this course were designed to be flexible and adaptable to the beginner, intermediate and advanced consultant. You will **walk away with more ready-to-use marketing secrets** than any other CEU program you could take.

What can I expect in the program?

- * INTERACTIVE WORKSHOP
- * PROGRAM WORKBOOK
- * WORKSHEETS & EXERCISES
- * TAKE-AWAY TOOLS



During this .business blueprint workshop you will learn how to leverage your business brand and implement innovative marketing tools to flourish where others fail. Play your biggest game on the way to becoming an iconic rock star of your industry.

Find out how to create your own one-of-a-kind signature system, leverage value-based fees for greater profits, and design unique business models that offer a more diversified menu of products/services to make your business more scalable, sustainable, and competitive.

We will also explore self-erected roadblocks that sabotage success and learn to overcome them to earn a higher income and attain greater professional and personal fulfillment.

You will come away from this dynamic learning experience with hands-on tools, take-away templates, and advanced Internet marketing secrets that empower you to attract a greater number of ideal clients and generate a robust fulltime practice.

TOPICS COVERED

- ✓ Mindset obstacles that hinder your ability to charge higher fees and enjoy greater success
- ✓ How to uncover the hidden strengths, talents, gifts, and passions that make you and your brand unique
- ✓ Choose your ideal clientele and target them with authentic marketing strategies
- ✓ Develop your own multi-purpose professional marketing collateral
- ✓ Analyze and critique the key components of your 30-second brand commercial
- ✓ Develop your ideal marketing wheel and design your annual strategic plan
- ✓ Discover ways to create your branded signature system and signature presentation
- ✓ Explore new and different business models that can generate multiple income streams

LEARNING OUTCOMES

- ✓ Discuss the mindset obstacles that hinder higher fees and success
- ✓ Identify the strengths, talents, gifts, passions that make them unique
- ✓ Choose their ideal target clientele and authentic marketing strategies
- ✓ Develop multi-purpose professional marketing collateral
- ✓ Discuss a 30-second brand commercial
- ✓ Develop their ideal marketing wheel & design their annual plan
- ✓ Analyze their branded signature system and signature talk
- ✓ Discuss business models and explore various income streams



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What others have said... Participant Testimonials



"Sarah generously shares experience and drive with others so that they too can succeed."

If you're looking to expand your horizons, grow your business and access your attributes to build amazing programs, training with Sarah Hathorn is the way to do it. Sarah conducted a full-day seminar for my group of New England image consultants, and her content, walk-a-ways and presentation style were a major hit. Sarah generously shares experience and drive with others so that they too can succeed."

Dawn Stanyon, AICI FLC
Director of Sales & Relationships
Emily Post Institute



"I liked it so much I decided to work with Sarah one on one!"

"Brand & Marketing Breakthroughs To Attract More Clients with Sarah Hathorn is an absolute must seminar for those not only starting their own business but for those who are ready take their business to the next level. Sarah is a dynamic and fun speaker who helps you understand the most important factors that contribute to a successful business. She makes the concepts easy to understand so you avoid that overwhelming feeling of 'I'll never be able to do all this stuff'. Her one-day seminar could easily be a two or three day event as she shares so much content. I liked it so much I decided to work with Sarah one on one. Based on her experiences, the programs that she has developed and her style of coaching, I know she can help me achieve my long term goals."

Margaret Batting, AICI FLC, PBS
Elevé Image Communications
President, AICI New England Chapter



"I now have fabulous ideas to take my business to the next level."

From Sarah I learned the progression of taking business from the beginner right through to seasoned and I'm seasoned and I realized that it was wonderful to have all of it because you need all of it all the time. So I was even able to have ideas from the beginner level to the intermediate level and fabulous ideas now to take my business to the next level. I love the clarity, I love the delivery, I loved the way Sarah talks about her Macy's experience and the branding that she brings from that. And all the experience Marc has and everything they do to help other people. They are so contributive. I really enjoyed the entire day.

Lynne Marks, AICI CIM
President, London Image Institute
Past President of AICI



"I walked away armed with the knowledge to leverage my business and take it to a new level."

"Sarah's workshop on brand strategies was well-received by all members in attendance for our AICI Atlanta Education Day. The uniqueness of her program was that it catered to both beginner and advanced image consultants. Sarah spoke about the areas of business development that are much-needed for individuals building and growing their image consulting businesses. She highlighted different business models for consultants to generate revenue through multiple streams; information that is lacking among our industry. Personally, I walked away armed with the knowledge to leverage my business and take it to a new level. I appreciate Sarah's knowledge, expertise, and overall willingness to share such extensive information to help us grow our businesses."

Shauna Heathman, AICI FLC
Owner, Mackenzie Image Consulting
President, AICI Atlanta Chapter



"I experienced my 'aha moment' and realized what I needed to do to take my business to the next level!"

"I cannot thank you enough for your invaluable seminar presented to the AICI NY Tri-State Chapter members on January 29, 2011. As an image consultant, I have attended many presentations on the topic of company branding and its importance to a business owner but it wasn't until I sat through your seminar where I experienced my "aha moment" and realized what I needed to do to take my business to the next level. Your material was relevant, transparent and simplified in a way that is easy to implement immediately into one's every day business.

Jacqueline M. Peros
JMP Image & Style Group, LLC
Past President, AICI NY Tri-State Chapter