

Why Over the Moon Marketing?

You'll find yourself **buzzing** with **award-winning ideas** when you work with Over the Moon Marketing. You'll tap into 15+ years of practical experience, as well as qualified knowledge of the latest strategic marketing concepts, customer insights and intuition to **improve your bottom line**.

We'll help you to inject **energy and enthusiasm** into the way you communicate, to make your products and services utterly irresistible to your customers. This is done in a variety of ways, including **writing compelling copy** for your local business press, your brochure, website, presentations, direct mail, etc.

You'll be given advice that's **totally objective**. Although we're **well connected** with many businesses in Hertfordshire, we're not affiliated to any particular printers, web designers or telesales companies, so you won't get just a sales pitch.

You can turn the services on and off, as and when you need them, with **no long-term contract** or hassle.

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www.overthemoonmarketing.co.uk

"Whatever you are, be a good one"

Abraham Lincoln

"You can never quit. Winners never quit and quitters never win"

Ted Turner

"Even the smallest person can change the course of the future"

J.R.R.Tolkein

"We make a *living* by what we get, but we make a *life* by what we give"

Winston Churchill



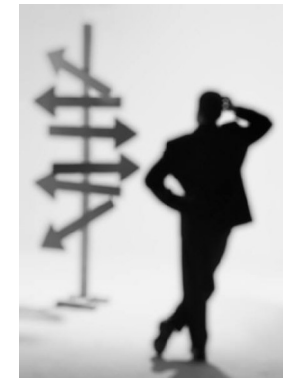
Be different from the rest of the herd
and stay ahead of your competitors

Over the Moon Marketing

The Strategic Marketing Review to develop your business

Need a better sense of direction?
You can dramatically improve your marketing with this **challenging and practical review** which covers strategy and implementation.

Perfect for quick wins as well as longer-term strategic marketing solutions, it's designed specifically to **improve your bottom line**



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Your route to success

If you're a small business owner, taking part in this powerful review could be the best hour and a half you've ever spent.

We'll work through four key areas: Research, Strategy, Actions and Controls.

You'll get practical, relevant and cost-effective advice with a strategic perspective that's proven to deliver results. You'll improve your productivity and learn how to promote an excellent company image, be different from the rest of the herd and stay ahead of your competitors. No more putting things off. Better use of your existing resources. Sharper focus on what matters most. Less time spent firefighting.

I look forward to seeing you for a marketing review soon!



Gil Moolenaar, FCIM DipM
Chartered Marketer

Fellow, Chartered Institute of Marketing
Member, Institute of Directors
Member, Herts Chamber of Commerce

Finalist, Hertfordshire New Business of the Year
Award 2005

Listed on National Business Link
Consultants Register 2006

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RESEARCH

- ✓ Honesty about your own strengths & weaknesses
- ✓ Examine what opportunities or threats affect your business
- ✓ Motivate yourself to set and achieve extraordinary goals
- ✓ Establish what makes you different from the rest of the herd

STRATEGY

- ✓ Manage your time better
- ✓ Use segmentation effectively
- ✓ Identify your ideal clients
- ✓ Why you need a niche
- ✓ Why branding is so important
- ✓ How to evaluate profitability
- ✓ Learn strategies used by the world's most successful businesses

ACTIONS

- ✓ Your sphere of influence
- ✓ Use your hidden assets
- ✓ Write compelling copy
- ✓ Understand what makes people want to buy
- ✓ Powerful techniques for closing a sale
- ✓ Learn how to work with your local media

What clients say...

Susie Bewell, Partner
Raymond James Investment Services

Thank you for your time on Wednesday. Both Robert and I found your review very useful. It was a fantastic opportunity to look at our marketing and promotion with new eyes and to gain access to your knowledge and experience."

Godfrey Lancashire,
Chief Executive, London House Services

"I wanted to pass on really positive feedback following the marketing training you provided. I am grateful for your input and we are noticing an increase in business as a result. Well done and thanks again."

Glynn and Justin Humphreys,
Humphreys Plus

"What a refreshing change to find a marketing consultant who listens to your requirements, researches your business needs and provides you with a different perspective on your products."

Sounds good? Call NOW on

0208 440 0902

CONTROLS

- ✓ Why you need to integrate your marketing tactics
- ✓ Business relationship management
- ✓ How to measure the results of your marketing
- ✓ Learn from experience

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