

Online Proposals

LEAD PRESENTER

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Comprehensive List of Conference Presentations for LEAD Presenter:

Have been a presenter for over 10 years (see files)

Presentation Title:

Your Marketing Funnel - Successfully Marketing Your Wellness Programs by Moving From Free to Fortune

Track: Wellness Promotion

Target Audience: Health Promotion Professionals

Program Level: intermediate

Program Type: Breakout Session

Have you presented or are you planning to present this program at other wellness-related conferences?

n/a

Abstract:

Most of us give away far too much for free and receive back far too little in compensation to make a living at Wellness. The Marketing Funnel concept is a structured process that takes all your programs, products and packages and strategically positions them so you can move yourself from "free offerings" to "financial benefit". This will be a hands-on collaborative workshop so bring along all your wellness program ideas to share and you will walk away with a workable and very exciting marketing plan that you can implement immediately.

Measurable Objectives:

1. Review 3 reasons why marketing is important
2. Properly position your program initiatives based on the "Buying Cycle Stages"
3. Create a Wellness Marketing Funnel with your current programs

Program Outline:

- I. Reasons to value Marketing
 - A. Get clients
 - B. Position yourself in the marketplace
 - C. Bring out your personality
- II. Buying Cycle Stages
 - A. Suspects
 - B. Prospects
 - C. Customers
 - D. Evangelists
- III. Your Wellness Marketing Funnel
 - A. Assign programs to each stage
 - B. Attach value to each program
 - C. Determine most effective promotional method

35TH Annual National Wellness Conference
“Wellness Solutions that Work NOW: Best Outcomes Through Innovation, Caring, and Collaboration”
University of Wisconsin-Stevens Point, July 17-22, 2010

Program Bibliography:

www.purposefulentrepreneur.com
one year training and coaching program

Program Relevance to Conference Theme:

This program is all about collaborating with other wellness professionals to share program ideas and make all their hard work more marketable for a better financial outcome right NOW!