

How to Develop a Buyer Persona

First in a series of workshops by the Business Growth Network to help small businesses develop their messaging and branding.



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*Do you understand your customers' demographics?
Are you able to predict your customers' online behavior?
Are your marketing strategies hindering your business?
Is your company's branding as effective as possible?
Do you have a convincing elevator pitch?*

Get these answers and more about how to develop a buyer persona to help you grow your business!

If you are a:

- Business Owner, Partner, CEO, COO
- Marketing Director, Marketing Representative
- Sales Manager, Salesperson

and need to understand how to better communicate your company's message and branding, this engaging marketing workshop is for you!

You will benefit by:

- Learn how to build a buyer persona of your ideal customer
- Understand your ideal customer and demographic
- Know your customer demographics and online behavior
- Identify your current marketing efforts that hinder your company's success
- Develop an elevator pitch to tell your brand's story in a few simple words

You will not want to miss this informative and important seminar on Wednesday, May 21, 2014!

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NOW**



BUSINESS GROWTH NETWORK

The Business Growth Network (BGN), founded in 2003, is a community of entrepreneurs who participate in monthly small group meetings and larger quarterly events in order to find ways to "work on their business and not just work in their business".



Presti & Naegele is a full service accounting firm providing business and tax services since 1982. Their hands-on approach to business is the first step in forging long-standing relationships with their clients. They offer compliance, business management and expert QuickBooks assistance and analysis.

Mitch Tobol is a well known marketing expert in social and traditional media. He is a sought after speaker on many topics including Branding, The New Marketing Paradigm and Leveraging LinkedIn. He has appeared on Cable TV and on radio. He is also an Adjunct Professor at Hofstra University.

Mitch has conducted numerous marketing workshops and is now delivering for BGN his first in a marketing series of workshops to help small businesses develop their messaging and branding.

Date and Time: Wednesday, May 21, 2014—8 am Registration
8:30am - 10am - Workshop; 10am-10:30am - Q&A
and Open Networking/Business Card Exchange

Where: 225 West 35th Street, 9th Fl. New York, NY 10001

Cost: **\$59 per person; \$39 pp for two or more**
Breakfast included

***Don't miss this valuable workshop. Seats are limited!
Register today.***

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