



marketing and consulting

Workshops





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Personal Branding Explained:

How Small Companies Can Turn Up the Heat

Personal branding describes the process by which individuals and entrepreneurs differentiate themselves and stand out from a crowd by identifying and articulating their unique value proposition, whether professional or personal, and then leveraging it across platforms with a consistent message and image to achieve a specific goal.

Individuals can enhance their recognition as experts in their field, establish reputation and credibility advance their careers, and build self-confidence.

In this presentation, we take clients through three critical elements of Personal Branding: Value Proposition, Differentiation and Marketability.

Social Media 101:

Capturing a New Frontier

Are you confused by all of the new social media: Blog, Social Networks, Wikis? Are you confused by how to incorporate this into your company? If you are, you are not alone! Social Media brings a powerful double-punch of tech savvy public relations and effective communication technology to your organization's Web marketing plan—if you know how to use it!

In this presentation, we define and demystify social media. We then will take you through ways to creating specific goals around social media that make sense for your company and finally, easy steps to creating blogs and getting on social networks!



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Think Beyond The Moment:

5 Marketing Strategies for Small Companies in a Down Economy

Are you a small business unsure of how to market in this economy? Have you reduced your marketing and advertising budgets in the last year or even completely cut them? If you are like the majority of small businesses the answer is, yes. This is why we put together five easy to implement strategies any business in any industry can utilize right now. We help business owners and managers discover ways to connect with customers and prospects that are very low cost and even free!

Become A Free Agent:

Six Strategies for the Modern Entrepreneur

Based on Reach Group's hands-on business-building strategies, The Free Agent Formula, we take participants through the six breakout strategies for the modern entrepreneur.

The formula helps you make six key decisions that will build a more satisfying, profitable business – whether you're still in the starting blocks or you've got years of experience under your belt. You'll learn how to focus your time and money and why small is truly the new big.

If you're a consultant, designer, freelancer, retailer or entrepreneur of any kind, the Free Agent Formula is **your personal roadmap to more money, more opportunities and most importantly, more freedom.**



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About The Trainer:

As owner of Fusion Marketing and Consulting, Katie Johnson brings a blend of solid business intellect and creative inspiration which allows her to provide strategic vision for her clients. She brings freshness and energy to every project she tackles.

A graduate of the University Of Oregon Lundquist College Of Business, Katie is a continual learner and stays up to speed on the latest trends in marketing through technology and new media.

Before starting Fusion Marketing and Consulting, Katie worked with Reach Group Consulting where she became an expert on marketing to women, working directly under Reach Women CEO, Lisa Johnson. She was then apart of the launch of The Reach Group's Generation X and Generation Y division.

Katie has pioneered new ways of thinking and doing business around corporate training and speaking. Her vibrant energy and appreciation for long term business relationships truly make her stand out.

Interested in learning more? Give us a call or send us an email. Fusion can create specific and unique workshops based on your organization's specific needs. ***We enjoy taking the road less traveled—here is your personal invitation to join us!***

