

With wood products marketing specialist Neil Godin

THE **WORKSHOP**

HOW TO USE YOUR WEBSITE (AND SOCIAL MEDIA) TO GET CUSTOMERS COMING TO YOU

This hands-on workshop will walk you through the steps you need to take -- and the things you need to know -- to make your website do what it's supposed to do -- produce sales! Come with your laptop and leave with a detailed plan that you will have already started to implement during the workshop!

THE TRUTH ABOUT SOCIAL MEDIA AND ONLINE MARKETING

No matter what the nay sayers say, the truth is that social media and online marketing produce sales. Want to take the mystery out of social media? You will learn why and how to use SM "strictly for business" -- and how you can conduct a solid social media program in less than ten minutes a day.

WHAT YOU'LL **LEARN**

- How to produce highly qualified leads, directly from your website with far less reliance on old-fashioned prospecting and selling.
- How to make three "quick fixes" that will make your website clearly visible to prospective customers who are searching for your product.
- How to use email marketing to boost sales easily and quickly -- at no cost.
- How to treat your home page like a newspaper ad that sells!
- How to use Google Places' free business maps to get near the top of Google listings.
- How to use Google and YouTube to promote your business (they are the new yellow pages -- and they're free!).
- How to use the web to position your company as "the experts" -- and get customers coming to you!
- How to use Pay Per Click (PPC) advertising to guarantee that prospects find you (Note: Local PPC advertising is cheap, fast, and highly effective -- but is hardly ever used -- giving you a tremendous competitive advantage).
- Why and how to use social media marketing to drive traffic and sales -- at literally no cost!

WHO SHOULD **GO?**

- Owner/operators, managers, marketers and salespeople.
- Anyone who handles your computer technologies and/or liaises with your web developer.
- Anyone responsible for your social media activity.

\$99 PER PERSON
\$79 PER EACH ADDITIONAL PERSON FROM THE SAME COMPANY

NOTE: You will get more out of this workshop if you bring someone who can help you implement and sustain what you learn.



ABOUT NEIL GODIN YOUR WORKSHOP LEADER

As a marketing and sales trainer, Neil has worked hands-on with 31 different value-added wood product manufacturers across Canada (from flooring, kitchens, and custom furniture, to doors and windows, high end millwork, and prefab, log, and timber frame homes). As a speaker, he has addressed more than 300,000 business people from coast to coast in Canada and the U.S. His presentations are engaging and participants say they enjoy his warm, friendly and humorous style. This fast-moving, hard-hitting workshop is rich in "real-world" content, and your satisfaction with the program is guaranteed.

To register fill out the attached form and fax it to 604-882-7300

THE **DETAILS**

Date: June 21, 2011
Time: 8:30am-4:30pm
Location: **VICTORIA, BC**

Date: June 23, 2011
Time: 8:30am-4:30pm
Location: **KELOWNA, BC**

Date: June 28, 2011
Time: 8:30am-4:30pm
Location: **SURREY, BC**

Registration Form

To register, fill out the information below and fax the form to 604-882-7300 or email it to rmann@bcwood.com

REGISTRATION INFORMATION

- VICTORIA, BC -- JUNE 21, 2011
Westin Bear Mountain
1999 Country Club Way, Victoria, BC
- KELOWNA, BC -- JUNE 23, 2011
Delta Grande Okanagan Resort
1310 Water St. Kelowna, BC
- SURREY, BC -- JUNE 28, 2011
Sheraton Vancouver Guildford Hotel
15269 104 Ave, Surrey, BC

SURNAME (please print) GIVEN NAME

POSITION/TITLE

COMPANY

ADDRESS

CITY PROVINCE POSTAL CODE

EMAIL PHONE FAX

PAYMENT INFORMATION

- MASTERCARD VISA CHEQUE*

CARD NUMBER EXPIRY

CARDHOLDER'S NAME

CARDHOLDER'S SIGNATURE

*PLEASE MAKE ALL CHEQUES PAYABLE TO --

BC Wood Specialties Group

MAIL CHEQUES TO --

BC Wood Specialties Group
200 - 9292 200 St.
Langley, BC, V1M 3A6



Lunch and coffee will be served at the workshop

FOR MORE **INFORMATION** Visit www.iforwood.com or contact Rumin Mann at rmann@bcwood.com or toll free at 1.877.422.9663