



Save the date for this valuable workshop!

October 8, 2009

Social Media Marketing for Small Business: Just the Facts Please!

Have you heard all the hype and seen the flood of new technologies and services in social media?

What's real and how does it impact your business? John-Scott Dixon, a seasoned social media expert and practitioner will expose fact from fiction. Learn from an industry professional and small business owner what works in social media marketing today. He's tried and tested hundreds of social media tools and now you can benefit from his experience and years of developing marketing solutions that generate revenue for businesses of all sizes.

Join us for an interactive discussion and breakfast on October 8, 2009 and learn about the truth in social media marketing, what's new and trending online. Get answers to these valuable questions and more:

- Why should small businesses care about social media marketing?
- How do you maximize the "FREE" social media?
- Can you measure your social media marketing investments?
- Will you really get customers and make money through social media marketing?
- How do I get value from popular sites like Facebook, Twitter, LinkedIn and YouTube?

The morning will kick off with breakfast and networking with other small business owners followed by John-Scott's presentation of insider tips on how to generate raving fans online and avoid the expensive pitfalls of social media marketing. It is going to be thought-provoking presentation with how to advice on the best places to direct your investments to maximize your social media marketing ROI.

Presenter: John-Scott Dixon is founder of Aidan Taylor Internet Marketing. He has been working in the commercial Web for as long as it's been available. In 1994, he was directed by the President of Insight Enterprises, Tim Crown to create a Web presence for Insight (\$4B company located in Tempe, NASDAQ: NSIT). John-Scott was an early pioneer of online sales in the wireless industry. The changes made at Sprint PCS were quickly followed by AT&T and other major carriers. In 2000, Insight asked him to return as Senior Vice President of Marketing and Ecommerce for the subsidiary, Direct Alliance to provide a turn-key business model for companies competing with Dell. Clients included IBM, Xerox, and Toshiba. In 2004, John-Scott pursued a lifelong ambition as an entrepreneur.

When: October 8, 2009, 7:30AM-9:00AM

Location: Toby Keith USA Grill
Just south of the 202, East of the 101 on Dobson.
Directions: <http://tinyurl.com/n3x3zs>

Cost: \$25/person in advance or \$30 at the door. Full breakfast served

Registration:

Register online by going to
bestsmallbizsecrets.com/register.html

You may also call 480-686-9099. Please register prior to October 1st.

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