*Everything in blue is instructions and everything in black is text I want in the brochure*

*Flyer should include our logo, contact information and slogan Master Marketing Strategists focused on increasing your profits and building your legacy.*

*Contact Info:*

*Legacy Profit Group, LLC.*

*3108 W 47th Ave.*

*Kennewick, WA 99337*

*509-492-1971*

*Also on the front should be the following*

Dominate your competition and become the only logical choice in your business niche!

Would like all of the bullet point and check marks to have a unique icon. I just put check marks and bullet point for fillers

**Strategic Brand Positioning:** *It’s all about the Experience!*

Great brands always start with a plan and nothing matters more to your business than your perceived value to potential customers. As you know, there are many other competitors in your niche. The process of becoming #1 can be extremely complicated because quite frankly every business niche is unique. Legacy Profit Group will position your business as the most recognized brand in your niche and THE ONLY LOGICAL CHOICE!

How we make this happen:

* Logos, color schemes and fonts play an important role in brand position but the most important piece in separating your brand from the rest is the experience potential customers associate your company with. This is the hardest part when creating a unique and recognizable brand.
* Create a unique action plan that includes marketing, community involvement, increased website traffic, press releases and modifying your current public relations plan.
* After you become the only logical choice in your niche, the last step is keeping your business #1. The creation of a master strategic plan will allow you to keep top of mind awareness for years to come.

**Blogging to Generate Revenue:** *Not just for Nerds, Hipsters and Techies!*

Blogging has become so powerful if you are not blogging your company is falling in Google Search rankings (SEO). A recent study suggests businesses in the top 3 Google rankings generate 61.5% of the traffic. More website traffic paired with compelling online marketing content leads to more sales.

Unique blogging facts:

* 77% of internet users read blogs
* 57% of companies with a blog have acquired a customer from their blog
* 61% of US consumers have made a purchase based on blog
* Websites with blogs have 434% more indexed pages
* And most importantly… **Small businesses with blogs generate 126% more leads!**

*We help you turn a blog into a MONEY making machine for your business:*

We will teach you the correct way to blog and how to avoid some of the blogging blunders.

1. Spending too much time setting up a blog

2. Not knowing your audience

3. Having “NO Call to Action”

4. Lack of compelling engaging content

**Lead Generation and Conversion:** Just like speed dating… Well maybe not!

Ever wondered why a few businesses seem like they have so many leads they have to turn business away? It’s simple, they generate a massive amount of leads. Consumers don’t buy from every business they come into contact with so having tons of leads in your pipeline will make your business very profitable. You’re not a rocket scientist and neither are we, but we both know more leads translate into more sales!

*Generate more leads by:*

* Capturing more emails and creating special offers for potential customers
* Using social media sites
* Creating compelling email offers to your current database – *businesses typically don’t understand how to make money from their current customers.*
* Using your website and blog
* Using direct mail and other traditional marketing efforts which you are easily able to track results and see the impact of motivating offers.

Our other specialties:

* *Website Design & Creation*
* *Traditional Marketing Methods*
* *Public Relations*
* *SEO (Search Engine Optimization)*
* *Event Management*
* Database/Email marketing
* Social Media Management