



AMERICAN ASSOCIATION of DAILY MONEY MANAGERS

5 Steps to Develop Clear Brand Messaging That Attracts Ideal Clients

Wednesday, August 1, 2018 at 7 p.m. Eastern

(6 p.m. Central, 5 p.m. Mountain, 4 p.m. Pacific)

Registration Ends July 25

*CEUs for PDMM® recertification are not available with this webinar

This webinar will teach participants the foundational brand building steps that are necessary in order to build a successful marketing campaign. Participants will learn how to clarify who their ideal client is; how to articulate their value (in the way that the customer understands and cares about); how to stand out from competition; and how to attract ideal clients in a cost-efficient way

Intended Audience: Solopreneurs, entrepreneurs, business owners, anyone responsible for the strategic planning/marketing of the business

Presenter: Amber Swenor, Strategic Partners Marketing / Amberdella Coaching & Consulting

Amber Swenor is the founder of Strategic Partners Marketing, a marketing firm that's fulfilling their mission to empower businesses in their marketing, by providing marketing partnership including high level brand consulting, paired with comprehensive implementation services including media strategy, digital, web design, social media, and PR. SPM has earned two Addy Advertising Award for Brand Messaging and a Branded Assets campaign. In less than three years the firm has grown to more than \$1 million in annual revenue, and to a team of seven staff and growing. She's fulfilling her personal mission of empowering and inspiring others to pursue their dreams by providing marketing education and coaching services through Amberdella Coaching and Consulting where she coaches entrepreneurs through developing their brand positioning, messaging, and strategy. Amber was a 2017 Brava Woman to Watch, In Business 40 Under 40 and is a 2018 Vital Voices VVGrow Fellow. When she's not strategizing with clients, you'll find her rocking with her band, Morningstar.

Registration: The deadline to register is **July 25**. Register online or complete the PDF registration form and mail, email or fax to: AADMM Registration Office, 174 Crestview Drive, Bellefonte, PA 16823, Email: registration@aadmm.com, Fax: 814-355-2452.

Note: Registration is for one entrant. Any other individuals who would like to join this session are required to complete their own registration forms. The registration fee is set per person, not per connection.

Confirmation: Registrants will be notified on how to participate in a follow up email.

