

# National Cleaning Expo

Charleston, SC | September 2010

## Course Registration for Advanced & Expert Marketing Seminars

Register Online at [www.nationalcleaningexpo.com](http://www.nationalcleaningexpo.com) or FAX this completed form to 480-963-7419 or 480-963-7407

Questions? Concerns? Please contact Kevin Dubrosky directly at 416-859-3171, or email [kevindubrosky@gmail.com](mailto:kevindubrosky@gmail.com)

### INFORMATION:

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

### PAYMENT OPTIONS:

☐ Enclosed is my check made payable to NCE

☐ VISA    ☐ Master Card    ☐ American Express    ☐ DISCOVER

Name on Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Exp Date: \_\_\_\_\_ CVC#: \_\_\_\_\_

Signature: \_\_\_\_\_

### CHOOSE ONLY ONE

### IMPORTANT: Please choose only ONE of the following three packages:

☐ **\$99**

**Yes!**

I only want to attend Kevin's Advanced Marketing Seminar! I am ready to learn how to get inside the heads of my target market and deliver more value so that I can charge more!

### **ADVANCED Marketing Seminar - 60 Minutes on Wednesday afternoon**

How can you powerfully arrest attention? Can your cleaning business pass the Pepsi challenge? Does it pass the Durian test? How can you define your target market? Your referrals reality check. How to tap into the power of Cross-selling and Up-selling. An insiders look into a Marketing Makeover for a flier that created a combined response rate of 45% over 3 months. An inside look at a weird flier design that produced a 9% response rate and 3066% ROI after only one distribution in a virgin market. The marketing tool I used to land a \$30,000 window cleaning job. How to thrive in a competitive marketplace.

And more! This fast-moving 60-minute Advanced Marketing Seminar will open your eyes to the massive potential for your cleaning services company.

☐ **\$199**

**Yes!**

I only want to attend Kevin's EXPERT Marketing Seminar! I am ready to learn even more methods of persuasion and to dive deeper into proven ways to boost profitability and transform my business.

### **EXPERT Marketing Seminar - 120 Minutes on Thursday afternoon**

How to transform yourself into a Marketing Scientist. A beginner's crash-course in Economic Theory to understand the value and predictability of your marketing experiments. How to use the 12 powerful emotions that drive purchase behavior. 19 ways to be persuasive in your marketing communication. Split-testing 101. How to tap into the power of multi-sensory stimulation. How to leverage the power of social proof. Tapping into the power of the 80/20 rule. How the recent famous "Old Spice" campaign blew it. The truth about "Green Marketing" and how to protect yourself from the FTC's wrath.

And more! This fast-moving 120-minute Expert Marketing Seminar will mark the first step in your becoming an effective, powerful, profitable Marketing Scientist and completely change the way you view both yourself and your business.

☐ **\$199**

**Yes!**

I would like to attend Kevin's Advanced Marketing Seminar AND his Expert Marketing Seminar. I realize that I would be crazy not to take advantage of this 2-for-1 offer!

### **Both the \$99 ADVANCED and \$199 EXPERT Marketing Seminars**

Take in both transformative marketing seminars for the price of just one! Be one of the first 50 to take advantage of this great 2-for-1 offer and receive a complimentary \$97 hardcover copy of Kevin Dubrosky's brand-new, 255-page book "**\$600/hr - The Ultimate Window Cleaning Marketing Guide**".

Offer valid for first 50 registrants only. First come first serve.

**FREE Book!**