

# FEARLESS BRANDING

**Understand your clients. Define your value. Create powerful messages that help you sell.**

## **BUILD A FEARLESS BRAND: Three Free Workshops for Service Firms and Consultants**

This December Robert Friedman, owner of Fearless Branding, will deliver three workshops that teach providers of high-value services how to build a strong brand, attract their ideal clients and do more of their BEST work. You will learn new tools to:

- Identify your ideal clients and understand what they really need.
- Segment your market effectively to make prospecting and selling more efficient.
- Differentiate your business from the competition.
- Clarify your value and crisply articulate your competitive advantages.
- Create simple, strong selling messages that speak to the head and the heart.

**The three interactive workshops are:**

**1. Build a Strong Consulting Brand: Create Strong Messages that Potential Clients Need to Hear to Hire You. December 1, 2009**

For consultants looking to grow their business, especially those new to consulting and those transitioning from full time employment to consulting.

**2. Branding and Marketing for Service Firms: Create a Strong Brand and Messages that Attract Your Ideal Clients. December 3, 2009**

For owners, partners and business development executives of established service firms (e.g., law, insurance, construction, real estate, financial services, design, consulting, etc).

**3. Know Your Clients and Prospects: Find the Insights that Lead to Sales. December 8, 2009**

For service professionals, consultants and sales people who want a deeper understanding of their clients and prospects. This workshop delivers an approach to interviewing – or just having conversations with – your clients and prospects to uncover what they really need and how they make decisions. We'll focus on how to segment your market, set objectives for the discussions, the right questions to ask, the structure of the interviews and what to do with the information you get.

**About your presenter:** Robert Friedman helps service firms build Fearless Brands so they can market more effectively. He does this by conducting 360-degree in-depth interviews with clients, prospects and referral sources; developing clear brand strategies; and, writing the messages that help them market and sell. His clients include firms in law, insurance, financial services, construction, real estate, design and consulting, as well as non-profit organizations and educational institutions.

**Location:** All workshops will be held at **Small Business Administration – 455 Market Street, 6<sup>th</sup> Floor – San Francisco, CA 94105** **Time:** 6:00 to 8:30 p.m.

**Free registration here:** <http://www.sbatraining.eventbrite.com> **For more information:** Contact Robert Friedman