

THE ULTIMATE RELATIONSHIP MARKETING SEMINAR



**Everything you ever wanted to
know about relationship marketing!**

**A GIFT FROM THE
RELATIONSHIP MARKETING CENTER**

Presented by Glenn K. Garnes

The Ultimate Relationship Marketing Seminar

The Relationship Marketing Center is offering business owners and professionals everywhere the opportunity to take control of the most important aspect of your business which is your people network.

We are offering this program for free as our way of giving back to the community in a way that helps everyone around us build successful, mutually beneficial relationships with the people they meet. Don't let the price tag fool you. This course was originally slated to be offered at a price of \$497.00, and it's worth every penny of that. You get it for free because we value being part of your success story more than we value the money.

This document contains our course summary, instructor biography, and a detailed syllabus for each course module.

Course Summary, Instructor Biography, and Syllabus

Get ready for one of the most comprehensive seminars ever offered on relationship marketing. *The Ultimate Relationship Marketing Seminar* is designed to walk you step by step through everything you need to know to create a powerful people network, and to build long lasting, productive, profitable relationships with the business professionals you meet. Packed with over 20 years of proven relationship marketing principles and processes, this seminar will answer everything you ever wanted to know about relationship marketing.

The curriculum includes extensive coverage of traditional relationship marketing principles, social media marketing, free and low cost technologies that build relationships, and other business networking concepts. **But, the important thing about this seminar is that it teaches a simple, effective, results-oriented system for building relationships that convert into sales.**

Special bonus coverage includes our acclaimed seminar "Let's Not Be Partners," a primer on maximizing the potential for success in the business relationships you choose. This resource is critical for anyone who even thinks they might have partners one day.

The course is delivered in digital format downloadable to your computer, so you can use it anytime you like.

About Glenn K. Garnes

Glenn K. Garnes is a retired trial attorney who built his law practice exclusively on referrals. He learned from the best. After retiring from the practice of law at the age of 40, Glenn set out to share his skills with other business professionals by teaching the things he had learned. Over the years, Glenn has been actively involved in local business organizations including chambers of commerce, business referral groups, trade

associations, and the like. He lectures regularly to business and trade groups and is highly sought after as a presenter.

Glenn has over 20 years of experience with traditional relationship marketing and marketing through technologies including Internet resources. He knows and teaches how to use just the right amount of technology without losing the personal touch. Glenn operates several niche social networks designed to allow business professionals and consumers to congregate and build productive relationships together. Through his social networks and the training workshops and other resources Glenn has developed, he now helps business professionals reach their full potential through the proper deployment of relationship marketing philosophies and methods.

Participants will leave the seminar with a complete understanding of these concepts and more:

- the most productive philosophies to adopt for effective relationship building
- how to attract people like a magnet at networking events
- how to use free web based technology tools to locate and contact quality business people and nurture relationships with them
- how to use other technology tools to communicate with prospects and convert them into sales without losing focus on the relationship
- several simple customer service principles that keep customers happy and keep them referring friends and family members
- how to dramatically reduce advertising costs and increase your profit margin in the process
- how to pick quality partners and structure your relationship for years of success!

Below is a summary of the complete curriculum:

"A" is for Attitude

Success in anything depends not only in what we do, but the attitude we bring to the activity. This module sets the stage for effective relationship marketing by focusing on attitude adjustment. "A" is for Attitude will help focus you on the spirit in which to do all things related to relationship marketing. Learn how to make your relationship marketing skills have greater impact and generate greater results by making sure you have developed the right mental attitude for interacting with the people you meet.

This module will also help you to develop the confidence to deal with people in all types of situations, not just networking environments. This module will multiply the effectiveness of everything else you do.

Summary Syllabus:

- Proper mental attitude for building relationships
- Your personal growth curve

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- How to take responsibility for your success without going it alone
- Achieving your objective is just three simple steps away
- Four critical principles to adopt for incredible relationships
- The power of trust and respect and how to earn it easily
- Mastering your business future through relationships

Referrals on Autopilot

Unlock the potential of your people network and receive a steady stream of referral business as your reward. In this module you will learn how to create, nurture, and strengthen your business network, and how to leverage it as a resource for referrals and other benefits. I'll share with you the critical philosophies that underlie the right activities, and through that combination of knowledge and activity you will have invested in the most powerful marketing tool you will ever have. Other topics included in this module are the proper use of technology tools to create time savings without losing the personal touch.

Summary Syllabus:

- The undisputed first rule of marketing
- What people want and how giving it to them will create rabid, loyal referral sources
- Three critical factors in relationship marketing success
- Developing a "SYSTEM" and why it's important
- 3 powerful technologies that build relationships without losing the personal touch
- 7 action items for generating a steady stream of referrals
- "Eventless" Networking – It's not where you do it, but what you do!
- How to become a people magnet when you network
- The fortune in the follow-up – participating effectively in a one-on-one meeting

Unleashing the Power of Social Media Marketing

I've always had a love for technology and I keep myself on the cutting edge of new developments in the technology world. In this module I will share with you how to turn toys into tools in social networking environments. I'll help you see the opportunities in social media marketing and avoid the pitfalls that can sink you before you get started. Coverage will be given to a variety of social media tools, and making them work as a system to brand your business, increase awareness, and develop relationships of trust with you and your products and services.

Special attention will be devoted to demystifying the process of marketing on **Facebook, LinkedIn, Twitter, blogs, social bookmarking** sites and other social networks. We will even cover iTunes as an effective marketing tool!

Summary Syllabus:

- Why social media marketing should matter to you

- The elements of social media from the business owner's perspective
- How social media influences customer buying choices and habits
- Why you must be part of the discussion
- How you can be part of the discussion
- How to influence buying decisions without advertising
- How to reduce advertising costs
- How to gain valuable intelligence on your market and on your products
- The art of listening to the buzz and acting on what you hear
- Turning the "toys" into "tools" (a tour of all the important tools and communities)
- Enhancing your entire company through social media

The Ultimate Marketing Plan Workshop

Anything worth doing starts with an effective plan and your marketing is no exception. In this module I will teach you a simple method for developing an effective marketing plan, and then show you how to implement it with special emphasis on relationship marketing, networking, and customer service principles that keep your customers coming back and bringing their friends with them.

Emphasis in this module is placed on adopting and implementing marketing strategies, practices, and methods for business owners and professionals on a budget. That includes all of the tools covered in our social media module and the module on generating business through referrals.

Summary Syllabus:

- Your marketing plan is your roadmap to success
- Elements of your marketing plan
- The #1 consideration in drafting your business description
- Identifying your marketing objectives – What do you want your marketing to do?
- Identifying your target market with precision – Laser focus beats the shotgun
- Analyzing competition and determining your marketing advantages
- Distinguishing features versus benefits
- Establishing your budget
- Identifying the right compliment of marketing tools and activities

Let's Not Be Partners!

The connections you make will eventually generate potential partnering opportunities. In this module, based on my CD and workbook series by the same title, I will share with you everything you need to know ***BEFORE*** entering into partnerships with your networking connections. I'll explore the pros and cons of partnerships, how to conduct your "due diligence," how to assess your needs, how to document your arrangement, and how to develop mutually agreeable exit strategies if things do not go as you plan. I will also cover

ways to accomplish your goals through other types of alliances without the formality of a full blown partnership.

Summary Syllabus:

- The origin of most partnership disputes
- Assessing the need and desirability of partners
- Methods for evaluating your partners for a perfect fit
- Setting expectations for each partner's role – creating consequences when they are not met
- Alternatives to jumping in head first
- The critical elements of your due diligence process
- Planning the relationship for maximum success
- Documenting the details in writing – properly!
- The importance of communication and decision-making process
- When things go bad and circumstances change – the importance of an exit strategy

Additional Benefits of the Program

The program also includes:

- 1) **Recordings of each session** - Each module comes as either audio or video and you can make it available to your members to burn onto DVDs or CDs or MP3 players for their personal use.
- 2) **Membership in our forums** – You will also be able to join our forums where you can ask follow up questions and benefit from questions asked by other course users. I answer questions personally in the forums so it's a great way to get convenient direct access to me and other participants.
- 3) **Seminar Workbook** – We include a digital version of our comprehensive seminar workbook with checklists, forms, and other resources your members will find valuable in building their businesses on every level.

WORKBOOK TABLE OF CONTENTS SUMMARY

Chapter 1: “A’ is for Attitude”

- Summary of philosophies that leads to strong relationships
- A practical self-assessment - know where you are and where you desire to go
- Daily action items for self-improvement
- Response “Ability” worksheet – taking charge of things that matter
- The Four Critical Principles

Chapter 2: “Referrals on Autopilot”

- Daily referral checklist
- 90 second introduction worksheet
- Suggested Q&A to keep the conversation going
- Email scripts for following up with people you meet
- Methodology for an effective one-on-one follow-up
- Recommended text for greeting card follow up system

Chapter 3: “Unleashing the Power of Social Media Marketing”

- 10 strategies for leveraging social media in your marketing
- Digest of social media marketing tools and their purpose
- Activity checklist for social media marketing “to do’s”
- Strategies for combining daily to do’s with other daily activity checklists

Chapter 4: “The Ultimate Marketing Plan Workshop”

- Detailed marketing plan blueprint with explanations and examples.

Chapter 5: “Let’s NOT be Partners”

- Partner Needs Assessment Checklist – Do you need partners?
- Due Diligence Checklist – Assessing your partnership team
- Checklist for setting expectations, assigning roles, and sticking to them
- Partnership Legal Documentation Checklist
- Recommended elements of a communication and decision-making system
- Characteristics of a great partner – Do you measure up?

Representative List of Engagements:

- [The New York Real Estate Investment Association](#)
- [American Academy of Estate Planning Attorneys](#)
- [Arena Expo, Harrisburg, PA](#)
- [Baltimore Washington Corridor Chamber of Commerce](#)
- [Prince George's Chamber of Commerce](#)
- [Howard County Chamber of Commerce Young Professionals Network](#)
- [Young Professionals Leadership Group of Northern Virginia](#)
- [World Leadership Group](#)
- [Real Estate Investment Network Group](#)
- [Gamma Phi Beta foundation](#)

What others are saying about Glenn's seminars:

“We have had Glenn speak at many of our real estate investment group meetings, and he always leaves the crowd feeling inspired. I have also seen several of our members put his teachings to good use. It makes me feel proud that I am the reason they met Glenn”

Joe Scorese, New York City
President
MAC Investment Company, LLC
REIA of NYC
610-351-9927

“I was a disaster at making business relationships productive from networking events. Glenn taught me a few philosophies that changed my initial approach with the people I was meeting, and how to follow up with them effectively. His advice has more people actively seeking to meet me at events and through referrals from other people I meet.”

Amy Linderman, Columbia, MD
Sales & Marketing Coordinator
Columbia Association
410-715-3000

“Glenn is the master at business relationships. I have implemented many of the things he teaches and I am getting impressive results at business networking events. My business network has grown dramatically over the last year and I know the relationships have gone from superficial to solid because a few simple things I learned from Glenn”

Tim Nebergall, San Francisco, CA
President
Front Page Rankings
(949) 279-4418

“My biggest challenge before I met Glenn was figuring out how to be productive in social networks. I now have learned how to not only keep up with my profiles, but how to use the communications tools to meet more people who are a good fit for my network.”

Karen Bailey, Annapolis, MD
President
KLB Services, Inc.
(410) 626-8984

Others available upon request.

The **retail value of this program is \$497.00**. Your investment to acquire the course is :

Zero, nada, zilch, \$00.00

If you're serious about doing something to stimulate the growth and stability in your business please accept this gift as our way of helping you to make it happen. Have questions? Call us now and get them answered:

(800) 306-6488 ext. 101

Thank you in advance for allowing us to be part of your business success story!

Very truly yours,

Glenn K. Garnes

Connector

The Relationship Marketing Center

<http://www.relationshipmarketingcenter.com>

"It's not about you or me, it's about you and me!"