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## MARKETING & ADVERTISING BOOT CAMP

### Success For Small Businesses Like Yours.

You know there is no silver bullet that will slay the mass market giants you face. But it isn't just about working harder. The field is slanted against you. It takes the right tools to slant that field back in your favor.

These workshops will give you the right tools to improve your Marketing and Advertising.

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**What:** 60-minute Business Breakfast featuring a catered meal, networking, and 45-50-minute presentation

**When:** 8:00 a.m. to 9:00 a.m. Monday mornings

**Where:** Village of Oxford Community Room

**Topics:** Marketing & Advertising

**Cost:** This is a **FREE** educational opportunity Space is limited to 25 people so sign up now.

To reserve a seat, or for more information contact the

**Oxford DDA**

**[dda@thevillageofoxford.org](mailto:dda@thevillageofoxford.org)**

**248-770-8587**

**July 22**

**Boosting Your Brand to Attract the Right Business**

A quick lesson in branding to show you how a well-crafted brand makes a huge difference in attracting the right types of customers and business. You'll learn how to uncover the true value in your brand and make your brand stand out in the crowd.

**July 29**

**Marketing Your Business on a Shoestring Budget**

Seven different ways you can get the word out about your business and draw traffic in without spending a fortune. You'll learn how to leverage your talents and time to attract more customers to your business right away.

**Aug 5**

**Making Your Ads More Effective**

We hate ads, not because there are too many, but because most ads suck. This presentation will show you the six principles that make the difference between your ad being remembered and acted upon or being simply ignored. You'll learn techniques even the most highly paid professionals sometimes get wrong, and how you can apply them to your own advertising

**August 19**

**Generating Word of Mouth Advertising**

We all know Word-of-Mouth advertising is far more effective than traditional advertising, but do you know what it takes to actually get your customers to talk about you? This presentation shows you four proven ways you can generate word-of-mouth advertising. You'll walk away with tips and techniques that get people talking the very next day.

**ABOUT THE SPEAKER:**

**Phil Wrzesinski**

**A LIFETIME OF RETAIL**

I am an entrepreneur just like you. I started working at the ripe age of seven in 1973 when my grandfather paid me 10 cents an hour to put price tags on boxes.

I honed my entrepreneurial skills running the largest independent toy store in America from 1993 (*when I left a career in Team Building*) through December 2016, while also starting a weekly radio show, monthly magazine, and successful speaking career during those years.

Now I put on my cape and fight for you, bringing you the lessons I learned from decades of running a small business.

