



Workshops & Seminars for You

What's the difference between workshops and seminars?

With workshops you will usually do some hands-on practical and there tend to be fewer attendees; in seminars you watch, listen and take notes; there is less interaction. Depending on your requirements we do one or the other, or find a half-way mark.

What do you charge and where do they take place?

This depends on whether you are coming to a public workshop (for example, the ones we run in conjunction with The Bury St Edmunds Chamber of Commerce) or if we come to you. It also depends on the length (2 hour, half day or full day), materials and refreshments. Just ask for a quote. Venues vary; we can come to your place if you like.

How long do your workshops and seminars last?

40 minutes (good for lunch times), 2 hours, half a day and full day. The full-day ones can mostly be made into two-dayers (with increased depth and more practical that you can use). *We can also combine different programmes so your business gets the information it needs.*

Do contact us with any questions (you won't be pinned down and forcibly sold to!)

Speaking Workshops: "Getting Out There"

Giving Presentations – They're great to do when you know how!	Why these help your bottom line Workshops, seminars, conferences, webinars Being a speaker at someone else's show Getting speakers Marketing your own (getting bums on seats) Ways to enhance your speaking PowerPoint, etc Filming/recording Sharing your presentations What to charge Getting rid of nerves And more...	Full day Suitable for all
Overcome Your Fear of Speaking in Public and of Cold Calling – these common problems are more similar than you may think!	Different techniques (not including hypnotherapy) (One of these is so powerful you might not need to stay the whole time!)	Half day Suitable for all

Cinnamon Edge, 9 Westgate St, Bury St Edmunds, Suffolk, IP33 1QR

www.CinnamonEdge.co.uk www.BusinessProfitsJumpstart.co.uk

Jacqui@cinnamonedge.co.uk T: 01284 753 912 M: 07766 011 391



SEO Related Workshops: "Can People Find YOUR Business Online?"

Google Places – Getting you seen on the map on page one of Google	<ul style="list-style-type: none"> • What are Google Places, Listings & Maps? • Why should you claim your Place? • How can you claim it • Optimising your Places <p>(In the half day workshop we will do a live demo for one of the delegates.)</p>	<p>2 hours or half day</p> <p>For all abilities</p>
SEO (Search Engine Optimisation) – Don't be without it	<ul style="list-style-type: none"> • Onsite optimisation: keywords, content, layout, tags (with examples pertinent to the delegates) • Incoming links (getting the best and ditching the worst) • Rankings & Analytics 	<p>Full day</p> <p>Suitable for beginners and intermediate</p>
SED (Search Engine Domination) – Getting seen and known (and blocking out the competition)	<p>SED consists of two main complementary components that overlap:</p> <ol style="list-style-type: none"> 1. Page one domination of the search engines. (This means your competitors don't get seen so easily) 2. Being found all over the Web. (You get seen as a dominant authority in your market) <p>We'll look at how you can implement SED with a mixture of SEO, search engine marketing, paid marketing, and directory, article, video and social media marketing. We'll also look at reputation management.</p>	<p>Full day</p> <p>Suitable for intermediate and advanced</p> <p>Not for beginners</p>
SEM (Search Engine Marketing or Internet Marketing) – Using the Web to your business advantage	<p>SEM is fast emerging as a powerful online customer acquisition channel.</p> <p>It uses SEO, email marketing and other search engine Domination (SED) strategies and directories for lead generation, increased sales, brand awareness and corporate visibility.</p>	<p>Full day</p> <p>Suitable for all levels (Need at least a basic knowledge of the Internet)</p>
Testing For Profit – NOT testing can really hurt your bottom line	<p>If you don't split test your marketing efforts you could be paying much more money than you need, <i>and</i> missing out on prospects and client growth.</p> <ul style="list-style-type: none"> • What to split test • How to split test and use your results • Overview of multivariate testing 	<p>2 hours or half day</p> <p>Suitable for businesses older than 12 months</p>



Marketing Workshops: “Communicate and Win”

Business Marketing – A good overview	The different types of marketing available to businesses The pros and cons of each What should you start with	Full day Suitable for all
Email Marketing – The money is in the list! It’s a cheap and effective way of marketing	Why you need a list How to set up list building strategies (online, SMS and offline) What to do with that list	Half day Suitable for all
Article Marketing – get seen as the expert and build valuable backlinks	What it is Why do it? How to do it – content and SEO Where to place your articles	2 hours each or bundled together for a full day
Video Marketing – You’re missing out if you’re not doing this	What it is Why do it? How to do it – content and SEO Where to place your videos	Suitable for all
Social Media Marketing – Like it or loathe it, you <i>need</i> it	What it is Why do it? How to do it – content and SEO Where to concentrate on	
Ad Marketing – costly if done wrong; great ROI if done well	What online and offline ads you can use Where ads fail and cost you Structure of a good ad How to place them	2 hours each or bundled together for a full day
Mobile Marketing – This one phrase means three things!	1. Making your site mobile friendly 2. Marketing by SMS 3. Marketing to smart phone owners	
Affiliate Marketing – Great way to get people bringing sales	What is affiliate marketing? How can you business benefit from it? How to do it	Suitable for all
Prospecting Methods – So many good ones to choose from!	Website lead generation Other methods of lead generation Optimising landing pages Leads for small businesses Leads on a budget	Full day, or can do lunchtime whistle-stop tour Suitable for all
Website Marketing – Redesigning your website to get more inbound traffic and enquiries	Why redesign? Why you shouldn’t Good reasons to Redesign pitfalls What assets you already have (and need to keep) Content, landing pages, on-page SEO	Half day Suitable for all (even technophobes!)



Writing Workshops: “Making Magic & Sales”

Book Writing For Kudos and Positioning – Great marketing tool and, even better, a great feeling!	How having a book can really benefit you How to make an outline How to make a blueprint How to write efficiently (much more exciting than it sounds!) The most efficient way ever of researching Best way to edit Layout Best way to approach publishers Self publishing (pros, cons, costs) Selling/promoting your book	Full day Suitable for all (even if you think you have no writing talent!)
Business Writing – It really does make all the difference	How to write effective: Business cards (yes!) Letter heads Fliers Sales letters Web content ...and more	Full day Suitable for all
Email Writing for Email Marketing – This can increase your ROI 300-fold!	Why this matters Bad ways to write Good ways to write How to set it up How to convert & track results	2 hours each or combine for half day. With practical, a full day
Article Writing for Article Marketing – poor articles don’t pull; good ones do!	Why this matters Bad ways to write Good ways to write Best places to do it How to convert & track results	Suitable for all
AIDA Writing (from ads to long sales letters) – proven ways to increase responses and sales	Ads Reports Web content Sales letters Testing	Half day; with practical, full day Suitable for all
Non-Business Writing		
Write Your Book – This workshop makes a great present!	Planning, researching, writing, editing, bringing it alive, publishing and selling	Full day Suitable for all
Poetry – This workshop makes a great present!	Types of poetry Unlocking your imagination Getting known Publishing & Selling (not always in a book!)	Full day Suitable for all



Getting the Word Out: “Make Them Love, Not Loathe, You!”

Using Words	Why words matter	
Effective Networking	What words to use when: writing, networking, pitching, etc	Half day and full day
Getting the Maximum from Trade Fairs	What not to use Body language	Suitable for all

Sector Workshops:

“Will People Find You

& Will They Find You *Before* They Find Your Competition?”

Marketing for Complementary Therapists	These workshops will comprise a mixture of the ones above – whatever is best suited to your industry/business sector.	2 hour taster (overview) sessions
Marketing for Accountants		Full day and two day
Marketing For Dentists	We also run short talks suitable for institute/trade events (such as Law Society events)	Suitable for all
Marketing For solicitors		

Think you’ve been left out? Chances are we do run one for your sector – just ask.