SBT SMALL BIZ THOUGHTS
by Karl W. Palachuk

Karl Palachuk's 11th Annual
SMB Preday Show

October 1, 2015
Redmond, WA

Build Your Brand Through Successful, Profitable Service Delivery

Your Brand Is Everything

A Four-Hour Jam-Packed Event!

October 1, 2015 – Redmond, WA

1:00 PM – 5:00 PM

All-New Workshop

Residence Inn, Redmond
7575 164th Ave. N.E.
Redmond, WA, 98052

Or Just Get The Recordings!

Join us in Redmond – or get all the material recorded after the event! This year's SMB Preday Seminar is on **Build Your Brand Through Successful, Profitable Service Delivery**. It will be 100% practical and up to date.

Featuring . . .

Topic One – Brand Development and Implementation in the Small Consulting Business

Topic Two – Brand Management and Maintenance in the Small Consulting Business

Super Early Bird Pricing Through July 31st	First Attendee: Second Attendee:	$99 FREE	Additional Attendees:	$49 each
Early Bird Pricing Aug. 1 – Sept. 14	First Attendee:	$149	Additional Attendees:	$49 each
Early Bird Pricing Sept. 15 – Oct. 1	First Attendee:	$199	Additional Attendees:	$49 each

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This year's SMB Preday seminar will include some "workshop" sessions to help you get started building your processes and branding.

Branding is much more than marketing. We'll look at branding from several angles, including both internal processes and the face you present to clients and prospects.

I guarantee you've never seen a seminar like this in the Small Business consulting community!

Your Registration includes a recording of the entire workshop – at no additional cost!

Agenda: SMB Preday 2015

One of the on-going themes for the year at Small Biz Thoughts is **This is a Year to Thrive**. One huge of "thriving" is to build a business that does exactly what you want it to do.

It markets to the right prospects.

It signs the right clients.

It offers the right services.

It delivers them flawlessly.

It hires the right people.

It trains them well.

It has great processes.

… and executes them perfectly.

It is profitable.

And it fulfills the long-term goals of the owners.

All of that – ALL OF THAT – is branding. Marketing is an important piece of that, but everything else is also an important piece of that.

Good SOPs make all the difference in creating long-term success in your service business. This seminar brings together these two topics in one four-hour workshop. You will walk away with some standardized processes. But more importantly, you'll walk away with a process for creating, implementing, and fine-tuning SOPs.

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