

Marketing and Communication Skills

Skills For Small Business Success

Do a Better Job - Be a Better You

Email Etiquette ♦ Networking Online and Offline ♦ PR ♦ Blogging ♦ Listening Speaking ♦ Personal & Business Branding ♦ Performance Building

Raleigh R. Pinsky, founder of The Raleigh Group Communications, is an international authority, speaker, coach and bestselling author on how to successfully communicate your message to your target market. 2,727 presentations, 36 books and products.

Crafting Your Personal or Professional Brand – Your 30 Second Commercial

Your results-producing, benefit driven 8-30 Second “Who I Am/ What I Provide” message. Your offer, your issue, your motto, your tag line, your mission, your vision. Your to the point statement that tells them why they should work with you. The win-win statement that explains you to your team members, clients, or prospects.

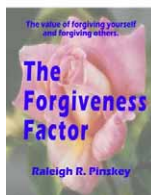
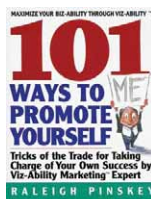
Networking - Building Strategic Relationships In-Person

Offline: How to connect, even if you're an introvert. Do's and Don'ts. When to talk and when not to talk. The optimal time to pass out your business card.

Online: The importance of, and how to effectively use LinkedIn, Facebook, You Tube. etc.

Email Etiquette

Avoiding mistakes that could cost you business. How to state your message clearly and accurately in subject lines that convey your needs. Writing body copy that communicates exactly what you want and need to say.



Speaking to Enhance Your Business

Overcoming the fear of speaking. Do's and don'ts of speaking. What makes a successful speech. Hold their attention. What to Wear. Stage presence. Persuade them to take action.

Performance Building Formula

Attitude is everything. Discover and implement the formula that will build new goals and habits, and leave those that don't work.

Blogging

Why it is important in today's business model. Where you begin. What you say. How many words. Where do you send it. Choosing keywords to rank high in Search Engines and directories.

Listening

Listening insightfully for better productivity and profit. How to conquer your need to interrupt. Financial and Social Benefits of listening better.

Free Advertising - Public Relations and Media Training

Understanding what, when and how to talk to the media. Get on talk shows. Increase your visibility.

Raleigh R. Pinsky is the author of the International bestselling Harper Collins *101 Ways to Promote Yourself*, *Tricks of the Trade for Taking Charge of Your Own Success*. A quarter of a million in print, available in nine countries. Get to know Raleigh better. Video at www.RaleighPinsky.com