

The *Perfection* of Marketing

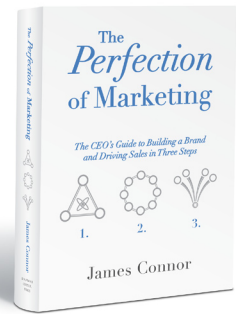
Workshop

the
jamesgroup

Our clients make more money.™

The Perfection of Marketing Workshop:

With James Connor, author of *The Perfection of Marketing*



The Perfection of Marketing Workshop covers all the best practices of marketing in three simple steps.

1. How to position your brand through the Sales Moment.
2. How to rollout your brand consistently.
3. How to do Return on Investment Marketing (ROI).

Other highlights. You'll learn how to:

1. Diagnose if your company has a brand problem.
2. Determine what your Sales Moment is.
3. Create the three types of taglines that build brands and drive sales.
4. Create the four types of ad campaigns that build brands and drive sales.
5. Build website using the 10 best practices for search engine rankings.
6. Do Return on Investment Marketing through the lifetime value of a customer.
7. Determine marketing budgets to achieve sales goals.
8. The deeper reason why the Perfection of Marketing works.

Speaker Bio:

James Connor is the CEO and founder of The James Group, a brand strategy and full-service advertising agency in New York City, serving midsize business clients nationally. For 12 years, James honed The Perfection of Marketing process and oversaw the creation of over 70 brands, including category leaders GarageTek, Thinkfun, TransparentValue, and WQIS. He is well regarded as a speaker on brand marketing.

You will hear the exact advice James has given to over 200 CEOs on the most efficient methods to build their brands and increase marketing ROI. James has crafted a surprisingly efficient process based on what he calls the Sales Moment to create a method anyone can implement for spectacular marketing results.

James meditates daily and in the evening teaches Buddhist philosophy for the Asian Classics Institute, primarily in New York City and the Hamptons. You can reach him at The James Group's website, www.thejamesgroup.com, or at jamesconnor@thejamesgroup.com.

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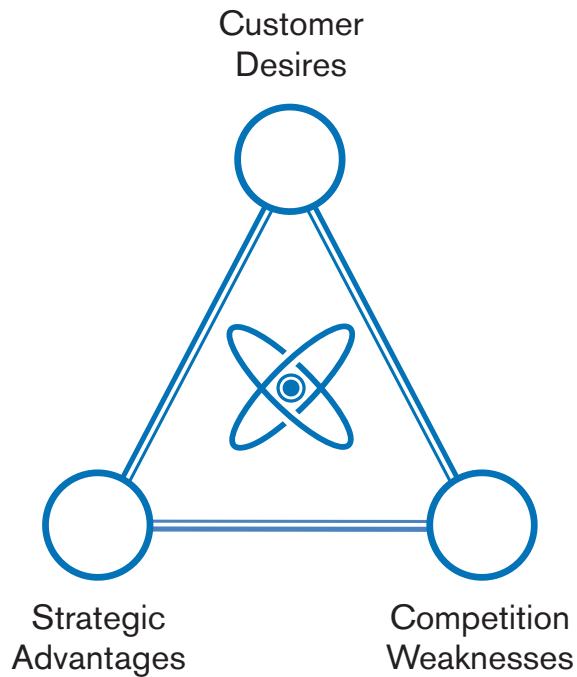
Chapter 2: Discovering a brand problem?

1. Does everyone in the company describe your company the same way? (Yes or No.)

2. How do you describe the company?

3. What do your customers say you stand for?

Chapter 3: Positioning the Brand Through the Sales Moment



1. When was the last time you interviewed your customers to understand what they are looking for when they buy?

2. What can your company be the best in the world at?



Chapter 4: The Four Elements of a Brand

1. What are the four elements of a brand?
2. Do all four brand elements communicate your Sales Moment?
Which do (if any); which don't?
3. Do you feel brand marketing best practices are something only a large company needs?
Why or why not?



Chapter 8: Creating Taglines with Spark

1. What are the three types of taglines that build brand and create sales?
2. Which type (if any) is your company's tagline?
3. Does your current tagline clearly communicate your Sales Moment, (the reason customers buy from you)?



Chapter 9: The Four Types of Advertising Campaigns that Build Brand and Drive Sales

1. What are the four types of ad campaigns that build brand and create sales?
2. Which type (if any) is your company's ad campaign image?
3. Does your current ad campaign clearly communicate your Sales Moment in a blink, (the reason customers buy from you)?

Rolling Out The Brand Consistently





Chapter 12: Building Websites for Search Engine Placement

1. Does your company website feature your campaignable idea as a handle to help prospective clients understand quickly how your website is relevant to them?
2. What would be something valuable and interesting to your target audience that would make your website sticky?
3. What keyword phrases would someone Google to find a company like yours to provide services?



Chapter 15: Return on Investment Marketing through the Lifetime Value of a Customer

$$NPV = \sum \frac{(\$) (\%) }{(1 + \text{Cost of Capital})^{\text{Years}}}$$

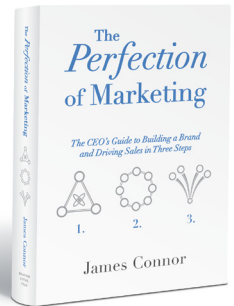
1. What is the average revenue you receive from the largest 1/3 of customers?
2. What is the average gross profit margin before marketing expense (EBITDAM)?
3. What is the average number of years a customer is held?



Chapter 16: To Grow Fast or To Grow Slow (Determining the Marketing Budget)

1. Does your company want to Grow Slow or Grow Fast?
2. What are your revenue goals for the next year?
3. How much of that revenue must come from new customers?
4. What was your marketing budget last year?
5. How many new clients did you win last year?
6. Divide marketing budget by how many clients you won last year to determine acquisition price?
7. Determine your marketing budget by (total target revenue from new customers/ average customer revenue) x target acquisition price?

Praise for The Perfection of Marketing:



“James Connor had the courage to go and seek the ancient wisdom of Asia, the determination to master it with many years of study, and the vision to apply it to his hot New York ad agency. The proof is in the pudding; listen to him and succeed.”

— **Geshe Michael Roach**, author of international best-seller *The Diamond Cutter*

“A CEO, CFO, COO, and James Connor of The James Group: no organizational chart is complete without him.”

— **Julian Koski**, Founder and CEO, *TransparentValue*

“The techniques in this book helped us become the undisputed national leader in our category. I’ve read a lot of marketing books. This one has the clearest, most definitive methodology for building a brand and increasing sales.”

— **Marc Shuman**, Founder and CEO, *GarageTek*

“Using techniques in this book to rebrand our company helped us break through a sales plateau and develop successful partnerships. We now have ThinkFun branded fixtures featured across the country and around the world.”

— **Andrea Barthello**, Founder and VP of Corporate Development, *ThinkFun*

“This book and its principles are vital to the long-term success of any company.”

— **Rich Hobbie**, President, *WQIS, The Water Quality Insurance Syndicate*

“The website optimization chapter helped make us #1 on Google for our key search term. No website should be built without studying these techniques.”

— **Chris Brown**, Founder and CEO, *Teed & Brown*

“If David Carradine from Kung Fu was in Marketing, he’d be James Connor.”

— **John Rarrick**, Founder and President, *BullsEye Public Relations*

For more info visit www.perfectionofmarketing.com

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