



Strategic Online Identity

Level 7 Corporate Training

Leverage Today's Social Internet

Position Your Business for Technology Profits

#	Topics Covered	Time
1	Marketing to the younger generation. Free keyword research & selection tools. Identifying corporate opportunities.	45 minutes
<i>Questions & Discussion</i>		
2	Article marketing & targeting anchor text. Posting on popular blogs and forums. Advertising on high traffic bulletin boards.	45 minutes
<i>Questions & Discussion</i>		
3	Website calibration: SEO & conversion. Leveraging blogs to market your business. Micro-blogging, podcasting & YouTube.	45 minutes
<i>Questions & Discussion</i>		
4	The power of email autoresponders. Social media, networks & bookmarking. Time allocation & program development.	45 minutes
<i>Questions & Discussion</i>		

*"This training session was exactly what we needed.
Now, we know precisely what we want to do. But
more importantly, we finally know HOW to do it!"*

\$3995

Executive Summary

Program Description

Tactical Execution offers the Level 7 SOI Corporate Training program as an efficient way for mid-sized companies and divisions of large companies to get practical and actionable guidance on today's social internet. The program is specifically designed for a corporate audience and focuses on ways to incorporate cutting-edge internet technologies into an existing marketing program.

\$3995

What do you get?

- Patrick Schwerdtfeger will come to your location to conduct the training.
- Current, comprehensive and actionable internet marketing guidance.
- Tactical implementation guidance to deliver measurable results quickly.
- Up to 20 attendees are included in the price (\$50 per additional attendee).
- All attendees receive a comprehensive workbook to accompany the program.
- Discounts on follow-up consulting projects and future workshops.

Session #1: Laying the Foundation

- Learn why customers have grown skeptical and suspicious of marketing.
- Understand that customer loyalty is alive and well, and how to build it.
- Discover powerful online resources you can use to select efficient keywords.
- Isolate the opportunities companies have to capitalize on those changes.

Session #2: Building Referral Traffic

- Learn strategies to rank your website higher for specific keyword phrases.
- Be introduced to three simple strategies to increase your website traffic.
- Discover how 30 minutes each day can deliver consistent targeted visitors.
- Learn simple techniques to test and optimize your advertising copy for free.

Session #3: Websites & Blogs

- How to use powerful open source platforms to build a killer website for free.
- Discover 8 critical SEO factors to get your website ranked higher on Google.
- Understand what blogs are and why they're revolutionizing the internet.
- Learn how to incorporate new technologies into your marketing program.

Session #4: Email, Social Media & Implementation

- Learn how you can completely automate your email marketing campaign.
- Learn effective exposure techniques for each of the major social networks.
- Understand how social bookmarking platforms work and how to capitalize.
- Allocate resources and map out a comprehensive implementation strategy.

This 4-hour program is the ideal solution for companies looking to expand their online identity without spending too much money or allocating too much time. Internet marketing isn't rocket science. You just need to learn how to do it.

Background Information

Who are we?

Tactical Execution is a consulting company that leverages cutting-edge marketing strategies to establish credibility and build exposure for its clients. The company offers a bounty of free resources, a variety of self-help information products, a few intensive workshop programs and one-to-one consulting services. In all cases, the focus is on actionable strategies and immediate results.

[Read more about Tactical Execution.](#)

Patrick Schwerdtfeger is the founder of Tactical Execution. He is an author, trainer and award-winning speaker. His articles appear on thousands of different websites and his podcasts have been downloaded over 20,000 times in 27 countries. He was also an instructor at the 2007 Internet Marketing Conference held in Stockholm, Sweden. Patrick is the organizer of the Entrepreneur & Small Business Academy (sponsored by American Express OPEN) located in the San Francisco Bay Area.

[Read more about Patrick Schwerdtfeger.](#)

Patrick consistently receives glowing reviews from his audiences. People regularly comment on the volume of content presented, the understandability of the delivery and the practical nature of the strategies discussed. Testimonials are extremely valuable for us and we're proud of the feedback we get from our customers. Please feel free to visit our website to read specific comments.

[Read more customer testimonials.](#)

Tactical Execution stands behind its programs with a 100% unconditional money back guarantee. If you are unsatisfied for any reason, we will offer a full refund with absolutely no questions asked. This guarantee extends throughout the program and for a full two weeks thereafter, giving you plenty of time to consider the content delivered and whether or not it met your expectations.

[Read about the program on our website.](#)

You will find a registration form at the back of this proposal. You will also find some letters of recommendation we have received from our customers. Please let us know if you have any other questions or concerns.

Session #1: Laying the Foundation

45 minutes

1

Mapping the trajectory of marketing.
Understanding the younger generation.
Identifying corporate opportunities.

45 minutes

Questions & Discussion

Session #1: Laying the Foundation

- Learn why customers have grown skeptical and suspicious of marketing.
- Understand that customer loyalty is alive and well, and how to build it.
- Discover powerful online resources you can use to select efficient keywords.
- Isolate the opportunities companies have to capitalize on those changes.

The trajectory in marketing has been consistent now for over 100 years and it's not expected to change any time soon. But as the focus continues to shift towards the consumer and modern technologies make it possible to include them directly in the marketing process, new opportunities emerge for progressive businesses.

This session begins with an analysis of 2 major trends in modern marketing. One is driven by the prevailing marketing trajectory while the other is driven by new technology platforms defining today's internet. We'll look at each one within the context of your business and finish with the opportunities available and how they might change your future business model.

Of course, the opportunities available are limited only by your imagination so we recommend including a number of people in this program. The more people are present, the easier it is to encourage productive ideation and brainstorming. It may even make sense to involve employees from non-marketing functions to broaden the perspectives being considered.

We also introduce attendees to a couple powerful online resources they can use to research and select keyword phrases for your business. Guidance will be given so attendees know what to look for and how they can use the information to enhance the company's business model. In fact, the process allows participants to see exactly what people are searching for, revealing new opportunities.

The primary goal of this session is to identify your target market in different terms and find ways to speak directly to their interests and objectives. Doing so will not only enhance customer loyalty but it may also expand the frame of your business and lead to entirely new and more profitable offerings.

Session #2: Building Referral Traffic

45 minutes

2

Article marketing & targeting anchor text.
Posting on popular blogs and forums.
Advertising on high traffic bulletin boards.

45 minutes

Questions & Discussion

Session #2: Building Referral Traffic

- Learn strategies to rank your website higher for specific keyword phrases.
- Be introduced to three simple strategies to increase your website traffic.
- Discover how 30 minutes each day can deliver consistent targeted visitors.
- Learn simple techniques to test and optimize your advertising copy for free.

The second session is very tactical. There are a number of strategies where you can independently populate the internet with little demonstrations of your expertise along with a link to your website. Not only does this increase referral website traffic but it also contributes to your ranking on the search engines.

When evaluating a website's importance and relevance, search engines like Google look for three main things: quantity of relevant content on the site, freshness of the content on the website and the link structure surrounding the website. This last component refers primarily to the number of inbound links; links coming from other websites and pointing to yours.

The strategies we cover in this session give you tangible ways to create these inbound links without asking anybody's permission. Not only that but it also allows you to target specific keyword phrases which further enhances your website's ranking for those phrases. If effective keywords have been chosen, this can put your website on the first or second page of Google within as little as three weeks.

This session also addresses posting on popular blogs and forums. Tactical Execution has tested all of these techniques and posting on forums is the most immediate strategy we have found for driving targeted traffic to your website. After this session, you could find appropriate forums, create accounts, post a few comments and see targeted website visitors within the hour.

The last topic revolves around bulletin boards like Craig's List. Many of us already have experience posting things on Craig's List but there are certain strategies that will allow you to calibrate your campaign and systematically test different titles and wording to improve results.

Session #3: Websites & Blogs

45 minutes

3

Website calibration: SEO & conversion.

Leveraging blogs to market your business. 45 minutes

Micro-blogging, podcasting & YouTube.

Questions & Discussion

Session #3: Websites & Blogs

- How to use powerful open source platforms to build a killer website for free.
- Discover 8 critical SEO factors to get your website ranked higher on Google.
- Understand what blogs are and why they're revolutionizing the internet.
- Learn how to incorporate new technologies into your marketing program.

Most websites – even the beautiful ones – don't deliver the results their owners are looking for. Unless your website is contributing to your bottom line, it's not doing its job. Your website is a salesperson. It should be having conversations with prospective customers, providing value, establishing trust and closing sales. That's precisely what this session is all about.

We look at a variety of "open source" platforms you can use to either build a new website from scratch or add functionality to the one you already have. We also introduce 8 essential SEO factors you'll need to consider as you calibrate your online presence to maximize results. Armed with this information, any company that's willing to devote some resources can increase their search engine traffic.

Blogs are revolutionizing the net and an understanding of the blog phenomenon is essential for any SEO effort. We will introduce the 2 functionality characteristics of blogs and why they are favored by modern search engines. Even though you may hate the word 'blog' just on principle, this session will ensure you understand it and have strategies in place to take advantage of the opportunity ... if you choose.

We will also introduce a variety of new technologies including audio syndication through podcasts and video syndication on YouTube. We also discuss some of the new micro-blogging platforms like Twitter and Utterz. Although it's unlikely you will incorporate all of these technologies into your marketing strategy, a knowledge of them will reveal new possibilities. Chances are; you will incorporate one or another of these technologies, adding dimension to your online identity.

Session #4: Email, Social Media & Implementation

45 minutes

4

The power of email autoresponders.
Social media, networks & bookmarking.
Time allocation & program development.

45 minutes

Questions & Discussion

Session #4: Email, Social Media & Implementation

- Learn how you can completely automate your email marketing campaign.
- Learn effective exposure techniques for each of the major social networks.
- Understand how social bookmarking platforms work and how to capitalize.
- Allocate resources and map out a comprehensive implementation strategy.

Autoresponders are powerful tools. They allow a company to build an audience without requiring any direct involvement after the initial setup process. As such, they represent a tremendous opportunity and your company should take advantage of them as part of your broader marketing strategy. This session will introduce these platforms and what they're capable of.

Social networks include websites like MySpace, Facebook and LinkedIn. Each platform has its own suite of capabilities and as such, each one has slightly different tools you can use to build exposure for yourself. This session will look at these three social networks and introduce simple strategies you can use to build your exposure and add new bodies to your sales funnel.

Social bookmarking is changing how information is evaluated on the internet. In fact, it represents a wholesale shift in our culture and gives ordinary people an opportunity to position themselves as experts within their field. The same is true for companies. This session explains how these platforms work and how you can leverage them to gain exposure for your business model and company philosophy.

The last portion of this session breaks down all the topics according to the time required to maintain them and then prioritizes them so your company can select particular elements and incorporate them into your marketing strategy without requiring major budgetary adjustments. Done properly, your company can have an extremely powerful internet marketing program in place and it only needs to involve a dozen hours each week. Let us show you how you can take advantage of the opportunities available on today's internet!

Register for the Program

Yes! We need the Level 7 SOI Corporate Training Program.

Preferred Date	Morning or Afternoon?	How many attendees?
Location of Event (Street Address)		City, ST, ZIP

The date selected will be confirmed once this form is received and your payment is processed. Cancellations must be made at least 48 hours before the event.

Contact Name	Phone	
Email Address	Fax	
Company Name	Annual Sales	
Industry	# of Employees	
Billing Street Address	City, ST, ZIP	
Credit Card Number	Expiration	CVC Code

VISA

M/C

Discover

Summary of Event Fees

Level 7 SOI Corporate Training Program	3,995
Additional attendees (over 20) @ \$50 each	
Total Fees for this Event:	\$

I authorize Tactical Execution, a division of Beyond the Rate Inc., to charge the credit card referenced for the total amount detailed above.

Signature of Card Holder

Date

Salesperson

Patrick Schwerdtfeger

Please fax this form to:

925-476-0799



U.S. Small Business Administration

U.S. Small Business Administration
455 Market St., 6th Floor
San Francisco CA 94105
(415) 744-6771 phone
(415) 744-6812 fax

May 13, 2008

RE: Letter of recommendation for Patrick Schwerdtfeger

Patrick Schwerdtfeger has presented a seminar on internet marketing skills for small businesses here at the Small Business Administration in San Francisco. He has consistently been reliable, flexible and sensible. Evaluations of the class by the students have been enthusiastically favorable and commented specifically on Mr. Schwerdtfeger's knowledge of the topic; his ability to explain the concepts clearly to entrepreneurs; and their impression of him being approachable. I am impressed by his ability to connect with an audience in a very sympathetic and straight-forward manner.

Mr. Schwerdtfeger developed the content of the presentation himself with little direction from me. I appreciate very much his generosity in sharing his expertise with our clients and am pleased to be able to enthusiastically recommend Mr. Schwerdtfeger to your organization.

Please let me know if you have any questions regarding my recommendation of Mr. Schwerdtfeger. My phone number is (415) 744-6771, my email gary.marshall@sba.gov.

Thank you,

A handwritten signature in black ink that reads 'Gary Marshall'. The signature is written in a cursive, flowing style.

Gary Marshall
Small Business Administration
Business Development Specialist



Program Evaluation Summary
PATCA
May 8, 2008 - Monthly Meeting
Embassy Suites Hotel – Santa Clara, CA

Speaker: *Patrick Schwerdtfeger*

Subject: *Leveraging Today's Social Internet*

Evaluations Received: **17**

Participants were asked to rate the program on a scale of 1 to 5, with 1 being "Never Again" and 5 being "Excellent".


	<u>Average Rating</u>
1. Is the topic of the program relevant to your work?	4.5
2. Did you learn new ideas/knowledge that will be Useful to your consulting practice?	4.7
3. Quality of the speaker	4.9
4. The networking opportunity	3.9
5. Convenience of the location	3.6
6. The quality of meeting room	4.2
7. The quality of services	4.3
8. The quality of food	4.3
9. The quality of services at the registration desk	4.7

What kinds of programs do you want to see in the future:

- Same speaker: 3-4 hour workshop in late afternoon

Any other comments or suggestions:

- Speaker was very dynamic!
- Walt was very personable and did a great introductions. Tonia was very helpful and friendly.

blue  of california

May 10, 200

Mr. Patrick Schwerdtfeger
Tactical Execution
1473 Pico Court, Unit L
Walnut Creek, CA 94597

Dear Patrick:

I thoroughly enjoyed your presentation last month. Your delivery was so engaging that I lost track of time. By any measure you are a very effective speaker and educator. I found your comments and instruction on, "5 Easy Ways to Attract Targeted Websites", very helpful for my Producers. Your talk also gave a great boost to the Producers in their efforts to attract additional clients. Thank you for your memorable presentation and for a very valuable experience.

Sincerely,



Mitzy Russon
Regional Sales Manager
IFP Sales
Blue Shield of California