



Metropolitan Senior Network

Presents:

Galvanizing Business with Word of Mouth Marketing

By: Patrick Galvin, M.B.A.

Most companies find that traditional advertising is increasingly ineffective since prospects and customers are oversaturated with commercial messages. In contrast, word of mouth marketing is one of the least expensive and most effective ways to generate repeat and referred business. In this presentation, you'll learn tips, techniques and strategies for:



- Assessing your existing word of mouth
- Sparking positive word of mouth to generate more repeat and referred customers
- Utilizing online social media to communicate with customers and prospects and drive sales with special lessons from Bella the Boxer, Patrick's dog and co-author of *Secrets of a Working Dog: Unleash Your Potential and Create Success*

Wednesday, June 1, 2011

Check-in begins at 8:00 am

Breakfast Sponsor: Millius Estate Services & Organizing Solutions

Location: Sunset Presbyterian
14986 NW Cornell Rd.
Portland, OR
Cost: \$60/per year or \$10/per meeting

Directions: From Hwy 26, take Exit 65 (Cornell Road and Bethany Blvd.). Sunset is located just north of the Highway on Cornell Rd., behind the Phoenix Inn and the Arco Gas Station. Enter building at the East entrance (on the left as you enter the parking lot) and proceed up the stairs to the 2nd floor.

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MSN is dedicated to promoting the professionalism of Marketing, resulting in appropriate housing and long-term care for residents.

Upcoming Meetings

July 6, 2011
SW WA Medical Center
400 NE Mother Joseph Pl.
Vancouver, WA 98664

August 3, 2011
SW WA Medical Center
400 NE Mother Joseph Pl.
Vancouver, WA 98664

September 7, 2011
SW WA Medical Center
400 NE Mother Joseph PL
Vancouver, WA 98664

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