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WARNING: Your Marketing Might Just Work!

Surely that's the point? I hear you saying, but not if it only attracts the wrong type of clients and customers who are preventing you grow both personally and professionally!

This powerful and award winning keynote presentation, delivered with clarity, examples and case studies to business audiences small and large helps to STOP wasting money on any unnecessary marketing efforts, and helps to identify and market to the Key decision makers of your ideal target audience.

"We look at how to grade your customer base in a manner you've not seen done before, and use this data to turn customers into fans whilst sending window shoppers elsewhere. I'm sometimes horrified at the indecent amount of money many business owners WASTE by not understanding the fundamentals of effective marketing."

Marketing done well is the key to a significant and sustainable growth business, generating a rhythmic flow of new enquiries and conversions. Done badly, it's at best a whim and a prayer, and all too often a car crash! I want audience members to STOP spending ANY more money on PPC, SEO, VXO, stamps, postcards, outbound sales and corporate gifts until they have completed a Ideal Target Market profile and measured their current clients against it!

Outcomes

- Learn how to review your current clients/customers/prospects against our ITM matrix and build a KLT following from cash rich customers.
- Understand you don't have to be everywhere to be everywhere! The important role Inspector Cluso plays in your business!
- There's no need for either shotgun or the 'big guns' when you learn how to become a marketing sniper!

I'll also share how for four months I became a professional stalker, resulting in winning £176K worth of new business! (and what I did for the other 8 months of the year)

Audience members will leave, **inspired, motivated with a clear understanding and action plan to implement** which can ultimately achieve **significant** and **sustainable growth** for them and their businesses.

To make enquires about Jay Allen speaking at your next event, simply call **+44 1904 599067** or email Jay@JayAllen.uk



Jay is one of the greatest, most inspiring and thought provoking speakers I have ever met - a truly professional, honest and no nonsense guy. You must go listen and see him perform he is without doubt up there with the best.....

Bob Mullard, CEO Triform Group