



BBB Business Development Series:

Want to Know WHY Your Advertising Isn't Working and How to Fix It?

Learn how the ad industry really works, how to take control and get maximum return on every dollar spent

Overview

- learn how the advertising world really works and get the insider secrets
- “getting your name out there”.....the fastest way to go broke
- every ad better have these four key components, or it cannot work
- testing before you invest
- “fix my ads now” workshop

Seminar

This real world seminar teaches you what you better know before spending a single dime on advertising. We take you through an easy step-by-step process to teach you what you need to know about advertising.

Hands-on “FIX MY ADS NOW” Workshop

After the presentation, you will learn how to FIX your own advertising. Bring your yellow pages, newspaper, radio, TV, brochures, website, etc and apply what you have learned from the seminar. You will be able to easily find what is not working in your ads and fix it now.



About Shane:

Shane Dehod is a Certified Business Coach with MARKETMAX Business Coaching. He is also a Certified Consultant for the Business Development Bank of Canada and works with businesses of all sizes from one person start-ups to large Corporations and Government Agencies. He has over 20 years of sales and marketing experience, and has numerous awards for his accomplishments.

WHEN: Thursday, February 25th, 8am—12pm

WHERE: Prince George Chamber of Commerce, 890 Vancouver St, Prince George, BC

FEES: Non-BBB Accredited \$35 + GST/person; BBB Accredited \$25 + GST/person

REGISTER: [Online](http://www.mbc.bbb.org/seminar) at www.mbc.bbb.org/seminar or send in the form below

REGISTER NOW! Limited seats available

Fax the completed form to 604.681.1544 or email Susanh@mbc.bbb.org

Contact Name: _____

Company: _____

Phone: _____ Fax/Email: _____

Amount enclosed: (BBB Accredited) \$25 x ____ (# of participants) + GST = Total: \$ _____

(Non-BBB Accredited) \$35 x ____ (# of participants) + GST = Total: \$ _____

VISA MASTERCARD Cheque (Payable to the Better Business Bureau)

Card # _____ Expiry: _____

Cardholder Name: _____

Cardholder Signature: _____

GST #106790645RT

No cancellations or refunds; replacement participants are welcome.