

# Joe Hammer's Personalized 90 Day Mentoring Program: **POWER POSITIONING PACKAGE**

Work with Joe on your business! This 90 Day Power Positioning Package is beyond mere “branding.” It is designed to not only deliver your business tools to increase Top of Mind Awareness (TOMA) in your marketplace, but also positions your company (and you) as an expert in your field... boldly separating you from your competition! Mesh your online identity with your brick and mortar presence, all while employing direct-response mechanisms into your advertising and marketing efforts.

## **This 3 month personalized-for-you program includes:**

- Six (6) personalized, **one-on-one mentoring calls** with Joe Hammer (two per month)
- Unlimited **HOTLINE personal email access** to Joe (with action guidance)
- **Personalized** Business Review Questionnaire and Business Marketing Evaluation
- Optimal high-impact **Domain Recommendations** (in addition to those already owned by you)
- Review, [re]alignment, [re]development/redesign of your **Company Tagline and Unique Positioning Statement** DFY
- **Website and Social Media Critiques** with recommended revisions to better target your primary market(s)
- **Professional Copywriting** by Joe (up to four 4) web/print pages DFY
- Review of any two (2) print marketing materials with recommended revisions to **better initiate response** from prospects
- Guidance /Assistance on developing and assembling a **White Paper** (Consumer Guide, Action Report, Guidebook, etc)
- Guidance on **speaking topics and marketing copy** to get you booked as a recognized expert presenter in your field
- Expert [re]design of **website** home page
- Expert [re]design of **business card** DFY
- Expert [re]design of **email signature** DFY
- Expert [re]design of **social media page banners** DFY
- Expert design of **Powerpoint template** DFY

**Register now (Limited Slots Available)**

**TOTAL VALUE: \$6,000**

**SPECIAL EVENT PRICING: \$3,850**

(or \$4,170 with 3 monthly payment plan @ \$1390)



\* DFY = “Done For You”