

## **Internet/Marketing Experts & Business Coach Launch Indianapolis Business Success Series**

### **Indianapolis -**

Kathy Jo Slusher-Haas of Conscious Leader Coaching, Michelle Burton of CoreTech Web Solutions and Susan Young of [AimFire Marketing](#) will present "Business Success Series," a six-part marketing and business coaching workshop series, starting Tuesday, Sept. 11 running through Tues. Nov. 13, 2007 at the Brownsburg Public Library, Conference Room A.

During the seminar series, attendees will focus on building their business image from the inside out, and leave with the practical tools and knowledge to successfully market and sustain their businesses. The seminars are ideal for those in the process or thinking about starting a business, new entrepreneurs, business owners looking for new ideas, or those in marketing roles within their organization. Attendees can choose to go to individual sessions or the entire series.

**Dates:** Tuesday: September 11, 25; October 2, 16, 30, November 13

**Time:** 9 a.m. – 11 a.m. (8:30 registration/breakfast/networking)

**Location:** Brownsburg Public Library - Conference Room A; 450 S. Jefferson St., Brownsburg, IN 46112

**Cost:** \$59 per session

**RSVP to:** Michelle Burton: (317) 852-9196; [mburton@coretechwebsolutions.com](mailto:mburton@coretechwebsolutions.com) or visit <http://coretechwebsolutions.com/BusinessSuccessSeries/> to register online.

### **Seminar Details:**

#### **Workshop 1: So you Want to Start a Business? (Tues., Sept. 11)**

- Things to consider when starting a Business
- Marketing & Branding 101
- Bonus coaching session: Bringing out the leader in you

#### **Workshop 2: Presenting your Image (Tues. Sept. 25)**

- How to brand your business – from logos to websites
- Creating your marketing message – from taglines to copywriting
- Bonus coaching session: Developing your personal & business mission statements

#### **Workshop 3: Introduction to Websites (Tues. Oct. 2)**

- Designing & developing your website for maximum effectiveness
- Writing effectively for the Web
- Bonus coaching session: Overcoming fears & dealing with overwhelm

#### **Workshop 4: All about Internet Marketing (Tues. Oct. 16)**

- Introduction to Search Engine Optimization (SEO) or Pay-per-click advertising (PPC)
- Email marketing & more
- Bonus coaching session: What is stopping you from getting out there?

#### **Workshop 5: How to Present Yourself and Your Business (Tues. Oct. 30)**

- Networking for success: How and where to do it
- Effective PR Tactics: Honing your marketing message for the media
- Bonus coaching session: Relationship-building and effective communication

#### **Workshop 6: Sustaining your Business (Tues. Nov. 13)**

- Keeping your Website and marketing materials current
- Ways to track and analyze your marketing ROI
- Bonus coaching session: Keeping the passion going

**Facilitators:**

***Kathy Jo Slusher-Haas, Founder/President, Conscious Leader Coaching***

Kathy Jo is founder and president of Conscious Leader Coaching, a coaching and Leadership development firm aimed at creating highly conscious Leaders at work and at home. A highly skilled and trained coach and published author, Kathy Jo carries several coaching certifications, including Accredited Energy Leadership Coach (AELC), Core Energy Coach (CEC), and Associate Certified Coach (ACC) and is a certified member of the International Coach Federation. Kathy Jo's background is in Cultural and Behavioral Anthropology. Combining her knowledge of human nature and her skills as a coach, she helps clients understand how their culture, their thoughts, and their beliefs limit their true leadership potential and get in the way of becoming their Ideal Leader. Conscious Leader Coaching is dedicated to empowering clients to lead their life, their business, and their energy from a place of love and strength, rather than fear. For more information, call (317) 536-5544, or email [kathyjo \(at\) consciousleadercoaching.com](mailto:kathyjo@consciousleadercoaching.com) or visit [www.consciousleadercoaching.com](http://www.consciousleadercoaching.com).

***Michelle Burton, Founder/President, CoreTech Web Solutions***

Michelle is founder and president of CoreTech Web Solutions, a web design company operated out of Brownsburg, Indiana that provides website design and development services, website hosting, eCommerce, email marketing, search engine optimization and Internet marketing consultation. Prior to starting CoreTech, she managed a large Intranet team for Anthem Insurance (now WellPoint), and served as a global project manager at SBC (now AT&T). Beyond her professional experience, Michelle has served on several boards for both professional and not-for-profit organizations. Currently she is an active member of the Brownsburg Chamber of Commerce, the Brownsburg BNI Chapter, and is the Chair for Rainmakers of Avon. For more information, call (317) 852-9196, email [mburton \(at\) coretechwebsolutions.com](mailto:mburton@coretechwebsolutions.com), or visit [www.coretechwebsolutions.com](http://www.coretechwebsolutions.com).

***Susan Young, Founder/President, AimFire Marketing***

Susan is founder of AimFire Marketing, a Brownsburg, Indiana-based marketing consulting company that focuses on small businesses and startups that have a need for but lack the internal resources to support a full-time team of marketing professionals. Some of her specialties include marketing strategy and planning, copywriting, website development, search engine optimization (SEO), Internet marketing, advertising and public relations (PR). She works with customers in the Indianapolis area and beyond. Prior to starting AimFire Marketing in 2005, Susan served more than 10 years in various corporate marketing and communication roles, from technology to manufacturing. For more information, call (317) 858-7669, email [syoung \(at\) aimfiremarketing.com](mailto:syoung@aimfiremarketing.com) or visit [www.aimfiremarketing.com](http://www.aimfiremarketing.com).

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