

## PRESENTATIONS & TRAINING

Elemental Solutions believe in information abundance and the empowerment of small business.

We offer a range of presentations **at no charge** to industry associations, franchise groups or any collection of at least 6 small businesses. We mention what we do and encourage feedback and questions afterwards **but** there is no heavy 'sales pitch' at the end. We know that good information opens doors without the need for the sleaze factor.

Our team has presented to dozens of national and multi-national organisations in both free and paid capacities, and has trained everywhere from small groups of 6 up to lectures to 450. We also have experience in authoring articles for books, chapters for magazines and as guest writers for blogs.

Upon request and when our availabilities allow, the Elemental Solutions team are able to tailor training to be run in-house for companies, associations, networking and industry groups (or any group of business owners), dependent on presenter availability. In-house training usually includes some preliminary research on your group such as surveys or background questionnaires to ensure the information and examples used are guaranteed to 'hit home.'



## INTRODUCTORY WORKSHOPS – NO CHARGE

All introductory workshops are presented personally by Elemental Solutions founder Katherine Grace unless otherwise notified. Examples are plentifully included to illustrate each point and we will use examples from your industry as much as possible.

Register your interest in advance where possible as presentations are depending on presenter availability which becomes booked out often. Presentations are ordinarily 40min duration or can be shortened to 30min if required.

- 90 low cost marketing ideas for small business
- Website marketing: how to make your website speak to and convert your customers
- Sales without sleaze: authentic steps to winning a client
- Creating, implementing & measuring an easy Marketing Action Plan
- Marketing in HR: attracting, motivating & keeping a great team
- Infinity marketing budget: positive ROI marketing and planning incentives/rewards
- Creating win/win alliances with other businesses

## IN-HOUSE TRAINING

The Elemental Solutions team have extensive experience in running workshops and training in-house for both organisations and in the corporate arena. In several cases we have even authored specific courses for national and multi-national clients and sold them the IP to deliver with their existing trainers.

Hands-on training can be run for you and your members or peers the very reasonable rate of \$185+gst per hour, irrespective of the number of attendees. Along with the presentation time, we always allow an hour for preliminary work such as interviewing / surveying your clients or members or collating a pre-workshop questionnaire. This allows us to tailor the content to your particular group including using relevant examples and coming with some suggestions on unique or exceptionally cost-effective ways to market the businesses in the room.



We consider travel a normal part of doing business and so travel costs will only be applied if the location is more than 30 mins from the CBD or Eastern Suburbs (whichever is closer). Once again bookings are encouraged well in advance, especially for '9-5' time slots. Presenters will be one or more of the Elemental Solutions expert team depending on workshop content.

Running times are estimates and can be flexible. In some cases, where noted below, a small group of 6 or less is recommended as we will be usually developing individual strategies for each participant within the workshop. Otherwise, a limit of 10-12 businesses is recommended. All workshops can be combined for full day training.

We currently offer 16 pre-existing workshops which can be combined and adjusted as needed. We are also open to discussing tailored training or informal Q&A sessions to help steer business owners in the right direction.



## BRANDING & PLANS

- **Creating a new/refreshed Brand** – name, tagline & logo brief (small group best) – 3hrs
- **Unique Company Profile** – assessing your strengths and coming up with an ‘angle’ about your uniqueness, then writing a killer ‘About Us’ section and company profile brochure – 3hrs
- **Writing a 6 mth Marketing Action Plan** - for micro, small or medium businesses (small group best), including ways to measure ROI and specific strategies best for you – 3hrs
- **Personal Brand** – creating a professional or speaking bio showing off your strengths and what you have to offer as a speaker, consultant or employer, and working on a marketing plan of where to get speaking, writing or expert-panel engagements to further your reputation (small group best) – 3hrs



## WEBSITES

- **Interactive Website Review** – website marketing basics & reviewing your own site design, visitor flow, copywriting and engagement using our set criteria to build a simple ‘to do’ list of improvements to increase brand quality and conversions to web inquiry – 2hrs
- **Setting up your own Wordpress Website** – from scratch. Including hosting, website name, designing a site map, setting up wordpress and customizing the site, plus SEO-friendly site basics – 6hrs
- **Editing your Wordpress Site** – interactive tutorial on editing your own website, SEO-friendly site basics and Q&A section to address any questions or issues you want help with – 4hrs
- **Google Analytics** - installing and using analytics to understand and improve how potential clients use your website, plus setting up simple marketing reporting – 2hrs
- **Google Analytics (Advanced)** – using analytics and Adwords insights to develop your keyword strategies, using various aspects of analytics to improve engagement on your website – 2hrs



## DIGITAL MARKETING

- **DIY Social Media** – creating a social media plan for what (incl. topics) and when to post and on what social media channel/s, then pre-scheduling posts within the workshop – 4hrs
- **Facebook Advertising** – setting up or reviewing your Facebook business page, best types of content to encourage ‘going viral’, boosting posts and setting up facebook ads – 3hrs
- **DIY SEO** – Discovering and improving your google rankings without signing a contract for SEO services, plus basic keyword analysis – 3hrs
- **DIY SEO (Advanced)** – Making your wordpress site SEO friendly, creating ‘google juice’ on the internet for your company, creating an SEO plan for your website, blog, directories and social media – 3hrs



## OTHER MARKETING

- **Sales Process Basics** – reviewing or creating a ‘non-sleazy’ sales process that will work, including what to say and when, supporting marketing collateral etc. Setting up ways to review how your sales process is working at each step – 3hrs
- **Creating a ‘Deals’ Deal plan** – reviewing how group buying ‘deals’ sites can work for small business and creating a deal that will sell plus a ‘behind the scenes’ plan to ensure it works for you and deal shoppers are turned into long term clients – 2hrs
- **Alliances Marketing** – building a marketing plan to find, woo and work with other non-competing businesses to further the reach and success of both (small group best) – 2hrs
- **Knockout Events** – preparing to have a stall or stand at an expo, local festival or shopping centre display and how to maximize your success – 2hrs

Please contact us regarding the availability of any of the team for presentations or training – Email [katherine@elementalsolutions.com.au](mailto:katherine@elementalsolutions.com.au) or Phone (Katherine Grace) 0400 865 277.