

DIY MARKETING

JANUARY 2018

CENTER

**MEMBER
SNAPSHOT:
COCA
BELL**



- NEW DAY FOR NETWORKING TRAINING
- ARE YOU THE JANUARY LUCKY WINNER?
- 2018 PROSPERITY & PROFITABILITY EVENTS
- EASY & EFFECTIVE CUSTOMER LOYALTY STRATEGIES: SEMINAR & WEBINAR IN JANUARY



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Editor's Note: Keeping Up in 2018!



I know you're busy, which is why I do my best to make it easy to figure out what's happening here at the DIY. Because everything we do is to support YOU and your success.

This newsletter gives you a handy overview of the monthly events. Find reminders and current updates in our Facebook group. Get direct links to current content on the membersite News page.

The more you know, the faster you go. I'm with you, baby!

*Ronnie Noize,
Editor, Publisher, Head Coach*

★ JANUARY MARKETING SEMINAR & WEBINAR ★

EASY & EFFECTIVE CUSTOMER LOYALTY STRATEGIES

Fact: It costs 5 to 20 times as much to acquire a new customer as it does to retain a current customer.

Fact: Keeping your current customers is more profitable than finding new clients.

But how do you keep your customers coming back for more when they have so many other ways to spend their time and money?

In this class, you will discover:

- The secret to fanatical customer loyalty
- The top 3 customer loyalty strategies for small business
- How to reduce attrition and keep more customers



EASY & EFFECTIVE CUSTOMER LOYALTY STRATEGIES

JANUARY 2018 WEBINAR & SEMINAR

What: Easy & Effective Customer Loyalty Strategies Webinar

When: Thursday, January 4, 2018, from 10-11 AM

Where: from the comfort and convenience of your own phone or computer

How much: \$0 for all members; includes live participation, Q&A, audio, video, handouts

What: Easy & Effective Customer Loyalty Strategies Seminar

When: Friday, January 12, 2018, from 12-1:30 PM

Where: DIY Marketing Center, 1101 Broadway, Suite 110, Vancouver WA (inside the Greater Vancouver Chamber of Commerce)

How much: \$0 for pass holders; \$20 for DIY members; includes live participation, Q&A, handouts

Member registration: www.DIYMarketingCenter.com/Loyalty

Public: www.DIYMarketingCenter.com/DIY-Marketing-Classes

★ ALL MEMBER EVENTS: JANUARY 2018 ★

Easy & Effective Customer Loyalty Strategies Webinar
Thursday, January 4 at 10 AM | webinar (iMeet)
Free for all members; register to get the room key

Mastermind Meeting | on-site meeting
Friday, January 12 from 9:30-11:30 AM | DIY Vancouver WA
Free for all-access & local pass holders; \$25 for members

Easy & Effective Customer Loyalty Strategies Seminar
Friday, January 12 at 12 PM | DIY Vancouver
Free for all-access & local pass holders; \$20 for members

Virtual Mastermind Meeting
Friday, January 19 from 9:30-11 AM | webinar (iMeet)
Free for all-access pass holders; \$25 for members

Prosperity & Profitability Kick Start Workshop
Saturday, January 6, 2018, from 9:30 AM - 12:30 PM | DIY Vancouver
\$47 for all members; Mastermind money/gift certificate accepted

Prosperity & Profitability Kick Start Webinar
Saturday, January 13, 2018, from 9:30 - 11:30 AM | webinar (iMeet)
\$47 for all members; Mastermind money/gift certificate accepted

Inner Circle Member Events: January 2018

Action Calls | webinar (iMeet)
Mondays, January 8, 15, 22, 29 at 8 AM and 10 AM
NOTE: No Action Calls on January 1 due to holiday

Marketing Coaching Calls | webinar (iMeet)
Friday, January 5 at 10 AM; Wednesday, January 10 at 2 PM; Thursday, January 18 at 1 PM.

Register for all events at www.DIYMarketingCenter.com/Calendar

★ NETWORKING TRAINING ★

NETWORKING FOR NEWBIES TRAINING

Our networking training classes have a new day in 2018: Wednesday! All three classes happen on the third Wednesdays in the first quarter of 2018. All members are welcome; find the guest coupon codes on the Member Specials page.

Is this class for you? Yes, if you are new in town, new in business, or new to networking. Or if you're going to networking events and leaving feeling like it was a waste of your time.

Learn the secrets of effective business networking in this fun and fast-paced workshop. You'll find out exactly:

- When and where to network for business
- How to show up with confidence, even if you don't know a soul there
- How to avoid the 7 deadly networking mistakes



What: Networking for Newbies Training

Level: Beginner

When: Wednesday, January 17, 2018 from 9:30 - 11:30 AM

Where: DIY Marketing Center (inside the GVCC), 1101 Broadway, Vancouver WA 98660

How much: \$0 for all members (see the Member Specials page for the guest code)

RSVP: www.DIYMarketingCenter.com/Networking-Training



▪ ACCESS THE MEMBERSITE

Go to www.DIYMarketingCenter.com and enter your email address in the black Login box under Ronnie's photo on the DIY banner on the home page. Enter your email (the one at which you receive the weekly email update) and your password. If you don't know what your password is, use the *Forgot password* link to reset your password.

▪ BOOK A COACHING SESSION

Go to the Member Coaching page in the Members Only area of the membersite at www.DIYMarketingCenter.com/Coaching. Follow the instructions on the page. Got a question? Call 360-882-1298 or email Ronnie@VeronikaNoize.com, or private message Ronnie on Facebook.

▪ ATTEND A WEBINAR

See the login directions in your registration confirmation or reminder email. Each meeting has a unique password ("room key"), which you will find in your confirmation and reminder emails.

▪ ATTEND A MEETING

Passholders may attend the monthly Mastermind meeting and marketing seminar in Vancouver at no charge. All other members may attend these meetings for a small fee; RSVP through the event listing at www.DIYMarketingCenter.com/Calendar.



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MEMBER SNAPSHOT

Meet Coca Bell, Certified Reflexologist at Bliss Your Sole, www.BlissYourSole.com.

“I love being a DIY Marketing Center member because before I was just doing spa services. When I rebranded in 2016 and became a member of the DIY, I began to build a business. Also, it is ABSOLUTELY AWESOME being part of a community filled with love and support from such fabulous women who share the same dream.”



ARE YOU THE JANUARY LUCKY WINNER?

The Lucky Member ID Number for January is **25824972**. If this is YOUR Member ID, you've won \$50 in Mastermind Money (MM\$)! The good news: All you have to do is CLAIM your prize by phone, email or even a post in our DIY Facebook group by the last day of this month. The bad news: If you do not claim your prize, you won't get it. Oh no! You will find your member ID number in the field above your name in your profile in the DIY membersite. Just login and click your name.



★ 2018 PROSPERITY & PROFITABILITY KICK START ★

Are you ready to make 2018 YOUR year?

Let's get together to design a prosperous and profitable plan for the coming year.

We'll focus on what to do so you can:

- Align your marketing with your values
- Leverage your personal strengths
- And bring in the revenue you want

We will do this with exercises, brainstorming, feedback and coaching. By spending the time to focus on what you want, and what you're willing to do to get it.

Registration includes:

- Tools and a worksheet to design your plan
- Preparation ideas to get the most out of our time together
- Live guidance, support and encouragement

It will be fun. But more than that, it will work.

Choose the on-site workshop or the virtual webinar.

Remember to use your \$47 gift certificate!

What: Prosperity & Profitability Kick Start Workshop

When: Saturday, January 6, 2018, from 9:30 AM - 12:30 PM

Where: DIY Marketing Center, 1101 Broadway, Suite 110, Vancouver WA
(inside the Greater Vancouver Chamber of Commerce)

How much: \$47 for all members; includes live participation, Q&A, handouts

What: Prosperity & Profitability Kick Start Webinar

When: Saturday, January 13, 2018, from 9:30 - 11:30 AM

Where: from the comfort and convenience of your own phone or computer

How much: \$47 for all members; includes live participation, Q&A, audio, video, handouts

Member registration: www.DIYMarketingCenter.com/2018_PnP

CONTACT

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