



You've taken the courses.
You've read the books.
Why is marketing still
so damn hard?

Where is a mentor
who can help you
through the rough bits?

“Capstone was relentless in getting us to do due diligence and to think about the type of services we are marketing and to whom.”

*Lucy Lagrassa, La Grassa Chin-Loy
Communications*

Tactical Marketing™ might just be what you're looking for.

Tactical Marketing™ is a business-building program that's part workshop, part coaching. You gain valuable insights as you work through the six major steps involved in developing your own successful marketing program. The subject is your own business—not some case study.

Most marketing courses offer a lot of theory, and then leave you in the lurch. It's left up to you to figure out for yourself how to make the theory work in real life. **Not so with Tactical Marketing™.**

You work on creating your own marketing. Your questions are answered. Your issues get attention. You get three months of active support. You're never abandoned.

"Capstone helped me define my business... there were hard choices to make along the way. They spoke from a depth of experience and were able to give me concise, practical advice — better yet, they were not afraid to let me know when I was making the wrong decision and why."

Clark MacFarlane, The Collaborative Consulting Group Incorporated

You'll understand and use to best advantage:

- Your brand
- Your benefits
- Your *Unique Value Proposition*
- Your target market
- The right marketing methods for you
- The right message for your target

You receive:

- Six, 3-hour group workshops over three months. Each workshop covers a new topic.
- Two hours of telephone support per month.
- Unlimited e-mail support for the duration of the program.
- Three marketing material critiques.
- Group size is limited to between three and twelve.
- A free copies of Capstone's Marketing Workbook.

Your investment, \$900 per participant, minimum 3.



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group

For more information, or to register, call: 905-472-2330
e-mail: mentoring@capstonecomm.com
or visit: www.capstonecomm.com/mentoring.html
Capstone is a full service marketing agency