



A lively, informative presentation for anyone doing business:

## **Target Marketing For the Smaller Business**

**When you don't know who you're talking to, you don't know what to say.**

presented by Helen Walter

Too often businesses believe that they can't afford to have a target market. They imagine if they focus on one target, they'll miss all the other customers out there who should be using their product/service.

Helen wants you to get past that limiting belief. She wants you to develop an understanding of target marketing that will stay with you through success after success.

With humour and a deep understanding of how people make decisions, Helen will demonstrate why targeting is important, some of the traditional tools for identifying your market, and introduce a new concept to targeting that will help you zero in on your core-message marketing.

Helen's marketing advice is particularly suited for small and mid-size businesses.

You will come away from this presentation with a clearer view of what target marketing will do for you, how it fits into your overall marketing plan and the knowledge of what to do next.

### **Participants speak out**

*"Your topic was informative and extremely useful to us all. It was obvious, from the number of attendees crowding around to ask questions at the end of your talk, that everyone was very interested in your comments."*

Richard Gurian, Professional Network Association

*"Your intuitive knowledge, and ability to conceptualize and apply philosophical ideas onto practical marketing concerns is outstanding! There are no missing links. In simple terms, you have the ability to uncover diverse ideas and connect them within the big picture."*

*Your presentation was inspiring, thought provoking and released enormous creative energy.*  
Olia Stachnyk, Business & You

*I attended AIC last night and I wanted to tell you how much I enjoyed your presentation. Your ideas are just fantastic and your brochure 'out of this world'! This is the first marketing seminar I've attended that really gave me information that I can put to use—thank you so very much.*

Sandra Summerhayes

# Helen Walter

## Designer, speaker, writer

Helen Walter has over 20 years' experience providing communications and marketing design, copywriting and production.

Her talks, workshops and seminars are delivered with humour and deep insight into the needs of audiences and the motivations of buyers.

Her company, Capstone Communications Group, creates marketing strategies and materials for independent consultants and small businesses, as well as major corporations.

### Speaking Engagements

- Ontario Speakers Association
- Home Office, Business to Business Show
- Metro North Business Show
- EARN
- Canada On-Line
- Association of Independent Consultants
- University of Toronto
- Canadian Telecommunications Consultants Association
- Professional Writers Association of Canada
- Canadian Federation of University Women
- Women's Entrepreneurial Centre
- Niagara Small Business Association
- York Region Economic Development
- Wasaga Beach Chamber of Commerce
- Brampton Board of Trade
- Newmarket Chamber of Commerce
- Markham Board of Trade
- Bradford Chamber of Commerce
- Orangeville Chamber of Commerce
- Belleville & District Chamber of Commerce
- CompuFest
- International Federation of University Women
- Small Business Information Expo
- Home Business Expo
- Electrical Distributors Association
- Time Plus Conference
- Wasaga Beach Business Awards Gala
- Durham Homepreneurs
- Deep River Area Economic Development
- Bancroft & District Chamber of Commerce
- American Society for Quality
- Festivals and Events Ontario
- Ontario Parks Association
- Centennial College Centre for Entrepreneurship

### Workshops and Seminars

- Centennial College: Consulting in the '90s
- Seneca College: *Independent Consulting*
- Association of Independent Consultants
- Spar Aerospace
- Canadian Newspaper Marketing Association
- YMCA/SEA Program
- Richmond Hill Business Centre
- International Federation of University Women
- HRDC: *Consulting as a Career Program*

### Associations and Education

- VP Communications, NSPI, 1989–95
- VP Membership, AIC, 1993–94
- Member, Markham Board of Trade
- Ryerson Polytechnical Institute, Bachelor of Applied Arts, Instructional Media
- Atkinson College, York University, Fine Arts
- President, Canadian Federation of University Women, Markham-Unionville

### Published In

- Sales and Marketing Mgmt in Canada
- Facets
- The Bulletin
- Thrive-on-Line
- Author of *The seriously small book on producing marketing that works*

### Talks and Workshops Available

- *Your Image, Your Message, Your Market*
- *Website Marketing that Works*
- *Target Marketing for Small Business*
- *Developing a Marketing Mindset*
- *Marketing Materials that Work—The Workshop* (full and half days available)
- *Keynotes and seminars custom developed*
- *Tactical Marketing™ a six-session marketing mentoring program*