

At Last, A Smarter Way to Market and Grow a Professional Practice



For everyone in a professional practice who's ever said, "There must be a better way to market our services."

Marketing and business development are just plain different for professional practices and firms. And more challenging. Ned helps attendees see why they may have struggled with marketing in the past, and how to start doing better today— in a way that finally feels right.

Conventional marketing and public relations for big, product-driven, companies are based on self-promotion and hype. Ned reminds attendees that the market wants something else from a professional. It wants information, knowledge, and expertise. Ned shares strategies for approaching the marketplace as a resource, not a salesperson. Ned shows how to attract more prospects, spark more referrals, and accelerate growth.



Attract New Prospects, Get More Clients

Ned's audiences learn how to leave behind their aversion to marketing, so they can Awaken the Marketer in them and accelerate business growth. They'll start:

- Marketing in a way that's ethical and appropriate for a professional practice
- Getting big results with a small budget
- Developing relationships with prospects that blossom into client engagements
- Feeling comfortable and confident in their marketing and business development
- Following the 14 simple practice-building strategies to attract prospects

Ned's program is perfect for audiences of:

- Accountants
- Attorneys
- Consultants
- Financial planners and advisors
- Insurance professionals
- Real estate professionals
- Medical/dental practices
- Independent professionals



Former New York City newspaper journalist and public relations firm owner Ned Steele has worked with, and chronicled the achievements of, many remarkable businesspeople and professionals – from the famous to the everyday hero. Now Ned taps into those experiences and serves up an eye-opening array of stories, insights, and business-building strategies to national, international and regional audiences of independent professionals who want to reach the same heights.

Ned’s program engages the mind – and stimulates creative thinking. He attempts the unthinkable: showing professionals how marketing can almost be fun. Ned dishes out sound advice—in a style that’s down-to-earth, energizing, and just slightly irreverent

Ned is the author of the books **Awaken The Marketer In You** and **102 Publicity Tips to Grow A Business or Practice** and numerous articles. He is a marketing columnist for AccountantsWorld, Law PracticeToday, and Smartpros.



Clients say:

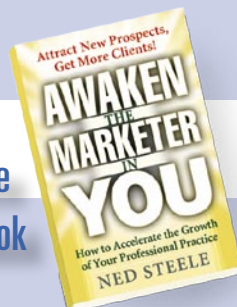
- “Wow – you were lively and entertaining, and you showed us a better way to grow our businesses. Great stories, and helpful, practical tips we all can use.”
– Rich Kruse, President, ExecuLeaders
- “Great teleconference! I have implemented many of your ideas into my practice and have seen immediate results.”
– Carolyn Nelson, President, Southeast Virtual Assistant Group
- “There is no doubt that the delegates found your presentation very interesting and indeed relevant. The scores on the assessment sheet were great. I am looking forward to reading your book, too.”
– James Mendelssohn, Chief Executive, MSI Legal & Accounting Network Worldwide



Attendees say:

- “Ned gave us tips on things we could do today, this week, and this month to gain more clients. I really appreciate that these are no-cost or low-cost. I am headed to his website now to subscribe to his newsletter!”
- “After your session I immediately made two phone calls and one is a prospective client. Thank you!!”
- “When I think of marketing, I guess I see it as Ned initially described: huge companies marketing to consumers. Boy, was I wrong! Ned broke marketing down in a way that we don’t have to break the bank. It’s simple and attainable. You have no idea what it has done for me!”

Meeting planners click here for a free copy of Ned’s Book



To book Ned:

info@MediaImpact.biz

(212) 590-2313

304 Park Avenue South
11th floor
New York, NY 1000

To learn more and sign up for Ned’s newsletter:

www.MediaImpact.biz

