



Actionable marketing strategies and tactics to grow any business and prosper in any economy!

Nick Nichols has been cited on 300+ media outlets, including affiliates of:



Nick Nichols speaks to small business owners and entrepreneurs who want to attract more pre-qualified buyers who are ready to do business on their terms at the prices they want to charge.

"You've never had a consultant like Nick Nichols. He understands the business and what the public wants. He knows how to put it together."

– Dr. George Bobbitt, CEO,
GTGB Chiropractic Centers

"You're my hero! I would be nowhere fast without your skills! Nick is a great source for branding of your personal business or corporation."

– Debbie Murray, Vice President
Allie Beth Allman & Associates Real Estate

"Nick helped us become leaders in the business networking community by showing us how to narrow our focus to establish ourselves in the market quickly so we would be known as experts."

– Ray DuGray & Maria Ngo
"The Entrepreneur Doctors"

"I would highly recommend Nick Nichols to professional service providers who want to improve their image and reinforce their brand to become known as 'the one to call' in their field."

– Beverly Flaxington, CEO
The Collaborative

"I wanted to add a new dimension to my business so I turned to Nick Nichols. I would highly recommend Nick and his team to business owners who want the latest marketing methods."

– Ben Edwards, CEO, Boston Tour Group

"Nick is able to look at a company's total marketing plan and come up with several strategies to reach new clients and new markets in an innovative way. He 'gets it.'"

– Joan Nye, Principal, JPN Financial

Marketing Message Magic™

Summary:

This is a high-energy, high-content, interactive program designed to clarify and crystalize marketing messages to attract pre-qualified prospects who are ready to buy at premium prices and fees. After this program, attendees will be empowered to:

- Define their ideal audience and what is important to them using sales funnels. **This is critical** to insure marketing initiatives are meaningful and effective.
- Attract more pre-qualified customers and clients and repel the tire kickers and "lookie loos."
- Boost conversion rates by creating irresistible offers.
- Neutralize the "front-burner issues" their ideal audience has that are preventing them from buying.
- Immunize their clients and customers from the competition using "consequence marketing."
- Consistently win against larger, better-known, better-funded competitors.

Audiences:

Business owners and professionals who want to increase sales and profits; consultants, coaches and trainers who want to sell more products and services. Conference/tradeshows keynote/breakouts; association meetings; larger chamber of commerce events.

Customization Options:

Alternate titles:

- "Breakthrough Customer/Client Attraction Strategies"
- "Attracting Premium Customers/Clients at Premium Prices"

Program Length:

This program can be customized from a 60-minute keynote/breakout to a half-day strategic work session or combined with Nick's Uncover Your Hidden Profits™ and Maximize Your Margins™ programs for a one-to-two day intensive.

To book Nick now:

Call 214-458-2290 or

Email booknick@nicknichols.com