

Rodney Washington
“Creative Marketing Strategist
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Speaker Outline

Talk Title:

*Turn Your Inbox Into an Automated Cash Machine, with Rodney Washington
A Proven Approach to Attracting New Prospects that’s not “Salesy!”*

Talk Description:

Are you tired of hunting for new prospects? Are you looking for an automated way to convert the prospects you have into paying clients and customers? Do want a low cost-high impact way to set it all up in just a few hours and have it pulling new leads almost instantaneously?

If you’re like most heart-centered creative entrepreneurs, you can relate to these questions. Mastering the art of acquiring new leads is often the most challenging part of the client attraction process. Having a list of interested, proactive prospects will do magical things for your business and your sales results. It’s a proven approach that works really well for talented coaches, trainers and service professionals who have a hard time being salespeople.

Developing a targeted list of eager prospects is an art. Anyone can set up an account with a autoresponder service and start building a list, but a targeted list filled with proactive prospects, meaning when you create a message and press send your readers will respond requires skill.

In this live presentation Rodney will reveal several techniques that will help you do just that.

List building is a skill that once you learn the ins and outs you’ll be able fill your programs and sell your products and services instantly at a low cost.

Join Rodney Washington, Creative Marketing Strategist and author of the book: *Eye On Marketing: 41 Days From Struggle and Confusion to Clarity & Profits*, and discover:

- How to start building your list today even “without” a website
- Painful list building mistakes and how to avoid them
- How to know when it’s time to “BLOW-UP” your existing list and why you would want to.
- The secret to effective communication with your prospect(s) so when they receive an email from you they actually open it and respond.
- Simple ways to keep yourself out of sales mode and ensure partnership from the start
- How to set it up so you can unabashedly promote your offerings, without seeming salesy or pushy. In fact, it’s fun!

To book Rodney Washington to present this topic, visit <http://www.EyeOnMarketingSuccess.com>, and go to our Hire Rodney Now page and select the “Having Rodney Speak At Your Next Conference or Event” option when writing to us. You will also find our phone number in case you need to call us.