

# 2021 Marketing: A Simple Plan for Success



**SILVER TIGER**  
**CONSULTING**

# Welcome



**Cori DiDonato**

**Founder and CEO  
Silver Tiger Consulting**



**Questions after the event?**

**Call us at 866-276-8981 or**

**Join our Private Facebook Group:**

**<https://www.facebook.com/groups/silvertigersupport/>**





**69% of people search for  
a local business at least  
one time per month**

Source: BrightLocal – Local Consumer Review Survey 2018



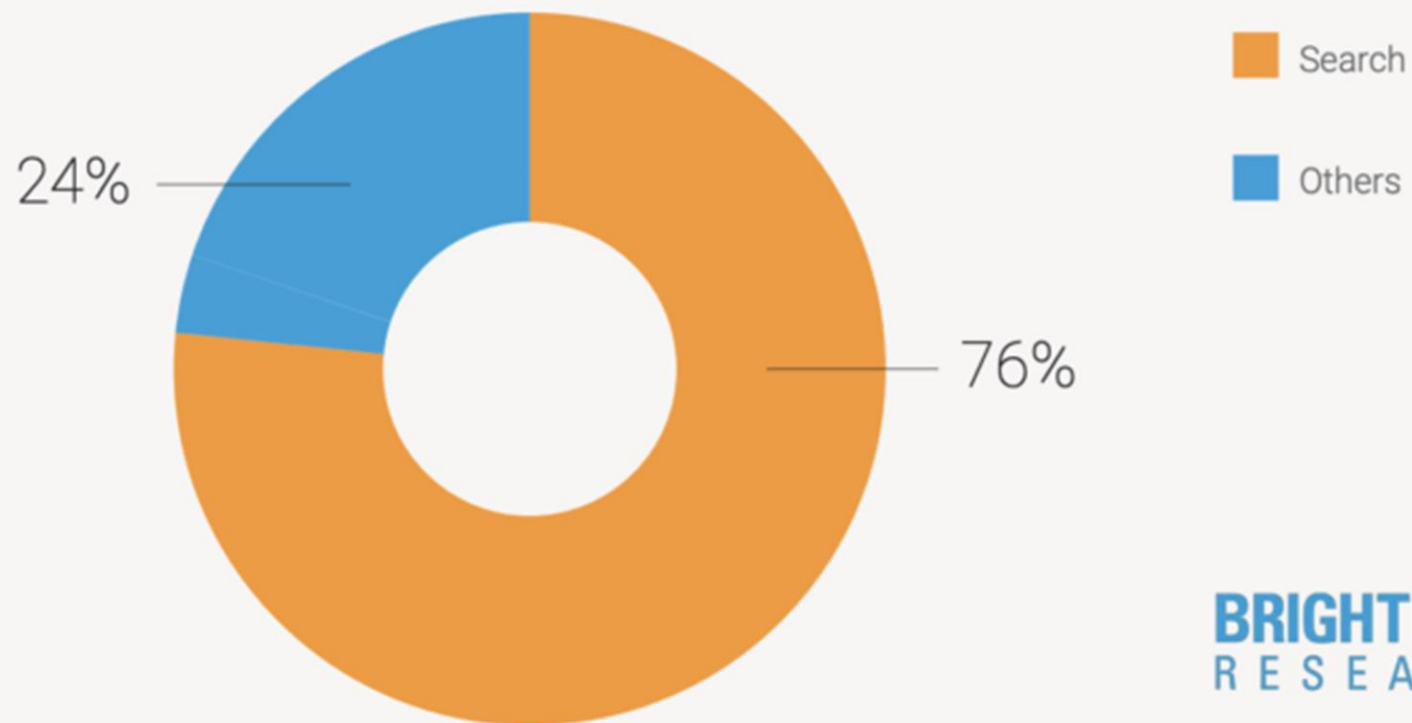
**AND, a whopping 94% of a business's potential prospects turn to online search engines as a first step in their research.**





According to a study BrightEdge conducted, they found that 53% of B2C website traffic and 64.1% of B2B traffic comes from organic search results

Vertical Segments	Avg Organic Visits	Avg Other Channel Visits	Avg Paid Search Visits	Avg Social Visits
Retail & eCommerce	41.0%	23.2%	23.6%	5.1%
Media & Entertainment	53.0%	32.7%	6.2%	8.2%
B2B	64.1%	20.6%	12.3%	3.0%
Technology	59.8%	27.8%	9.7%	2.7%
Travel & Hospitality	41.4%	30.7%	23.4%	4.6%
<b>Average</b>	<b>53.3%</b>	<b>27.0%</b>	<b>15.0%</b>	<b>4.7%</b>







Google owns more than 94% of the US search market; sending 10x as much traffic as the next leading referrer, Facebook

Source <https://sparktoro.com/blog/less-than-half-of-google-searches-now-result-in-a-click/>



Google

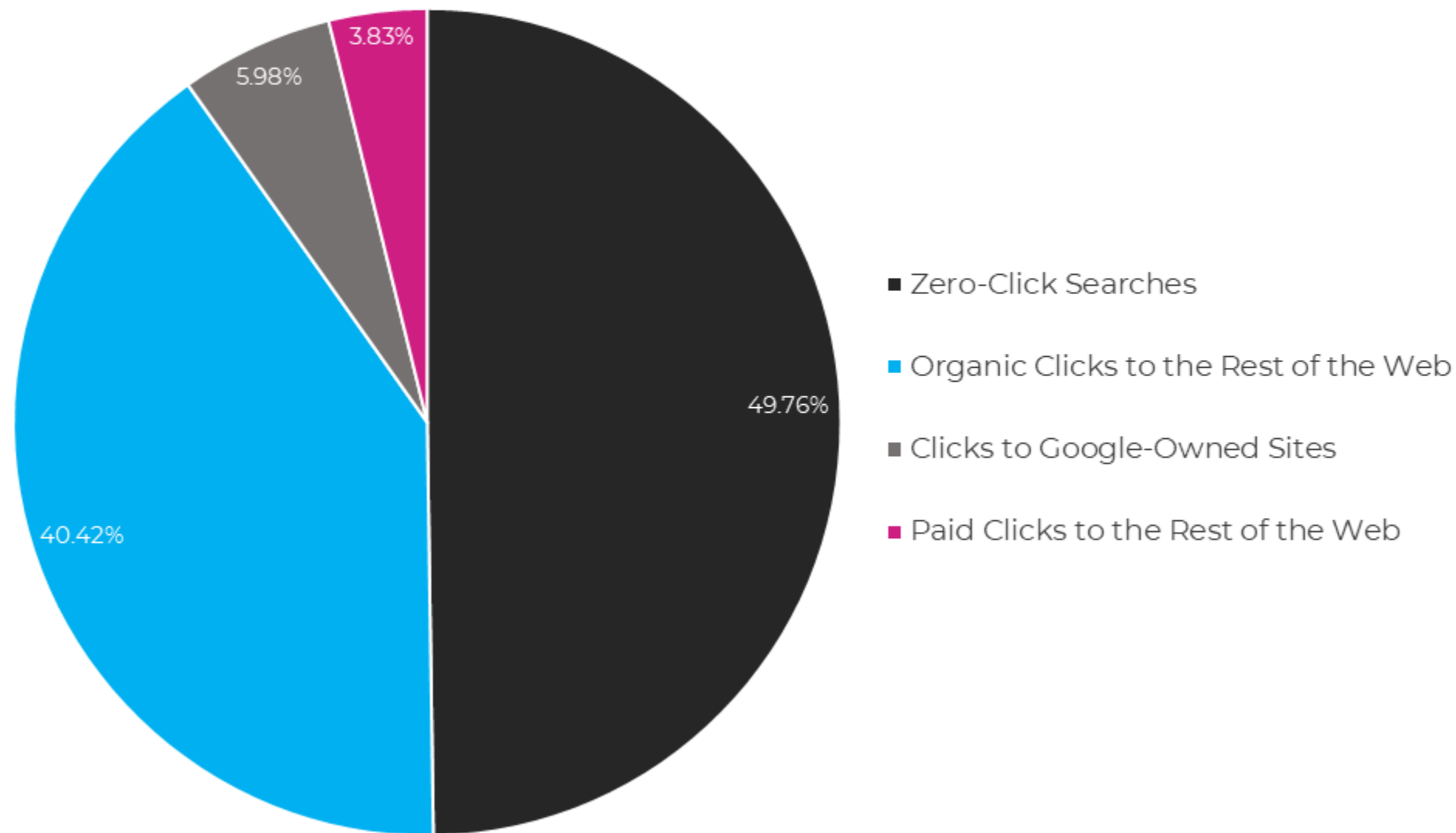
50% of Google searches result in no clicks– the rise of “No Click Searches”

Source <https://sparktoro.com/blog/less-than-half-of-google-searches-now-result-in-a-click/>



# Where Google's Searchers Click (Q2 2019)

data from 140M+ browser-based searches on millions of mobile and desktop devices in the United States





Ad · [www.splashthat.com/](http://www.splashthat.com/) ▾

### Splash | Event Marketing Platform | splashthat.com

Streamline Your Team And Process From Start To Finish. B2B and B2C Events.

Ad · [www.localist.com/Event-CMS/Platform](http://www.localist.com/Event-CMS/Platform) ▾ (833) 907-1613

### Event Promotion Platform | Centralize Your Event Workflow

Our CMS Centralizes **Event** Content Workflows So Your Team Can Focus On Making **Events** Great.

#### Compare Event Management Platforms

- **Cvent.** (1,191)4.2 out of 5. ...
- **Eventbrite.** (606)4.4 out of 5. ...
- **Bizzabo.** (117)4.7 out of 5. ...
- **Splash.** (92)4.7 out of 5. ...
- **Odoo Events.** (16)4.7 out of 5. ...
- **Bevy.** (62)4.8 out of 5. ...
- **EventMobi.** (110)4.6 out of 5. ...
- **Townscript.** (101)4.7 out of 5.

[More items...](#)

[www.g2.com](http://www.g2.com) › Event Management Software

### Best Event Management Platforms in 2020 | G2

# Google Featured Snippet:

# Providing information without leaving the search property

Source : Google





Ad · [www.splashthat.com/](http://www.splashthat.com/) ▾

## Splash | Event Marketing Platform | splashthat.com

Streamline Your Team And Process From Start To Finish. B2B and B2C Events.

Ad · [www.localist.com/Event-CMS/Platform](http://www.localist.com/Event-CMS/Platform) ▾ (833) 907-1613

## Event Promotion Platform | Centralize Your Event Workflow

Our CMS Centralizes **Event** Content Workflows So Your Team Can Focus On Making **Events** Great.

### Compare Event Management Platforms

- **Cvent.** (1,191)4.2 out of 5. ...
- **Eventbrite.** (606)4.4 out of 5. ...
- **Bizzabo.** (117)4.7 out of 5. ...
- **Splash.** (92)4.7 out of 5. ...
- **Odoo Events.** (16)4.7 out of 5. ...
- **Bevy.** (62)4.8 out of 5. ...
- **EventMobi.** (110)4.6 out of 5. ...
- **Townscript.** (101)4.7 out of 5.

[More items...](#)

[www.g2.com](http://www.g2.com) › Event Management Software

[Best Event Management Platforms in 2020 | G2](#)

Where does Google pull featured snippet and search results page information from:

1. Descriptive information in the title tags for each page
2. Descriptive information in the meta tags for each page
3. Include elements that can be used in “rich results” *A rich result* is a result that contains graphical elements, including review stars, thumbnail images, or some kind of visual enhancement.

Source: Google



# What Does All This Mean?





**Your Online  
Presence Is More  
Important Than  
Ever to Your  
Business Success**



# 5 STEPS TO ONLINE MARKETING SUCCESS

Step

1

**Ensure your  
business can be  
found online**



Step

2

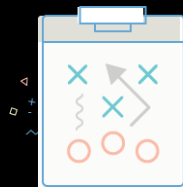
**Stay in touch with  
new & existing  
prospects &  
customers**



Step

3

**Create a plan to  
generate repeat  
business**



Step

4

**Engage &  
encourage  
interaction**



Step

5

**Measure  
success**





# HERE'S WHAT WE'LL COVER TODAY

- **How people find you online**
- **Background Marketing vs. Marketing Campaigns**
- **How to merge traditional and online marketing**
- **How to encourage new & repeat business**
- **How to set yourself up for success**
- **Checklist & Campaign Planner Review and Discussion**



# HERE'S WHAT WE'LL COVER TODAY



**How People Find You Online**



# BUSINESS IS BUILT ON RELATIONSHIPS



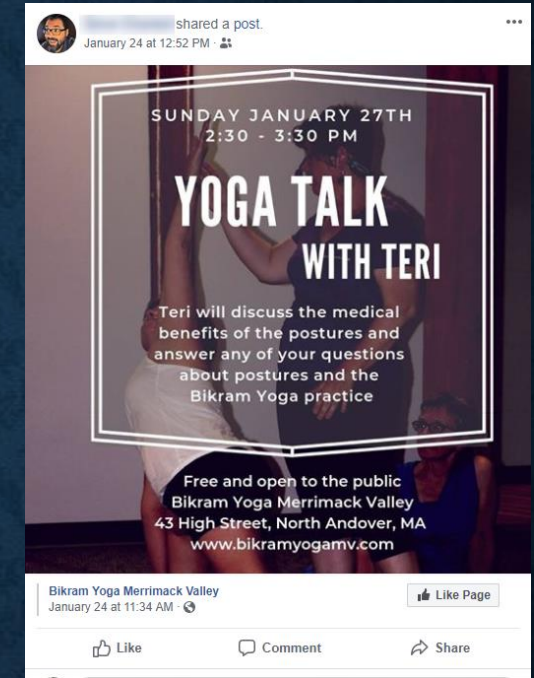
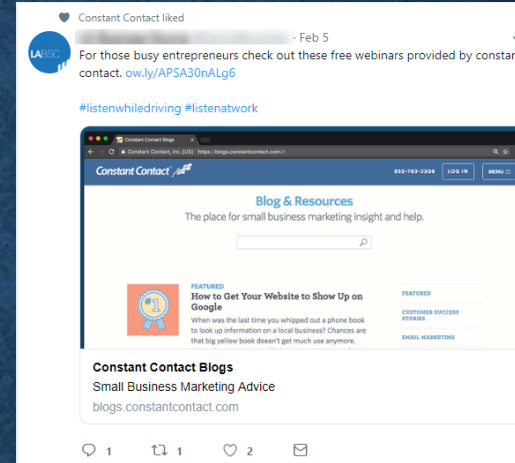
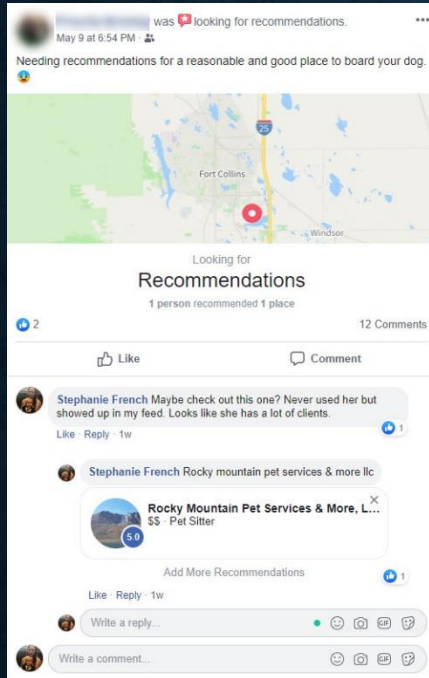
Highly  
recommend  
their services



This place  
is great!!



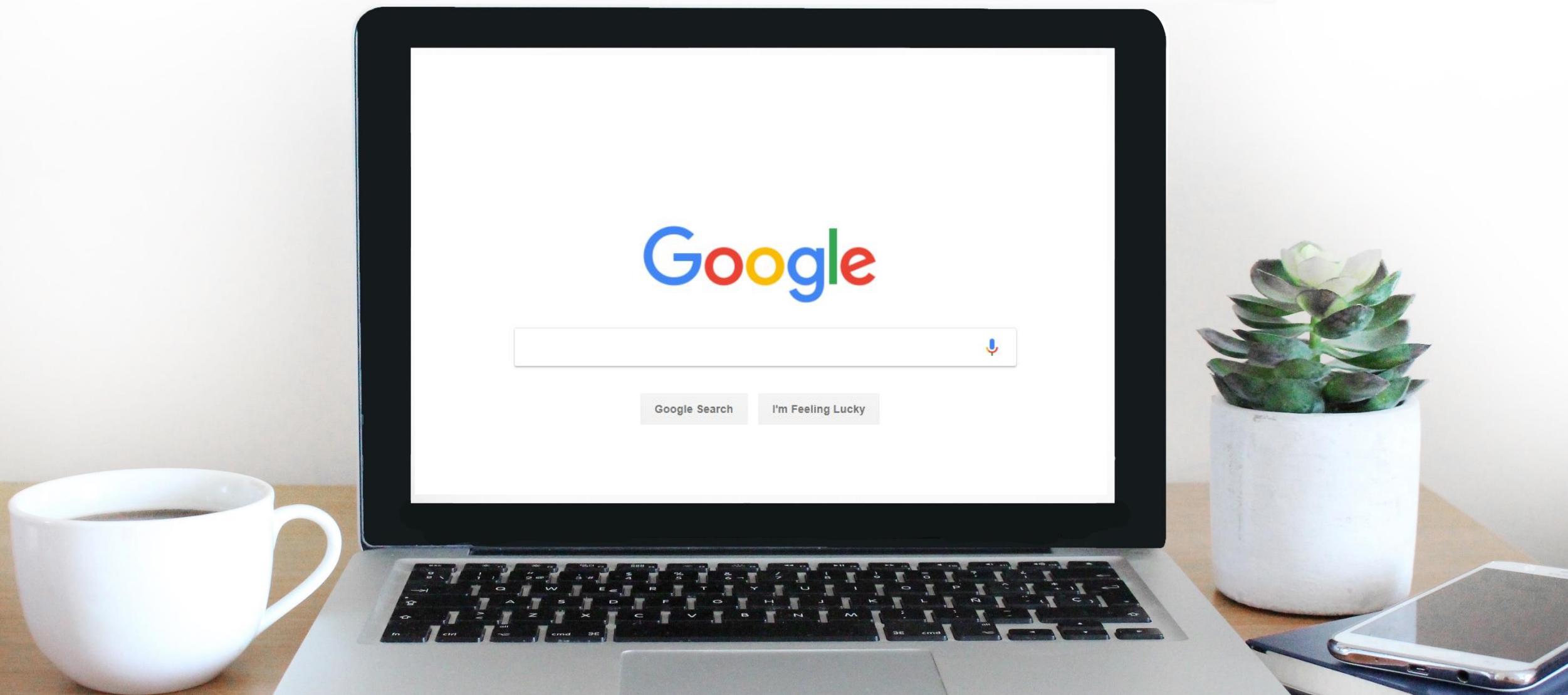




**WORD OF MOUTH HAPPENS ONLINE AND OFF-LINE**



What happens when someone gets a referral to your business in person, on the phone, or via email?

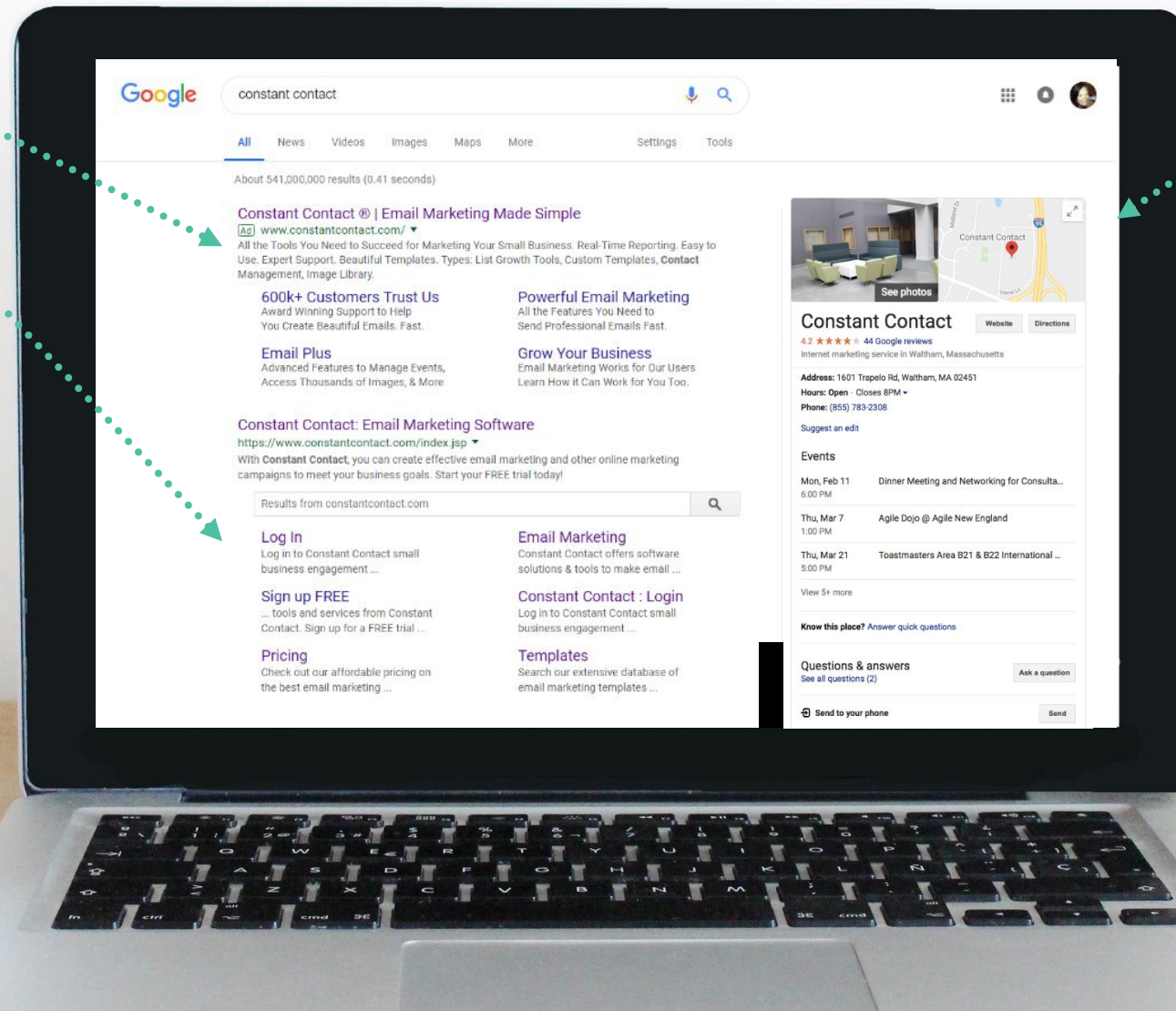


# HERE'S WHAT THEY MAY FIND...

Paid ad

Google  
Business

Organic result



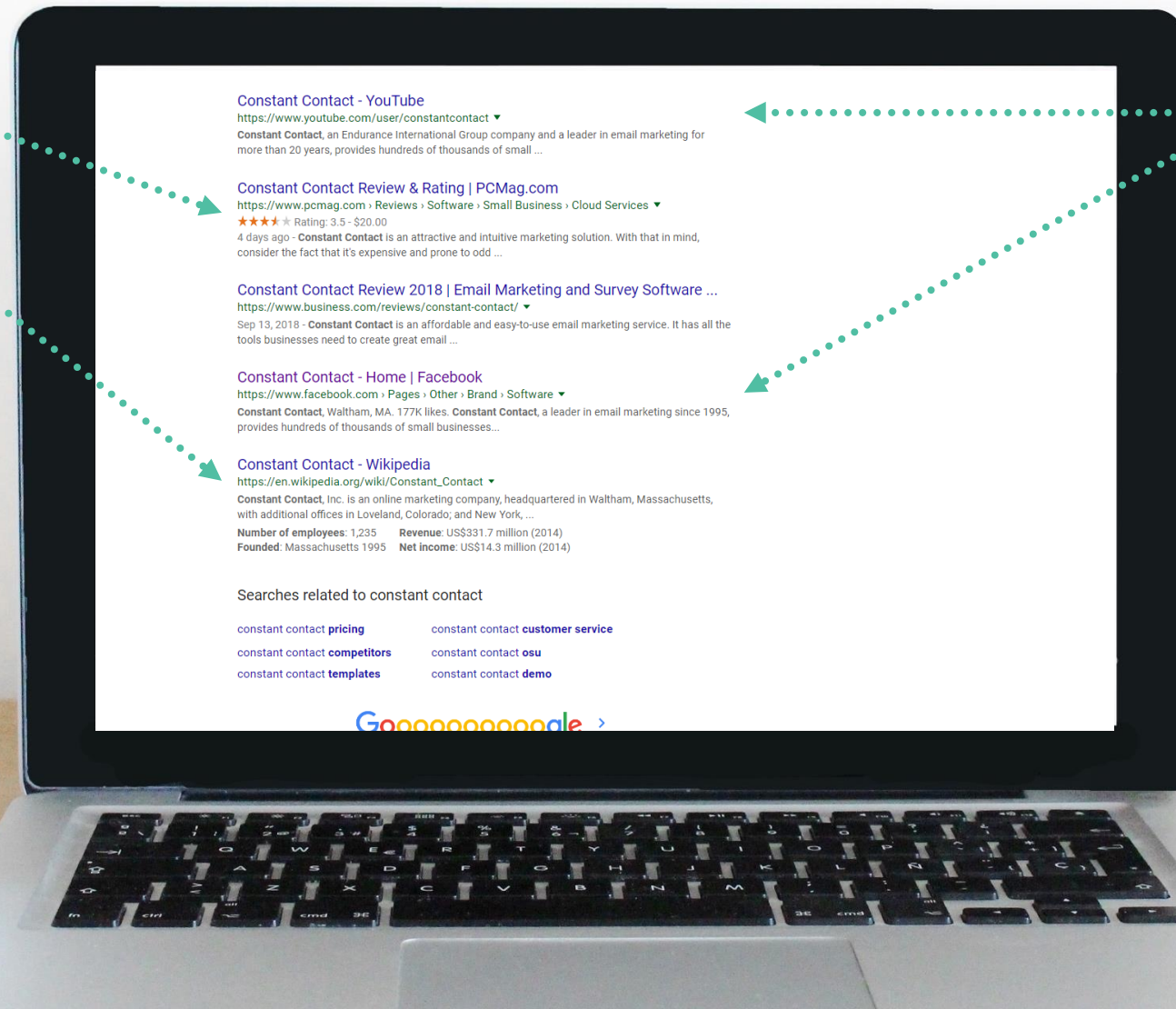


# HERE'S WHAT THEY MAY FIND...

Reviews

Social

Wikipedia

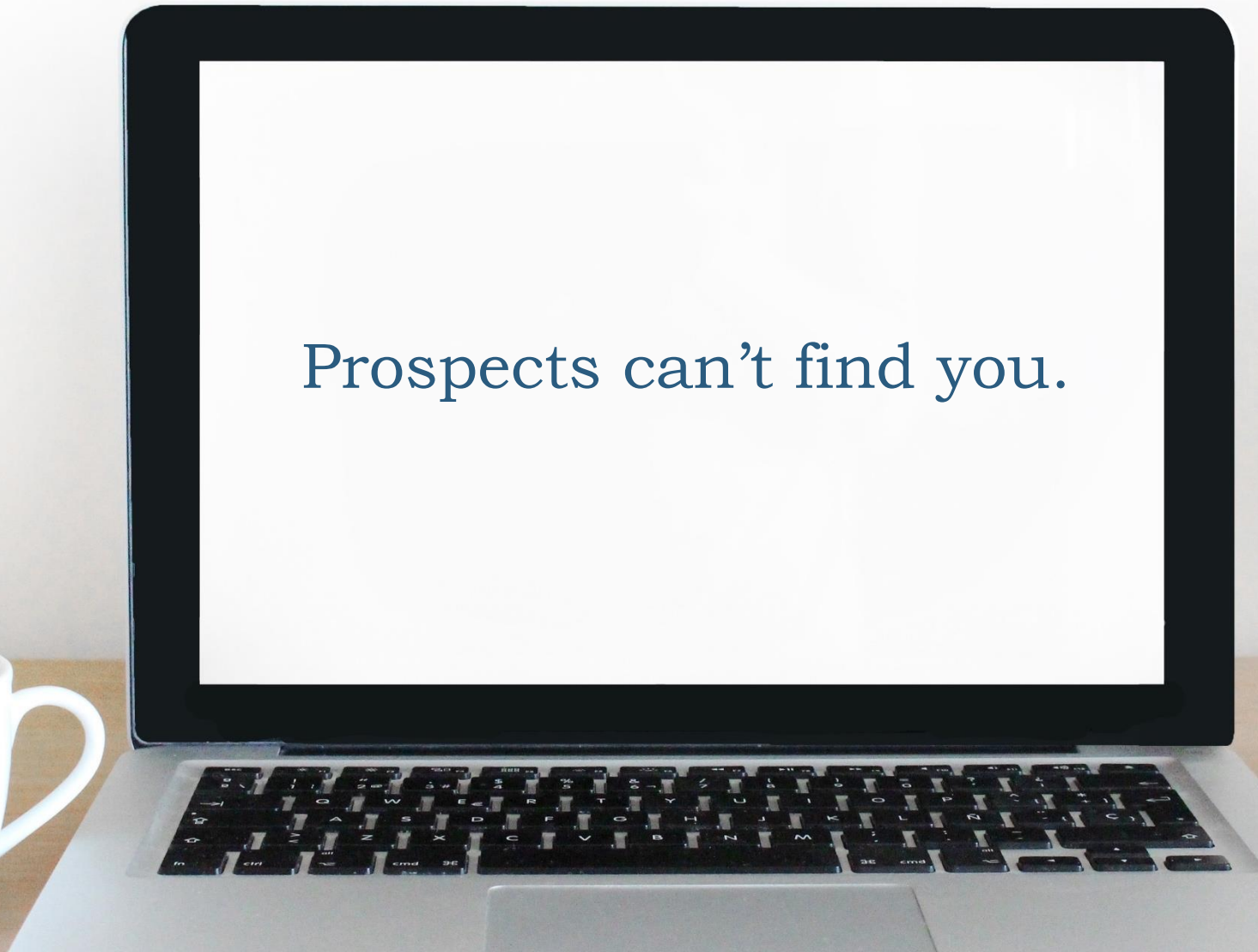




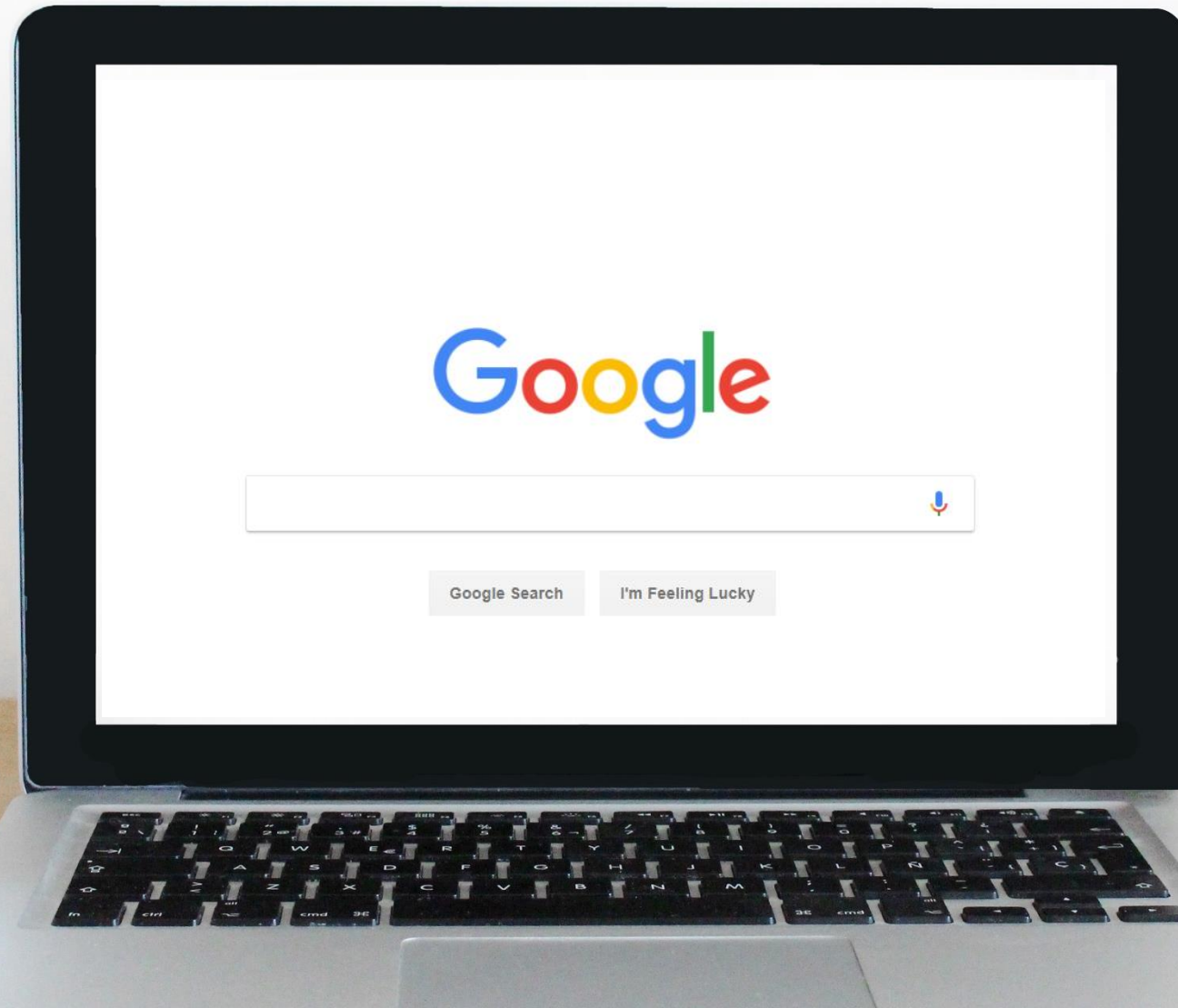
# IF YOU'RE NOT OPTIMIZED ONLINE...



Prospects can't find you.

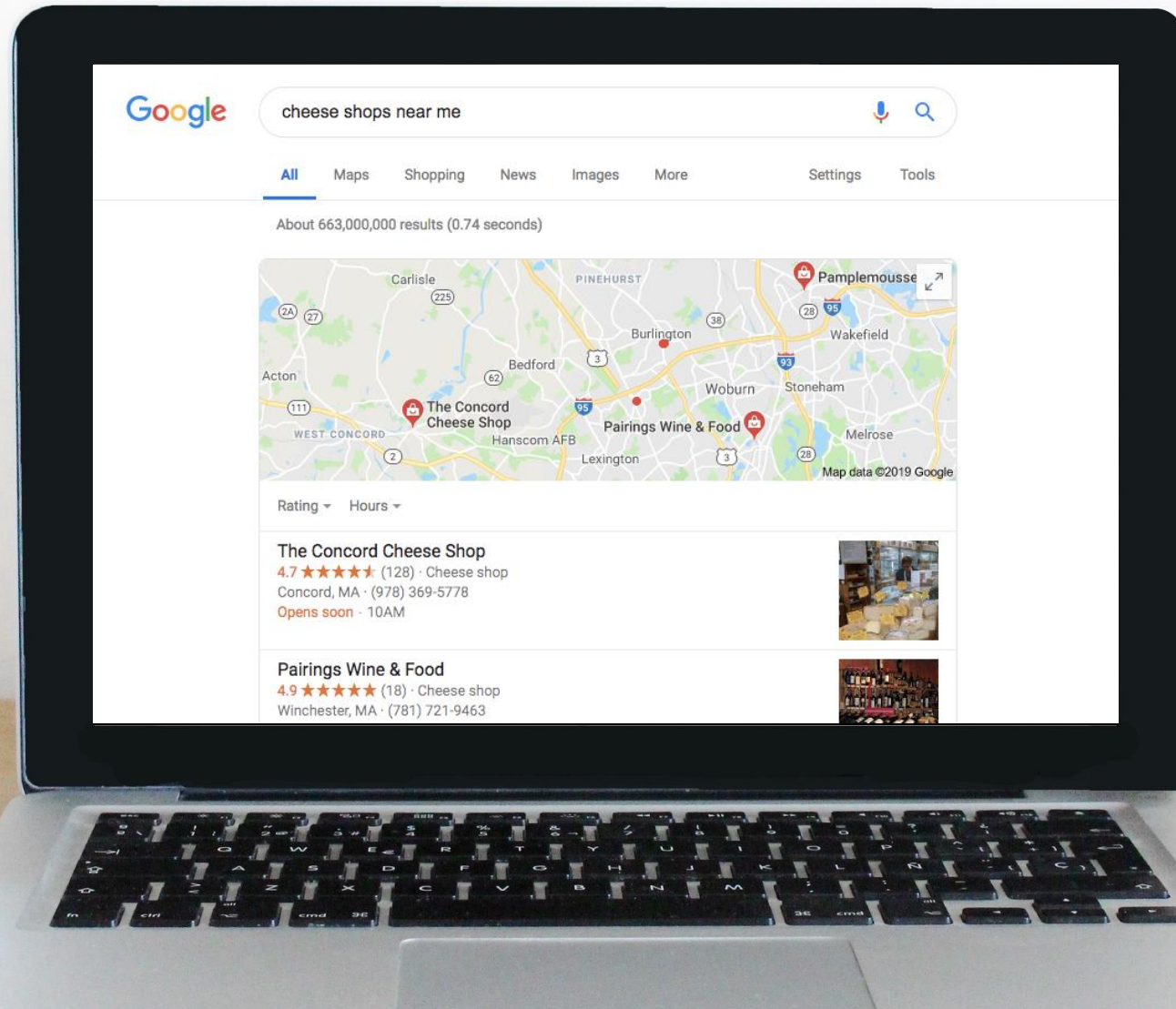


# SEARCH FOR WHAT YOUR BUSINESS SHOULD BE FOUND FOR





# DO YOU SHOW UP?



# WHAT DO THEY FIND WHEN THEY CLICK THROUGH?



## [The Best 10 Cheese Shops near Concord, MA 01742 - Last Updated ...](#)

<https://www.yelp.com> › Concord, MA › Food › Specialty Food › Cheese Shops

Best Cheese Shops in Concord, MA 01742 - The Concord Cheese Shop, Wasik's Cheese Shop, Mullahy's, Pecorino, Mill ... The nearest competitor in terms of...

## [The Best 10 Cheese Shops in Worcester, MA - Last Updated January ...](#)

<https://www.yelp.com> › Worcester, MA › Food › Specialty Food › Cheese Shops ▼

Best Cheese Shops in Worcester, MA - Pecorino, Crust Artisan Bakeshop, ... "Excellent cheese shop which I am glad to have near my home. ... selection is as good as the Concord Cheese Shop, and they're much more convenient for me.

## [Concord Cheese Shop](#)

[concordcheeseshop.com/](http://concordcheeseshop.com/) ▼

Jan 4, 2019 - Welcome to the Cheese Shop of Concord! To truly ... We carry the finest cheeses from around the world and right here in our backyard. At any ...

## [Cheese Shop - culture: the word on cheese](#)

<https://culturecheesemag.com/cheese-shop> ▼

Find cheese in your neighborhood with our cheese-store locator. Search our unique index for maps to thousands of artisanal cheese shops, delicatessens, cafés ...

## [Worlds largest selection of Wisconsin Cheese since 1938](#)

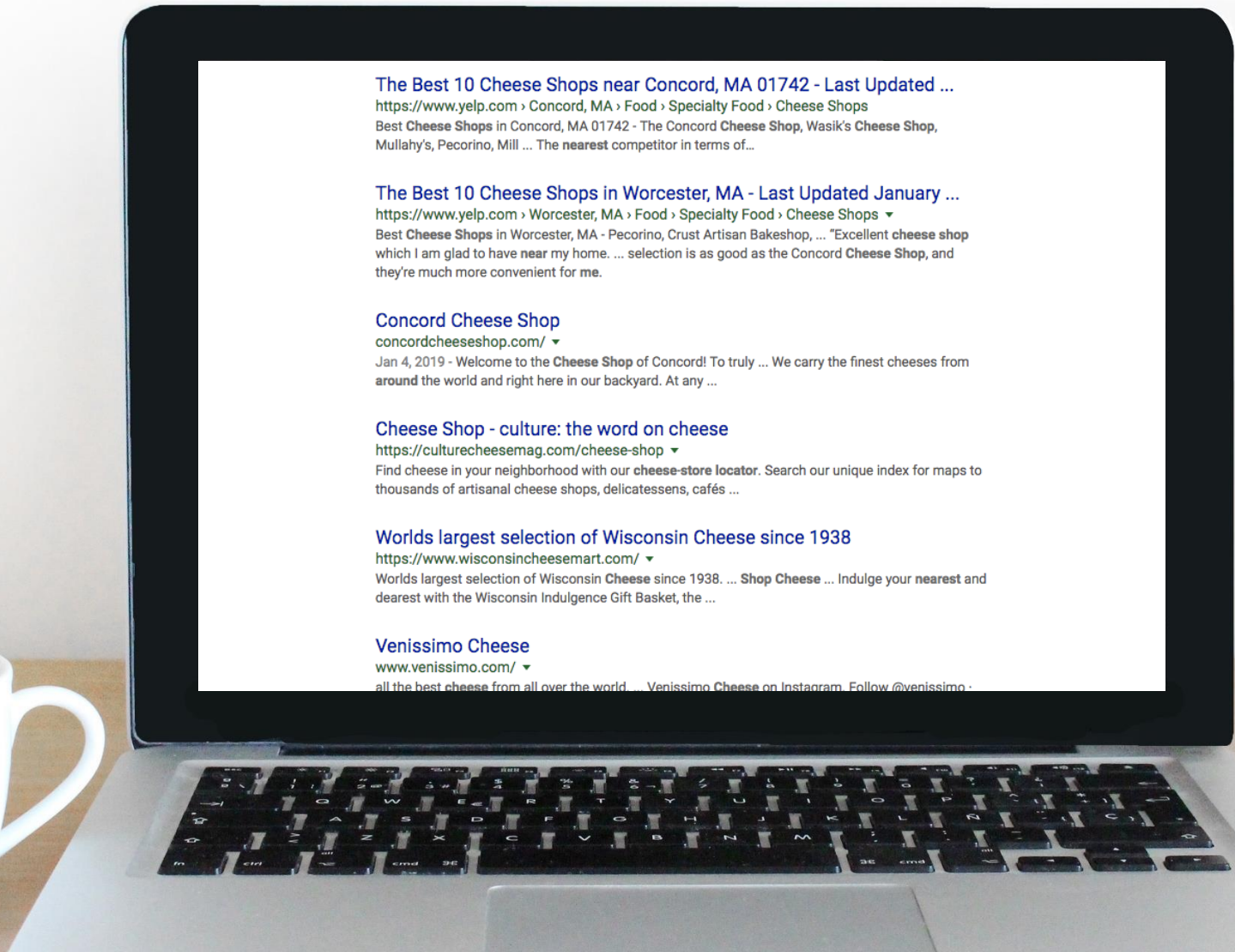
<https://www.wisconsincheesemart.com/> ▼

Worlds largest selection of Wisconsin Cheese since 1938. ... Shop Cheese ... Indulge your nearest and dearest with the Wisconsin Indulgence Gift Basket, the ...

## [Venissimo Cheese](#)

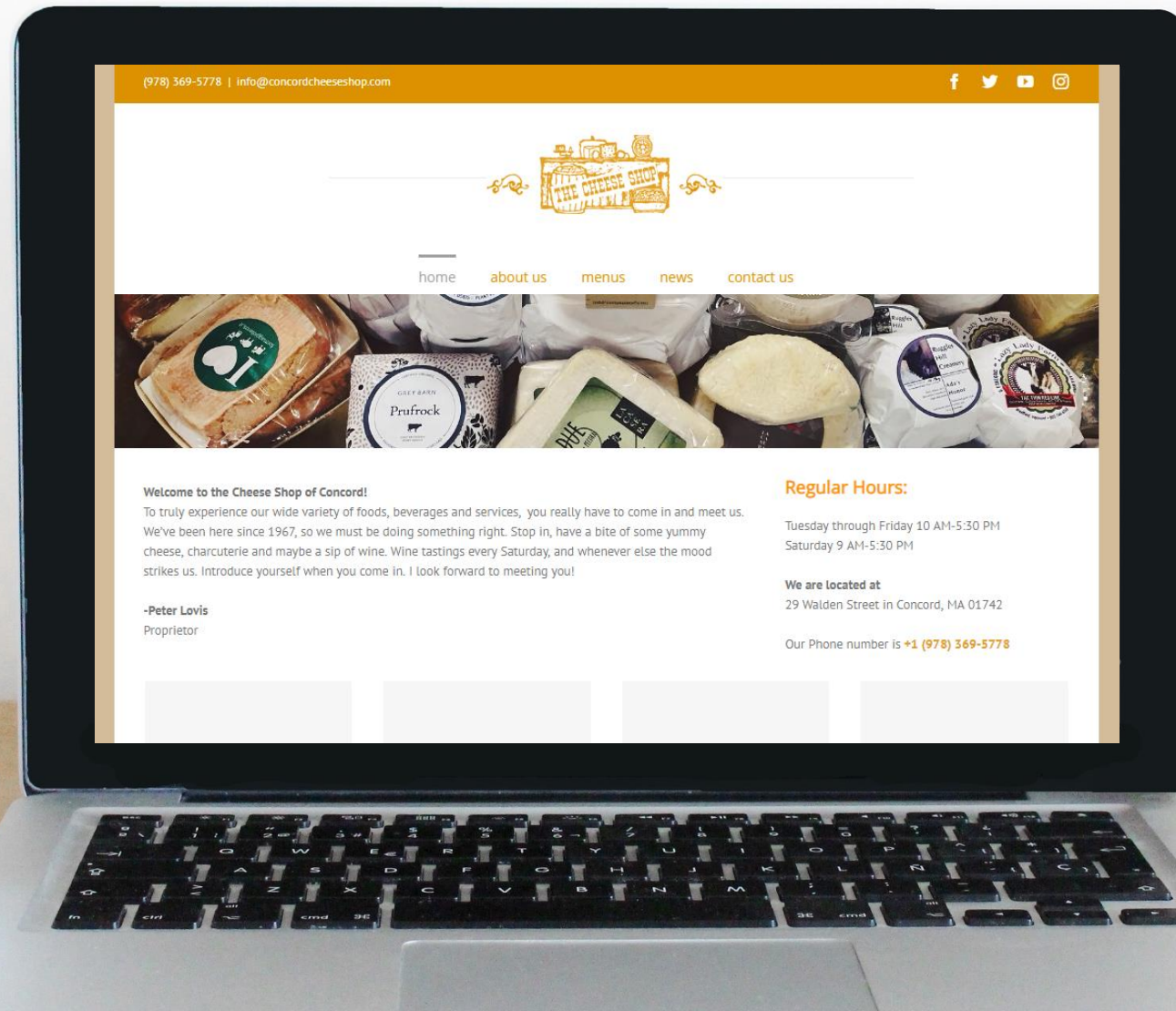
[www.venissimo.com/](http://www.venissimo.com/) ▼

all the best cheese from all over the world. Venissimo Cheese on Instagram. Follow @venissimo -





# IS IT WHAT THEY'RE LOOKING FOR?

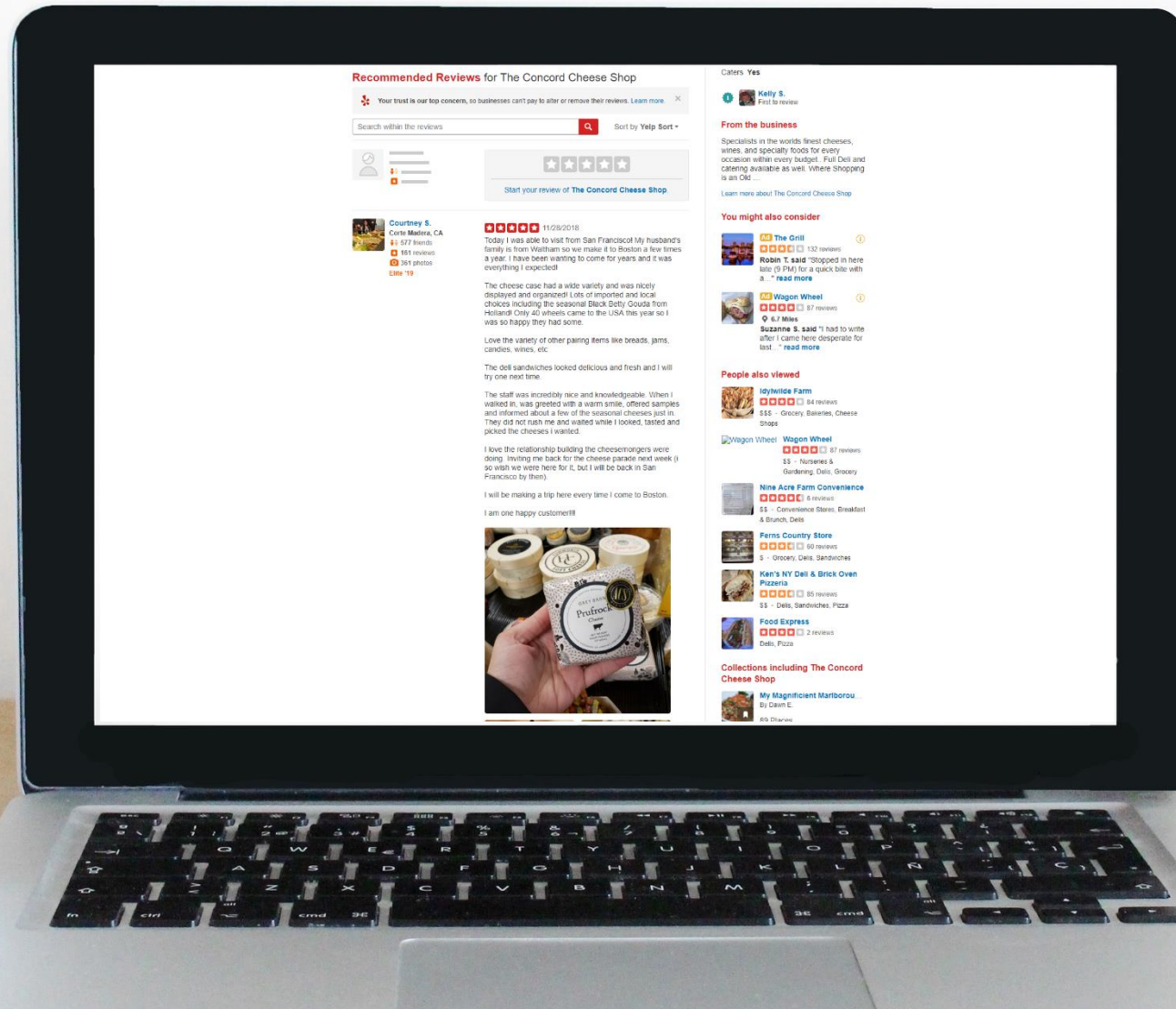


# WHAT OPINIONS ARE THEY FORMING?





# ARE YOU PAYING ATTENTION?



# You Have To Be Found!

**Make it easy  
for people to  
spread the  
word about you**

**Show up when  
people go looking  
for  
services/products  
you provide**

**Provide  
accurate  
answers to  
questions**



# NEXT UP ON THE AGENDA:

**Background Marketing vs. Marketing  
Campaigns**



## WHAT IS “BACKGROUND MARKETING”

- Ongoing, not related to a promotion, product launch, or special campaign
- The routine experience someone encounters when they look for a service/product you provide
- The routine experience someone encounters when they look for your company by name or key employee of your company





# THE CUSTOMER JOURNEY MAP

<https://www.silvertigerconsulting.com/customer-journey>

A customer journey map outlines a customer's buying process from the time they become aware of their need as a prospect through retaining them for repeat business and referrals. Planning how your company appears from a potential and current customer's standpoint is critical to delivering an experience that generates not only initial sales, but happy customers repeatedly buying from you and referring other customers to you.

## **WHAT IS A “MARKETING CAMPAIGN”**

- Shorter duration promotion, product launch, or special campaign around an event, such as a user conference, new product launch, etc.
- Very specific goals related to what the campaign is promoting
- Ties in and leverages your ongoing marketing efforts and platform





# WHAT IS THE PRIORITY? CAMPAIGNS OR BACKGROUND MARKETING?

**Background Marketing!!!!!!**

Some brands only run 1 or 2 campaigns a year,  
some never with a discount and are VERY  
successful- Tiffany's, Lexus, Major B2B brands



**MARKET YOUR BRAND!**

**Background Marketing of Your  
Brand is the Key to Your Success**





Your brand  
is the image  
& feeling  
your  
customers  
have of your  
company

**Visual Image**  
**Emotional Impact**  
**Voice**  
**Reputation**  
**Products and**  
**Service Mix**

**ELEMENTS  
THAT MAKE  
UP YOUR  
BRAND  
IDENTITY**



# NEXT UP ON THE AGENDA:



**How to merge traditional and online  
marketing**



# YOUR BRAND'S ONLINE EXPERIENCE NEEDS TO MATCH "LIVE" EXPERIENCE:



**Mobile-friendly website**

---

**Email marketing tool**

---

**Primary social channel**

---

**Up-to-date business listings**

---

**Easy way to create content**

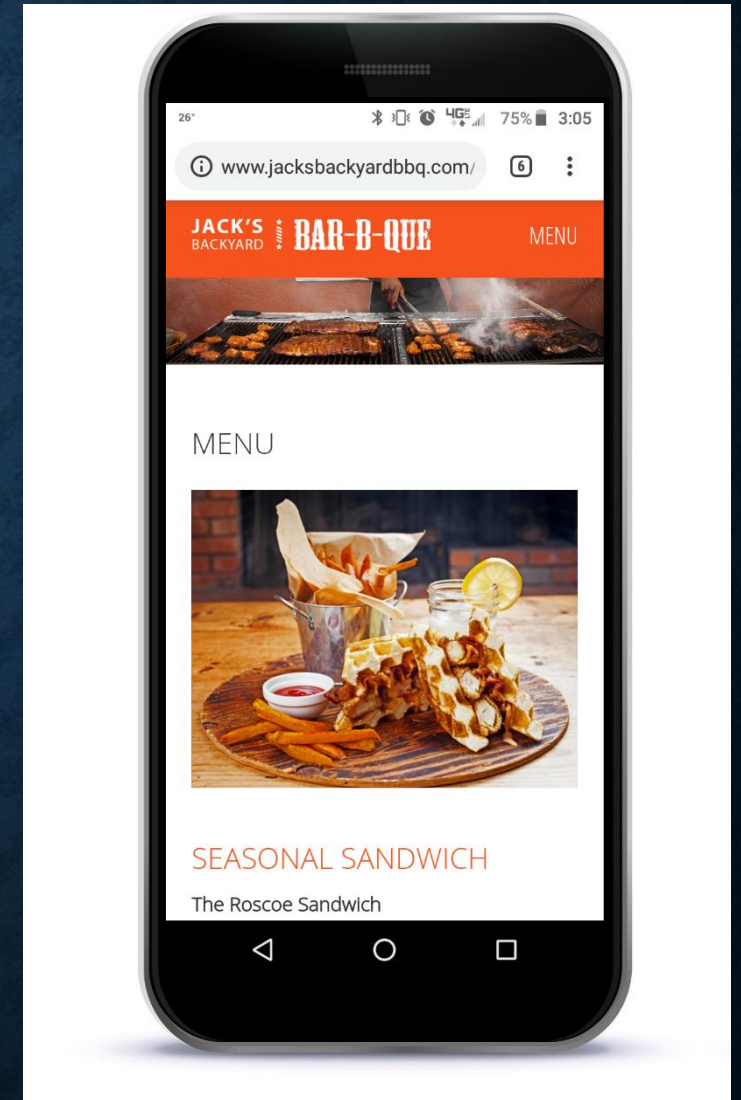
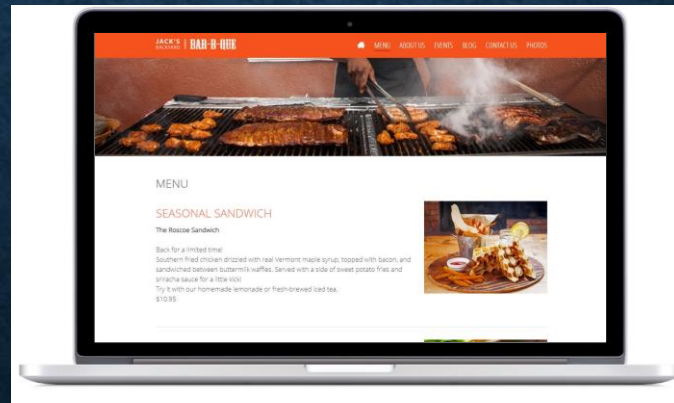




# WEBSITE: YES, YOU NEED TO OPTIMIZE IT

**Mobile** accounts for approximately half of **web traffic** worldwide. In the fourth quarter of **2019**, **mobile** devices (excluding tablets) generated 52.6 percent of global **website traffic**, consistently hovering around the 50 percent mark since the beginning of 2017.\*

\*Data according to Statista.com





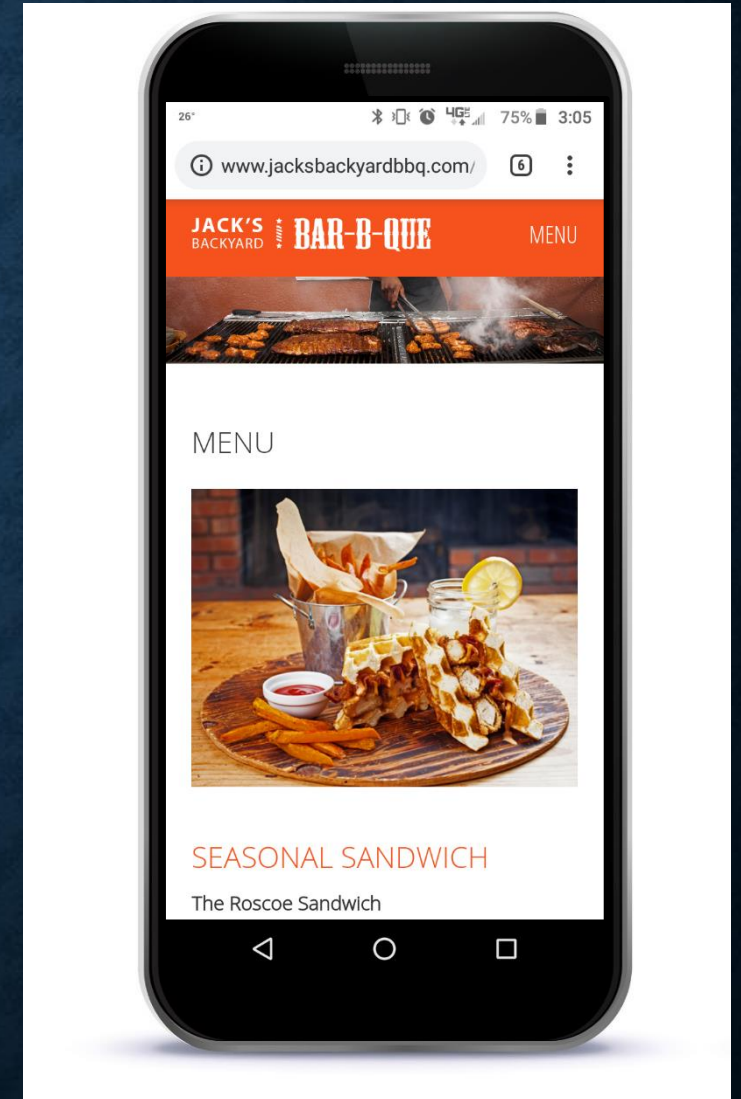
# HOW TO TEST YOUR DESIGN



<https://mobilemoxie.com/tools/mobile-page-test/>

<https://search.google.com/test/mobile-friendly>

On your own phone



# HOMEPAGE: YOUR FRONT DOOR NEEDS TO MATCH YOUR BRAND



What is your product or service?

---

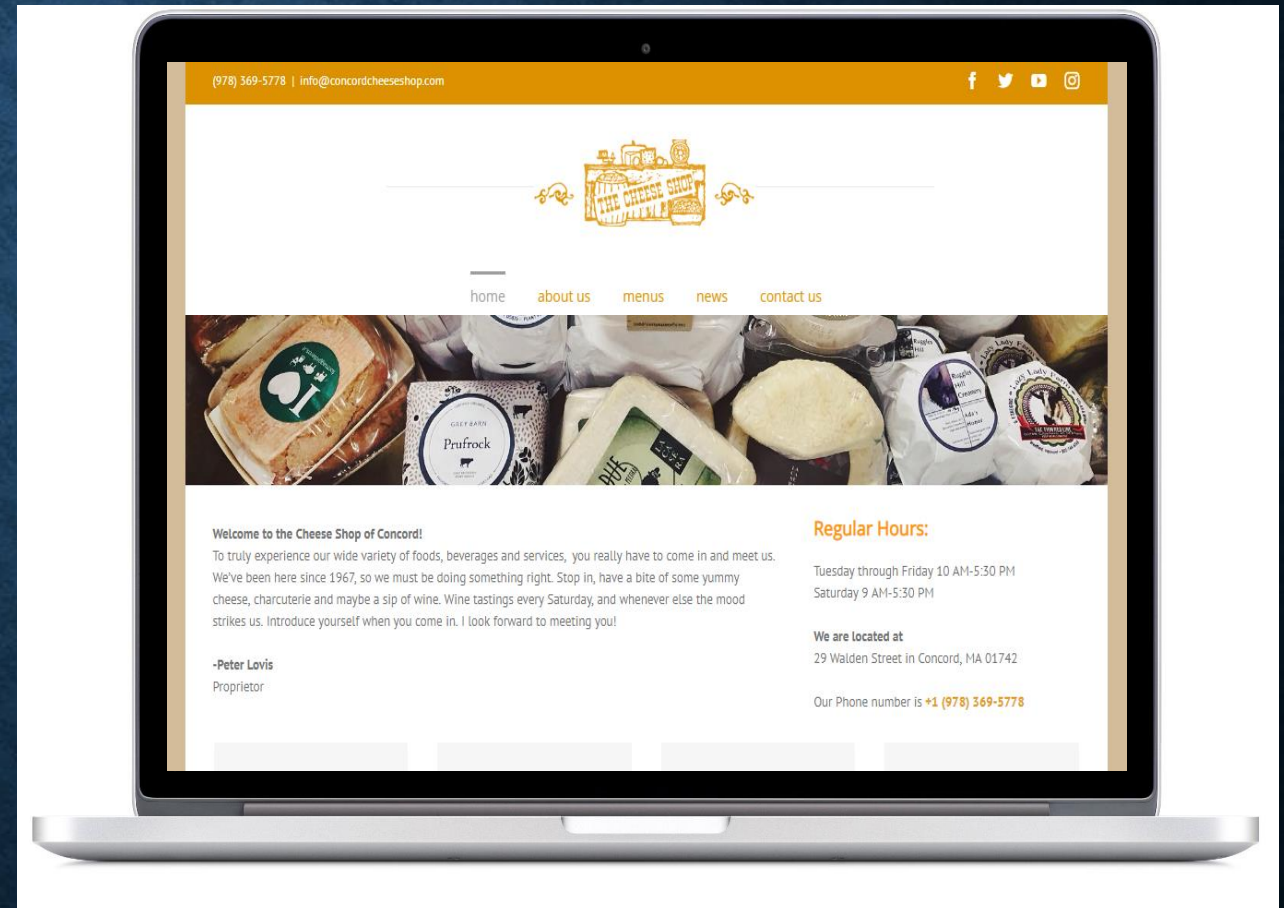
Who is it for?

---

So what?- Your USP

---

What should they do next?







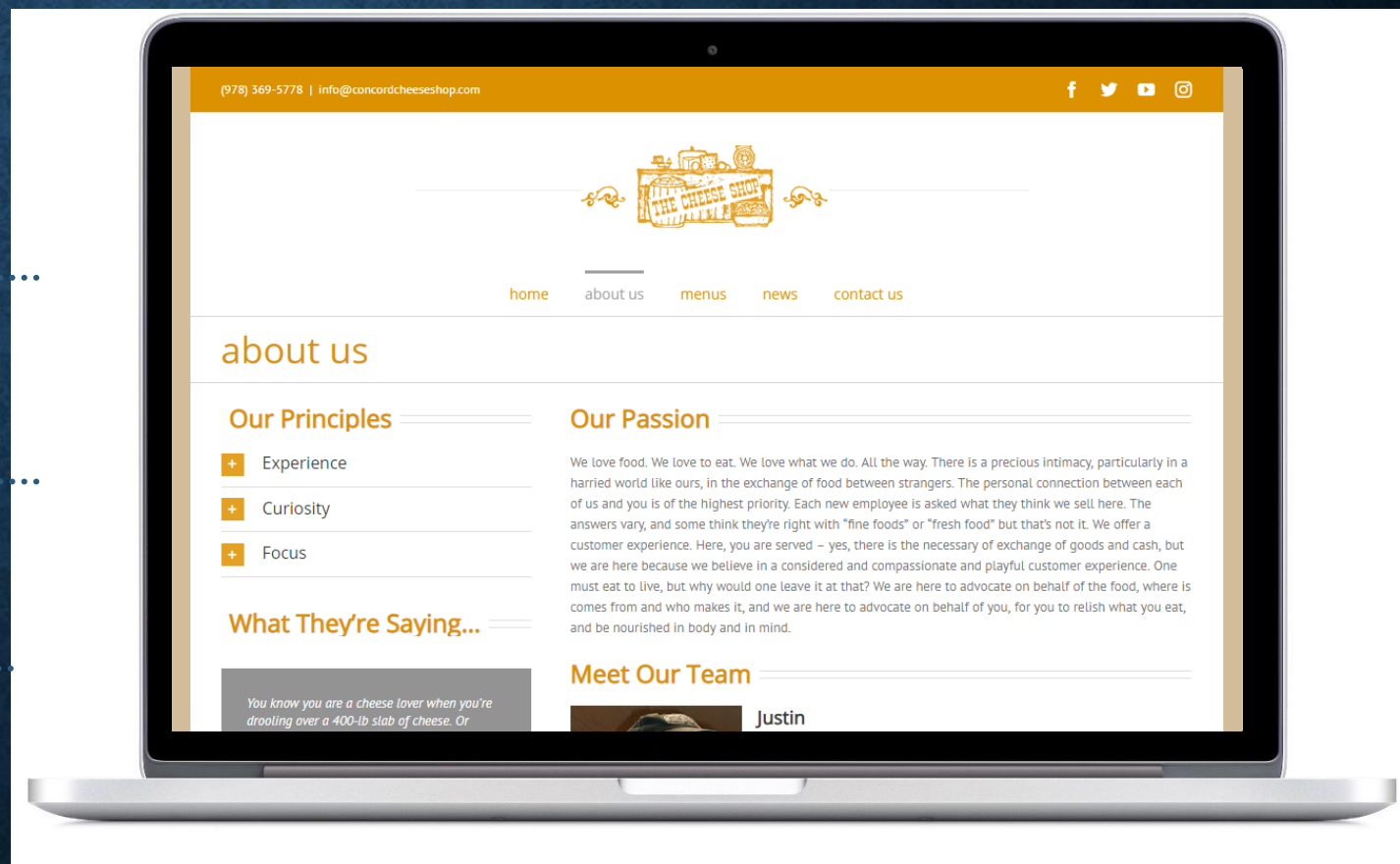
# ABOUT PAGE: YOUR STORY

What is your story?

Who are your key players?

What makes you different?

Why should people care?



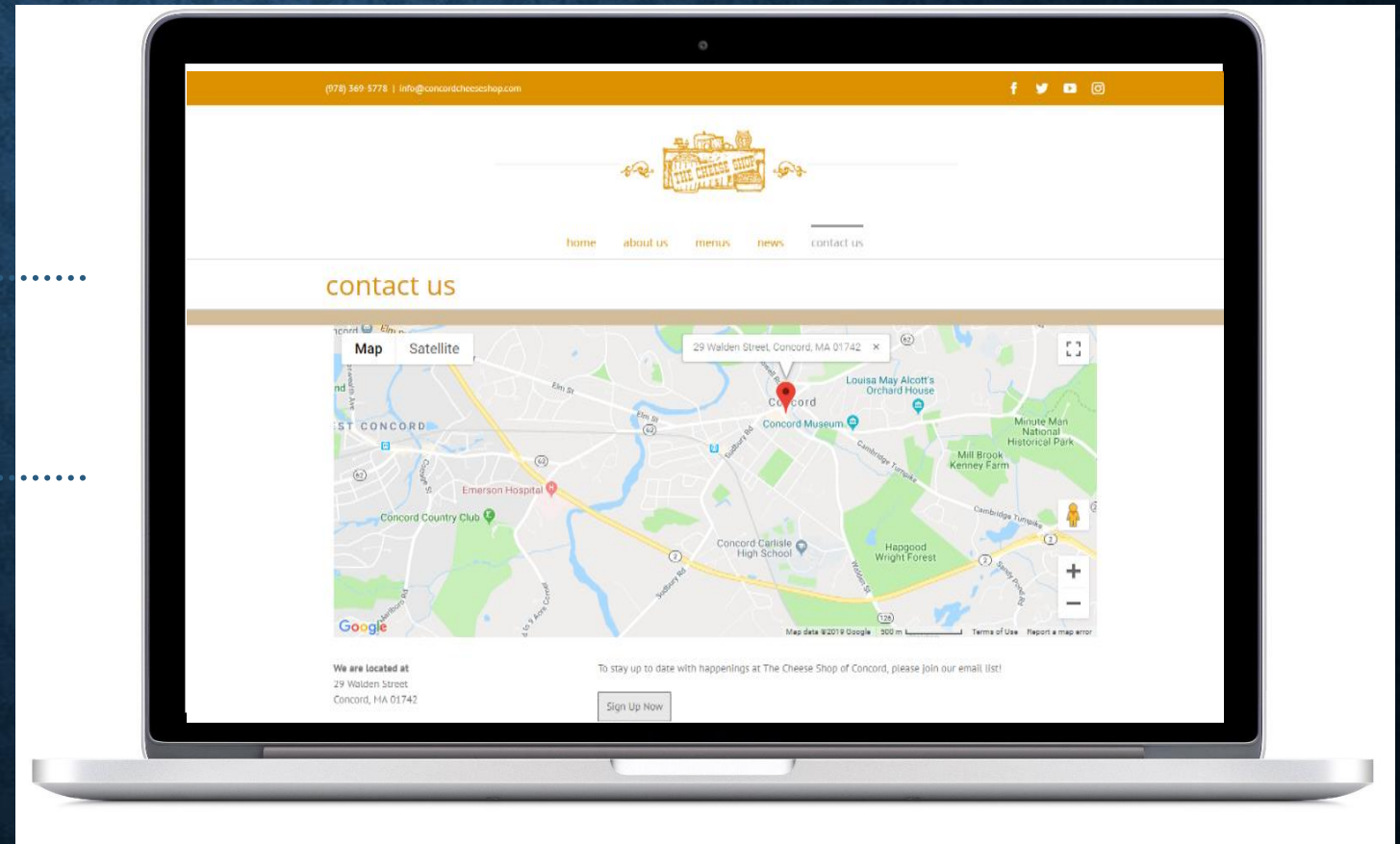


# CONTACT PAGE: YOUR CHANCE TO CONNECT

Where to find you?

When can I find you?

How to contact you?





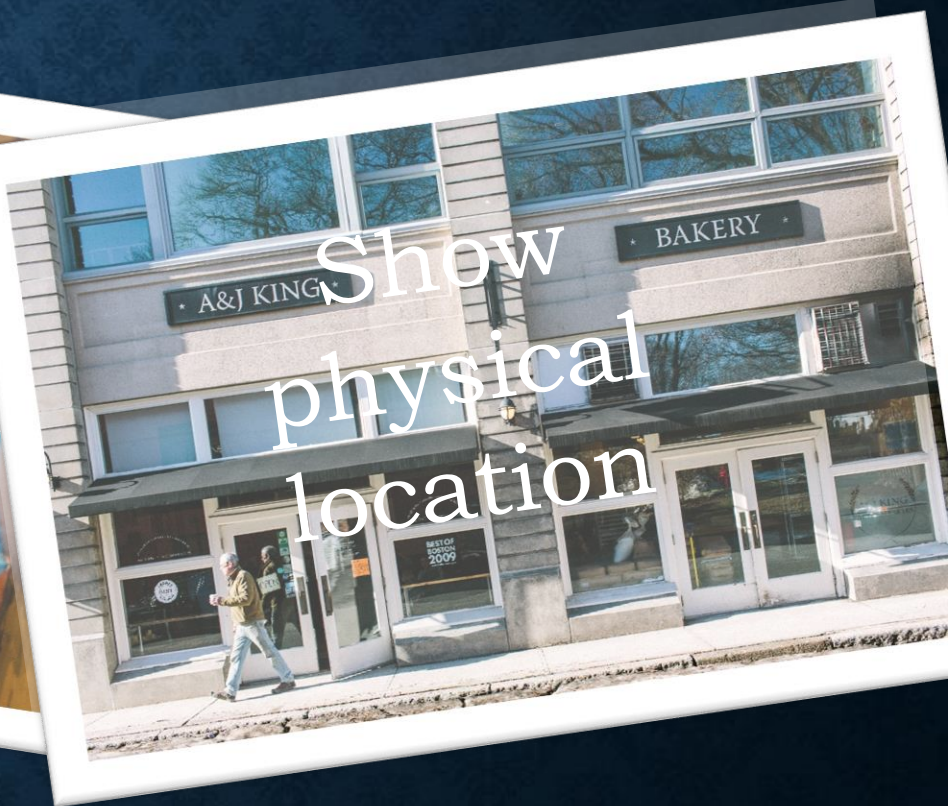
# IMAGES: MORE THAN PRETTY PICTURES- LEGITIMIZE YOUR BUSINESS



Show success



Action shots  
with staff



Show  
physical  
location

Does this company look like I want to do business  
with them?



# **SEO= SEARCH ENGINE OPTIMIZATION**

In 2020, this is not only making your web site rank higher, but also providing enough relevant information to search engines that your business still gets contacted via zero click searches.



# SEO IS GREATLY INFLUENCED BY PAGE LEVEL CONTENT AND META FACTORS YOU CONTROL



## SEO Built In Website Tools- Example: WiX

The screenshot displays the Wix website editor interface. At the top, the Wix logo is on the left, and navigation options like 'Page: HOME', 'Site', 'Settings', 'Tools', 'Dev Mode', 'Help', 'Upgrade', 'Save', and 'Preview' are on the right. A teal sidebar on the left contains icons for 'Site Menu', 'Blog Pages', and 'Page Transitions'. The 'Site Menu' panel is open, showing a list of pages: HOME (selected), About, Warranty & Terms, Hardwood Flooring, Kitchen & Bath Remodeling, Home Improvement, and Custom-Built Staircases. The 'Page Settings (HOME)' panel is also open, with tabs for 'Permissions', 'SEO (Google)', 'Social Share', and 'Advanced SEO'. The 'SEO (Google)' tab is active, showing fields for 'What's the last part (or slug) of the page URL?' (set to /home), 'What's the page's title on search results and browser tabs?' (set to 'Bath And Kitchen Remodel | TLC Custom Design | ...'), and 'What's the page about? Add a description' (set to 'TLC Custom Design is a full-service general contractor specializing in residential kitchen and bath renovations and commercial construction projects for schools and municipal buildings. In addition, TLC...').

# How Google Works- in this moment

1. Google's spiders (web site crawlers) crawl the web by visiting web pages (or you can submit your site directly to google for this)
2. Google indexes and catalogs optimized pages
3. When a person enters a search query, Google returns what it thinks are the most relevant results (the secret "algorithm") on their SERP (search engine results pages)
4. Person decides what to click on based on what is displayed- usually the first page only (less than 5% of clicks are 2<sup>nd</sup> page and beyond)



## 1. A Secure Site- SSL Certificate:

Since July 2018 with the release of Chrome 68, **Non-HTTPS sites are** now labeled as **“Not Secure”** right in the top browser bar.

Google’s 2016 blog post advising on their push towards a more secure web experience: <https://security.googleblog.com/2016/09/moving-towards-more-secure-web.html>

Solution: Get your SSL Certificate Installed

## 2. Page Speed and Mobile Friendliness

Solution: use a tool/template that is already optimized for mobile devices and fast loading

Test your site:

<https://search.google.com/test/mobile-friendly>



### 3. Domain Age

How old is your domain? Newer sites tend to rank lower in keyword searches of products and searches according to most studies

Solution: Get your domain registered and pointed to your site

# Top Ranking Factors

## 4. Search Quality Ratings:

- a.) purpose of the page,
- b.) expertise, authority and trustworthiness,
- c.) content quality and amount,
- d.) website info,
- e.) website reputation

Affected by actual site content, meta tags, traffic volume, quality backlinks, etc.



On Page: Filling in Meta information, title tags, keywords, and page descriptions on every page via an SEO tool/plugin

Off Page- building reputable backlinks and traffic to your site with press releases; creating content that can be shared and includes links back to your site; guest writing on other blogs with links back; increasing traffic via paid ads, posting on social media with links back, etc.

Solution(s)

# EMAIL MARKETING: IT'S HOW YOU DRIVE BUSINESS



**Collect email address everywhere so you can contact them on your terms.**

**Have sign up sheets or your tablet at events, conferences, at your office, in your retail locations & upload from your point of sale system.**

The laptop screen shows a sign-up form for 'The Cheese Shop'. At the top is the shop's logo, which features a stylized building and the text 'THE CHEESE SHOP'. Below the logo, the text reads: 'Stay up to date with happenings at The Cheese Shop'. Underneath, there is a paragraph: 'Updates on cheeses, wines, chocolates, and other gourmet products coming in; catering options; after hours events; and much more. Please reach out and let us know what you'd like to hear more about'. The form consists of three input fields: 'Email Address', 'First Name', and 'Last Name'. Below the fields is a small disclaimer: 'By submitting this form, you are consenting to receive marketing emails from: The Concord Cheese Shop, 20 Walden Street, Concord, MA, 01745 United States, www.concordcheeseshop.com. You can revoke your consent to receive emails at any time by using the [SafeUnsubscribe](#) link, found at the bottom of every email. [Emails are serviced by Constant Contact.](#)'. At the bottom of the form is a prominent orange button labeled 'Sign Up'.



# **EMAIL MARKETING: IT'S HOW YOU DRIVE BUSINESS**



**Personal**  
**Segmented**  
**Specific**  
**Right Frequency**  
**Exclusive**  
**Valuable**

# SOCIAL MEDIA: DOESN'T HAVE TO OVERWHELM YOU



**Claim your name on all  
channels**

---

**Pick one for primary use**

---

**Drive people to your website**





# MATCH YOUR APPROACH TO THE SOCIAL CHANNEL



**Competing with friends,  
member forums, product  
support,  
family, & news**



**Highly visual**



**Visual tips and ideas**



**Professional networking**



**Public news –  
what's happening now**



**Video –  
educational, entertaining**

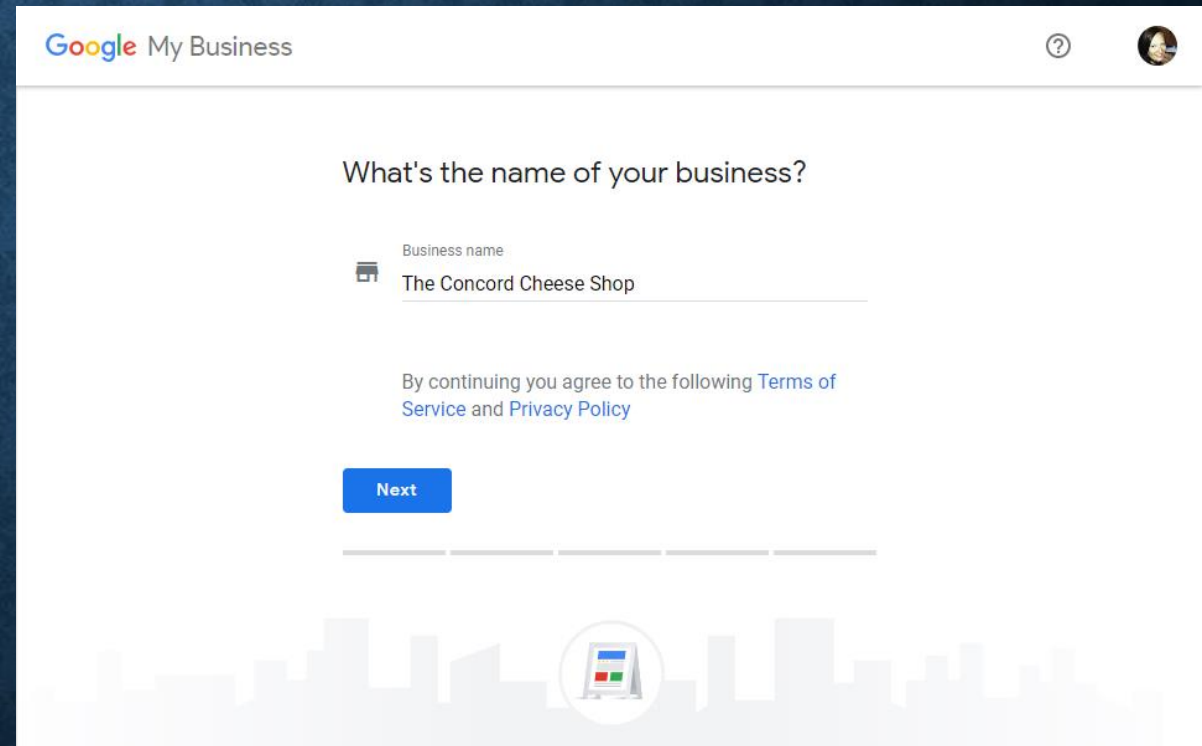
# LISTINGS AND REVIEW SITES: PROVIDE ACCURATE INFO AND RESPOND APPROPRIATELY



## Claim:

- Facebook
- Google My Business
- Industry Sites

Ensure up-to-date information and links back to your site- increases SEO

A screenshot of the Google My Business setup interface. The page has a white background with a blue header containing the "Google My Business" logo and a user profile icon. The main content area asks "What's the name of your business?" and features a text input field with the placeholder "Business name" and the text "The Concord Cheese Shop". Below the input field, there is a link for "Terms of Service and Privacy Policy". A blue "Next" button is positioned below the input field. At the bottom of the page, there is a decorative graphic of a city skyline with a circular icon containing a laptop and a smartphone.



# CONTENT CAN RESULT IN FREE TRAFFIC- ORGANIC TRAFFIC RULES



**1. Answer prospect questions**



**2. Start a blog**



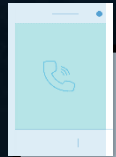
# HOW WILL YOU KNOW IT'S WORKING?



**Are they visiting your website?**



**Are they joining your email list?**



**Are they contacting you?**



**Are they making purchases?**





# RECAP: YOUR ONLINE PRESENCE NEEDS:



**Mobile-friendly + Secure website**

---

**Email marketing tool**

---

**Primary social channel**

---

**Up-to-date business listings**

---

**Easy way to create content**



# NEXT UP ON THE AGENDA:

**How to encourage new & repeat business**



# Be useful to your current & potential customers

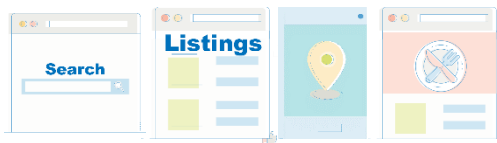
A background image showing two women in a professional setting. One woman with long blonde hair is smiling and looking at a laptop. The other woman, wearing a white hat with black polka dots, is looking at the same laptop. They are in an office with a desk lamp and bookshelves visible.

**Create your  
website as a  
resource**

**Use other  
channels to drive  
to website and  
handle support  
and training**

**Capture email  
addresses to  
drive new and  
repeat business**

# INCREASE WORD OF MOUTH FOR YOUR BUSINESS



**New prospects**

**New prospects**

Provide a WOW  
**EXPERIENCE**

**ENTICE** to  
stay in touch

Engagement drives  
**SOCIAL VISIBILITY**

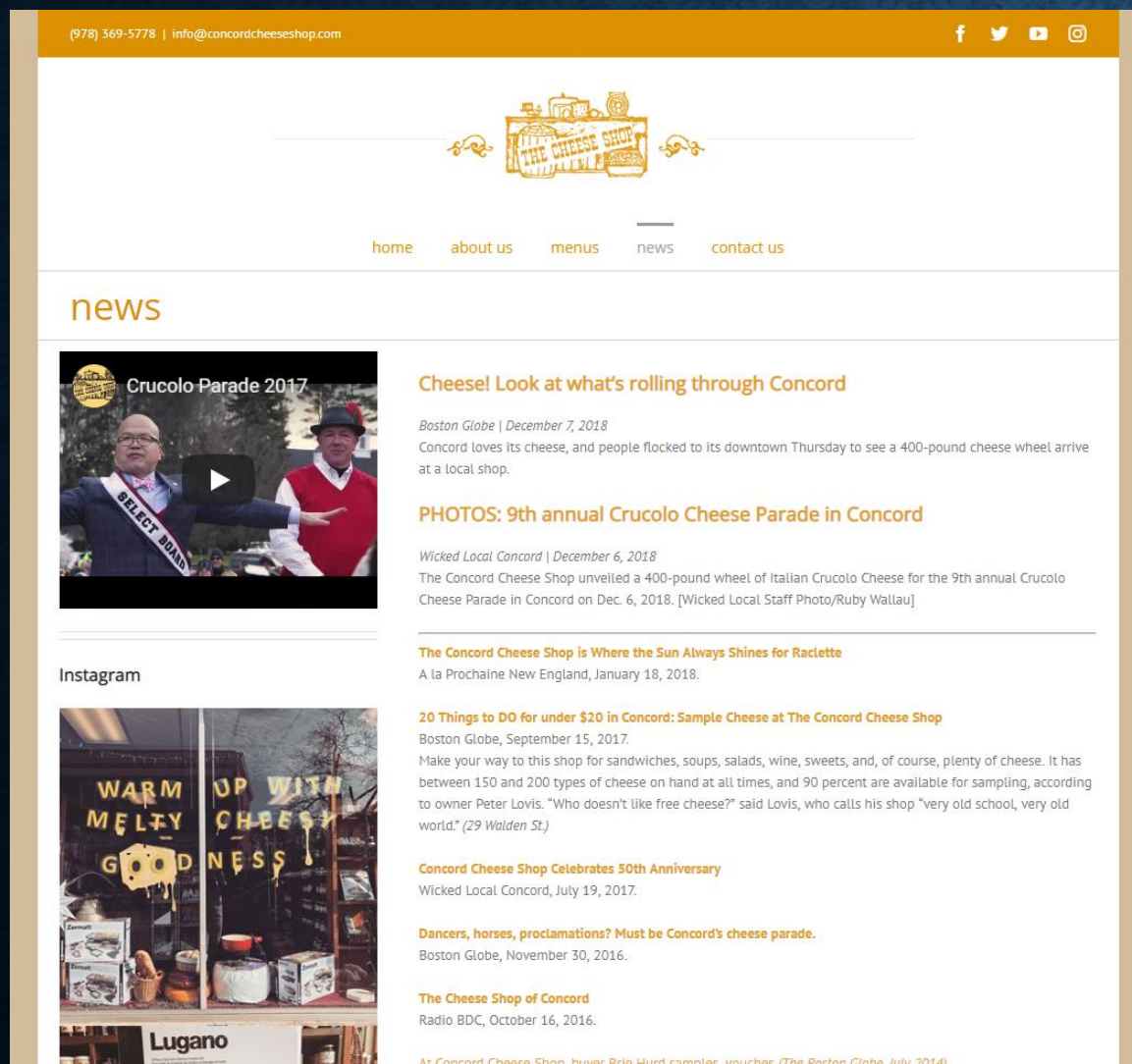
**ENGAGE**







# WHAT DOES IT LOOK LIKE?



Create helpful content on your website & share the link to it on on your social sites





# WHAT DOES IT LOOK LIKE?




**Interact with people on social channels and capture their emails or refer them back to your web site for more detailed info & follow up**





# WHAT DOES IT LOOK LIKE?

Join our Cheese Lovers Club and discover something new every month!



**NEW from The Cheese Shop:  
Monthly Cheese Lovers Club**

Curious about new cheeses? Looking for a gift for a special food lover?

**Then join The Club!**


The Cheese Shop's new Monthly Cheese Lovers Club will feature our selections of three cheeses and accompaniments that reflect the character of a particular season, region, or set of flavor profiles. Club packages will be available for local pickup at The Cheese Shop or shipment anywhere in the continental U.S. on the second Friday of each month. Every package will include approximately 1 1/2 pounds of cheese, artisan crackers, and an accompaniment from our selection of gourmet foods, with notes about the cheeses and pairing suggestions. Monthly selections may include themes such as A Taste of Massachusetts, A Tour of Normandy, Traditional Cheeses of Europe, and more!

Available in 3, 6 and 12 month subscriptions, with inaugural shipments in March, 2016. Prices start at \$225 for a 3-month local subscription.

**Call or visit The Cheese Shop to join today! Orders placed by the end of February will receive our first monthly selection with a special gift on Friday, March 11.**

The Cheese Shop of Concord, 29 Walden Street, Concord, Mass 01742  
(978) 369-5778 [www.concordcheeseshop.com](http://www.concordcheeseshop.com)

Open 10:00 am - 5:30 pm, Tuesday through Friday  
9:00 am - 5:30 pm on Saturday



Emails should provide exclusive, helpful & promotional content not available on all other channels. This needs to be a “channel exclusive” in some way to work.




# WHAT DOES IT LOOK LIKE?

Photos Overview **Reviews** Q&A

charcuterie deli counter deli area broad selection green apple olive mix excellent selection

food items great advice build your own

1 - 10 of 186 reviews



travelingteacher51  
Pepperell, Massachusetts  
357 176


5 stars Reviewed 4 days ago

### Quality

Stopped in with 4 friends who love the cheese. I was impressed with the quality of the products. The prices are high but reasonable for what you get. Imported cheese from Europe. There are imported wines, crackers, and chocolates too. There is a section for... [More](#)

**Date of visit:** February 2019

[Thank travelingteacher51](#)



423PeterR  
New York City, New York  
405 135


5 stars Reviewed December 30, 2018

### Excellent cheeses and wines

Love this place with its rustic ambiance and excellent selection of cheeses. The wines are also very interesting, and the person in charge exceedingly knowledgeable and passionate about the wines he chooses. The sandwiches and prepared foods are also fabulous.

**Date of visit:** December 2018

[Thank 423PeterR](#)



Bill N  
16


5 stars Reviewed December 11, 2018

### Cheese, Glorious Cheese!!

I have been going to cheese shop for decades! Whether its to sample a piece of cheese, grab a great sandwich not to mention the selection of wine.

**Date of visit:** November 2018

[Thank Bill N](#)



Jean D  
2

5 stars Reviewed October 22, 2018

### Very personalized service

When we visited Concord each day was not complete without a stop at the Concord Wine and Cheese shop. The staff is extremely attentive and helpful especially Rodney who personally made sure we had everything we needed. He even sent us off with a bag... [More](#)

**Date of visit:** October 2018

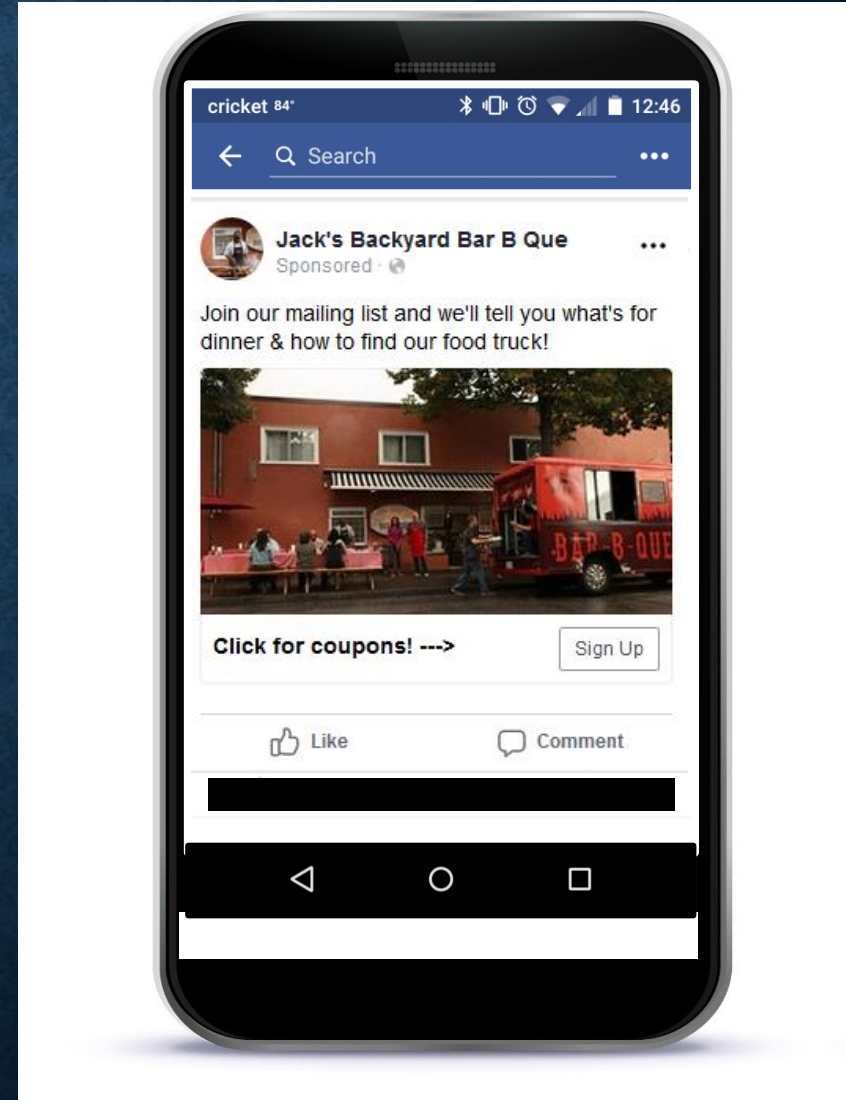
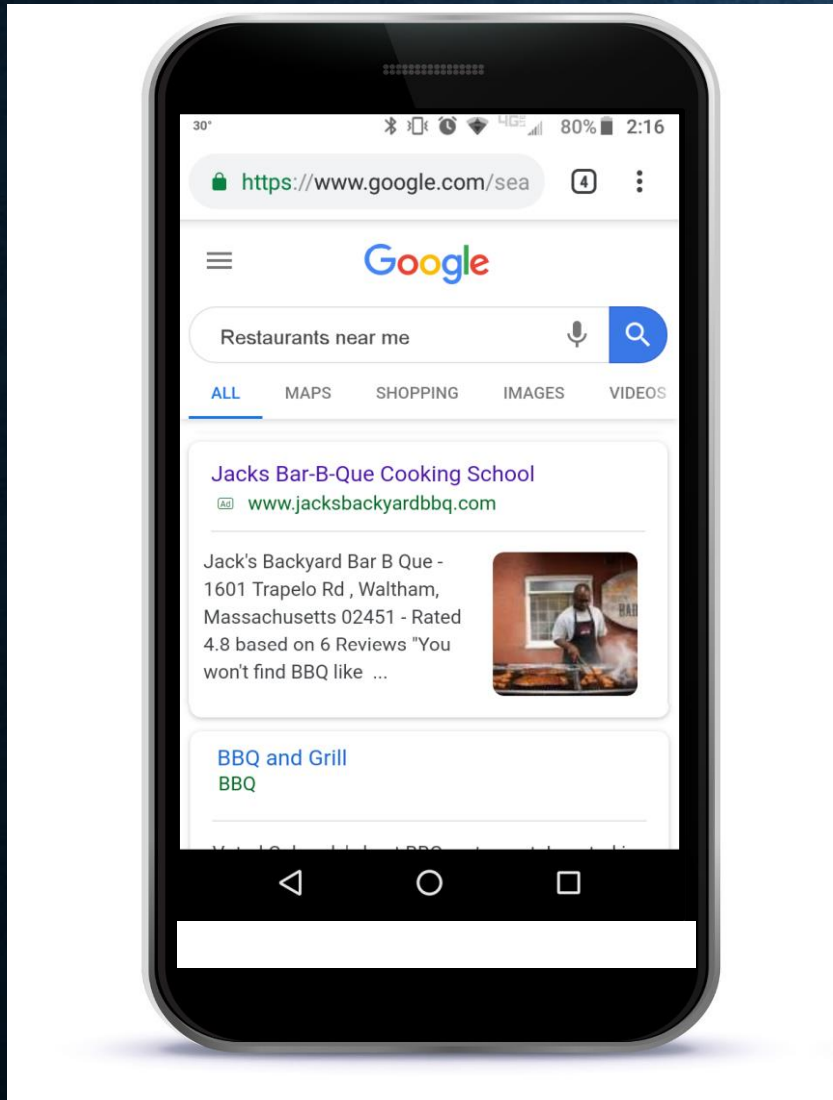
[Thank Jean D](#)

Engage with reviews to build trust – say ‘*Thanks*’ and ask for more information when needed





# YOU CAN AND *SHOULD* USE PAID ADS- ONCE YOUR ONLINE PRESENCE IS IN PLACE



# When Paid Ads Work



**It isn't the only exposure your prospect has to you:**

**Your social presence has been updated within the month**

**The product/services are also listed on your web site**

**It has clear next steps:**

**Who it is for  
How to buy/sign up  
Pricing is clear in the process**

**The ad platform links to other aspects of your digital presence (reviews, service descriptions, website, etc.) to demonstrate legitimacy and value of your organization to potential clients**



# When Paid Ads Fail



**It is the only time a prospect will see anything about you/your company**

**Your content or posts are so old it makes you look like you are no longer in business/active**

**It is unclear-asks client to fill out a form before linking directly to deal, download, appointment booking screen**

**The ad is shown in a vacuum (think print) and the reader can't click to find out more anywhere.**

**Googling your company pulls up another company's info**



# Generate new & repeat business- Recap

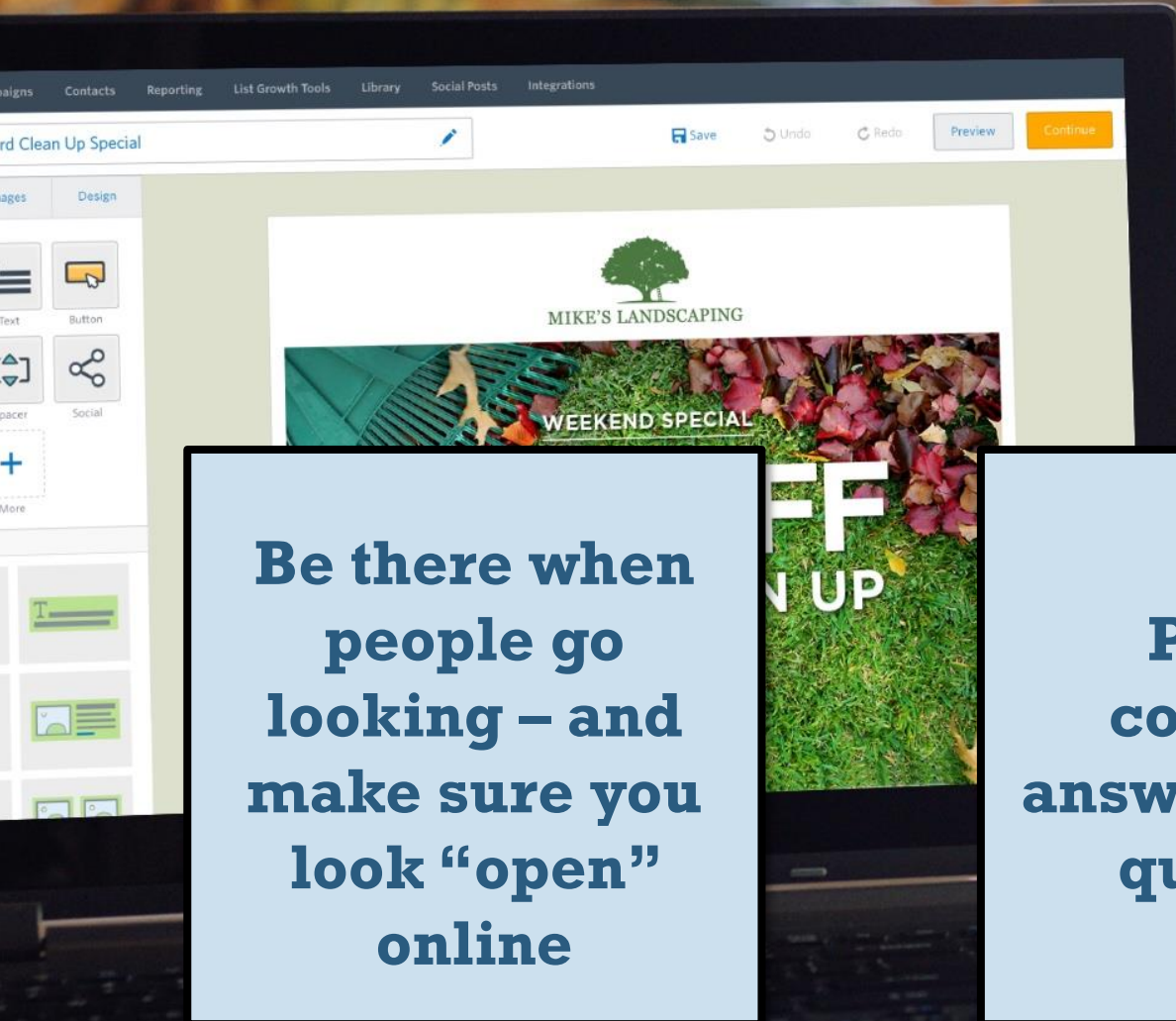
**Experience**  
**Entice**  
**Engage**  
**Full Lifecycle**  
**Online Presence**

**Be helpful**

**Experiment with  
paid tactics**



# Online marketing can work for you!



**Be there when people go looking – and make sure you look “open” online**

**Provide consistent answers to their questions**

**Engage to stay top of mind**



# RECAP: 5 STEPS TO ONLINE MARKETING SUCCESS

Step

1

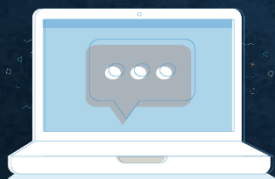
**Ensure your business can be found online**



Step

2

**Stay in touch with new & existing customers**



Step

3

**Create a plan to generate repeat business**



Step

4

**Engage & encourage interaction**



Step

5

**Measure success**





# **WE'LL BE TAKING IT HANDS-ON IN THE NEXT PART OF TODAY'S SESSION:**

**How to set yourself up for success- what  
did you find in the workshop prep  
checklist?**

**Checklist & Campaign Planner Review  
and Discussion**





## Need Help?

### Silver Tiger Consulting has 3 Great Options to Kick Start Building Your Online Marketing Presence

Option 1: We build it and write it for you- website set up, email marketing set up, social media set up; handling needed items from your marketing audit checklist

Option 2: We build it and write it with you- private 1:1 sessions via Zoom call: \$125/90 Minute Session for workshop attendees only (regular price is \$150-\$185 based on topic)

Option 3: We'll teach you how to do it- upcoming webinar workshops:  
<https://www.silvertigerconsulting.com/events>



# Thank You



**Cori DiDonato**

**Founder and CEO  
Silver Tiger Consulting**

**Questions after the event?**

**Call us at 866-276-8981 or**

**Join our Private Facebook Group:**

**<https://www.facebook.com/groups/silvertigersupport/>**