

DAWN MARTINELLO

Health, wealth and happiness on *your* terms

FACEBOOK: What is it and how can a business most benefit from it? From the basics to higher level concepts such as ads, increasing engagement and micro niche targeting.

ADVERTISING + MARKETING: When you toss out the traditional boring training, you'll find out how to create products and services that practically sell themselves because you've learned the true science behind target marketing.

DIRECT MARKETERS: Direct sales is an amazing way to build a business quickly and without effort, but almost every single one of them is making a big mistake that is costing them a ton of time and thousands of unearned income.

BUSINESS BOOTCAMP: There's 5 things that every new online business needs: a website, an email list, a product, social media pages and graphics. I'll show you how to do all of them with a limited budget and no experience.

THESE ARE THE MOST POPULAR WORKSHOPS. A CUSTOM WORKSHOP CAN BE CREATED. WORKSHOPS RUN APPROXIMATELY 2 HOURS AND INCLUDE A Q+A TO ANSWER EVERY QUESTION THAT IS ASKED. YOUR EVENT-GOERS WALK AWAY WITH NEW KNOWLEDGE, HANDOUTS, HOME STUDY SHEETS AND THE MOTIVATION TO MOVE THEIR BUSINESS IN A POSITIVE NEW DIRECTION.

Live workshops: \$350 per session.

Consulting: \$100 per hour

go ahead, raise the bar.
the universe will meet you there.

Dawn is the witty, insightful voice and hard-hitting talent behind DawnMartinello.com where thousands of entrepreneurs have turned for business advice, motivation and inspiration. Having started her company in 2009 and working with internet sensations Danielle LaPorte, Hibiscus Moon, Gala Darling and David Risley; her inside knowledge of how to create a business from scratch, change with the times, and grow a company to six figures and beyond is second to none. She has spoken in front of Ladies Who Launch and featured in The Mogul Mom and The Art of Simple.



FACEBOOK FOR BUSINESSES AND BRANDS:

4.2 billion times a day, someone is clicking the like button on Facebook. It's no wonder that Facebook dominates the social media market. There's no other platform that will give entrepreneurs as much bang for their buck. This workshop focuses on best practices when creating and building a page, how to start advertising the right way with only \$5.00 per day, and how to increase engagement by following a simple daily road map. Participants will walk away with Facebook ad templates, a copy of the roadmap, and a sheet of resources.

TARGET MARKET BOOTCAMP:

Most online businesses completely skip this step of their business planning or approach it in a way that will not benefit their bottom line. When you know your customer better than they know themselves, it's impossible not to create products and services that sell themselves. We talk about misconceptions about target marketing, how to narrow your market to increase sales with less effort, how to ensure you'll love what you do for years to come, creating a customer profile, how to use free tools to find out more about your audience. Participants walk away with a completed customer avatar, access to a private Facebook group, and tools/resources that they can continue to implement in their marketing.

*this class is also available on my website as an at home study program

BUILDING BRANDS AS A DIRECT MARKETER

MLM and direct sales is an effective way of building a business, but most people approach this business in a way that costs them a ton of time and leaves thousands of dollars on the table. In this workshop, I'll teach participants the importance of building their own brand and how to implement their marketing on Facebook without breaking any rules. Participants will walk away with an online marketing plan for their MLM business, a list of resources/tools and access to a private Facebook group for continued mentorship.

BUSINESS BOOTCAMP

Getting the basics in place is essential for any online business. I'll show the participants where to spend their time, effort and money to get the biggest pay off. The solutions and steps that I provide to the participants are easy enough for anyone at any level to use and implement on their own. We'll talk about getting a website built on Wordpress, creating their own professional looking graphics using Canva, building their email list with Active Campaign, setting up a Twitter and Facebook page, and creating their first digital product. Participants walk away with a tool/resource sheet, worksheets for setting up their social media pages, digital product and cheat sheets for the resources discussed in class.

sensational praise



I needed savvy business support, and knowing you had worked with Danielle LaPorte in the past, I figured you had what it took. Dawn is reliable, has a high level of integrity and is incredibly personable. It was a fabulous investment! -Melissa D'Antoni, Fire Tree Studios

Confession: until (very) recently, I know absolutely zilch about affiliate marketing. So when a brand-new client asked me to ramp up her affiliate program, I turned to Dawn. Within an hour, she had meticulously (and patiently) walked me through the entire process.

-Alexandra Franzen, AlexandraFranzen.com



Dawn's Brand Yourself Strategy Session is the most comprehensive, personalized & action-oriented map to changing and creating growth in my business that I have ever experienced. After implementing just a few of her action-items, I have already seen curiosity and interaction in my business soar.

-Audrey McLaughlin, AudreyChristie.com



continue reading praise here: www.dawnmartinello.com/wow-wall

To book Dawn to speak at your next event, please email
dawn@dawnmartinello.com