



**Be Effective In Marketing**  
**When You Think**  
**You're Not So Good At It,**  
**You're Scared To Do It**  
**or You Simply Hate Hype**  
**and Grow Your Business**

**1-Day Workshop**

*Finally, a workshop that focuses on YOU and the solutions to YOUR fears, negativity and blockages so you can learn to love and enjoy marketing, resonate with your target market and accelerate your business growth.*



Seminars, Workshops and Personal Coaching

Small Business Series

Sydney Workshop: 25 February 2009

*Includes:*

- pre-workshop exercises,
- lunch, morning & afternoon teas during full-day workshop
- post workshop support through 4 weeks membership to [www.SuccessUncoveredClub.com](http://www.SuccessUncoveredClub.com)

Early Bird: Pay only \$350 (incl GST) when you register by February 10.

Save \$45!

**Is your business not growing as you would hope and is being negatively impacted because:**

- Marketing, including networking, is not your strong point
- You feel uncomfortable promoting yourself and your business
- Fears and shyness are stopping you from effectively marketing your business or services
- You don't really know what to say or what words to write in your brochures or website
- You dislike attending marketing and networking functions (and only go because you have to)
- You find it difficult to apply marketing tips you have learnt from books or seminars
- You hate the hype and pretentiousness without substance associated with marketing

There are many things that *really* hold business owners back on their marketing efforts such as fears and negative impressions:

**More Common Fears are:**

- You are shy or introverted and don't like approaching people
- You don't have a lot of self-confidence, become intimidated and lose your poise and confidence
- You feel you will be bothering people and you do not want to be a bother
- You have a fear of rejection or failure
- You fear you will become tongue-tied or have a mental block
- You have a fear of presenting to a group or new people

**More Common Negative Impressions are:**

- You associate marketing and networking with uncomfortable "self-promotion"
- You think you have to hype up marketing and networking to be effective and you don't like hype
- You feel you have to pretend to be someone other than yourself (eg. people you think are more successful than you) to be effective
- You feel marketing and networking is about being manipulative and pushy towards prospects and you don't agree with this "method"

***If this is you, join us on this empowering and liberating workshop and discover:***

- **How to be effective in marketing with your authenticity and uniqueness, without the hype**
- **Your true values and how you are "dictated" by them, and others by theirs**
- **Why following an expert's marketing guide is not working for you**
- **The difference between inspiration (power from within) and motivation (power from outside)**
- **How to break through your fears and self-doubt on marketing and stop holding your business back**
- **Certainty and centeredness about your business to help you communicate your services or products clearly and effectively**
- **Your existing skills, knowledge and traits helpful to your marketing and networking**

**What Is Included in this Workshop?**

- A Pre-Workshop Exercise to be completed prior to the workshop to maximise what you get from this workshop
- 1 Day Workshop including workbook and writing materials
- Lunch, morning and afternoon tea, coffee/tea on arrival on the day of the workshop
- Post-Workshop support through 4 Week membership to **Success Uncovered Club** – an online business and personal development coaching and information resource portal

## Register Now - Places are Limited

**Be Effective In Marketing When You Think You Are Not So Good At It, You're Scared To Do It or You Simply Hate Hype**

**Date:** 25 February 2009 (Wed)  
**Registration:** 8:00am  
**Workshop Time:** 8:30am - 5:00pm  
**Venue:** Vibe Hotel, North Sydney  
88 Alfred St, Milsons Point  
**Fee per person:** \$395 (including GST)

### How to register:

1. By Phone: Call us on 02 9410 1309
2. By Email: Email the Registration Form to [info@maximum-coaching.com.au](mailto:info@maximum-coaching.com.au).
3. By Fax: Fax the Registration Form to fax number 02 9411 3293.
4. By Post: Post the Registration Form to:  
Maximum Coaching  
PO Box 5606  
West Chatswood NSW 1515

**REGISTRATION FORM:** Register by 10 February 09 and pay only \$350 incl GST. Save \$45!

Title (Circle): Mr Mrs Ms Miss Dr Other \_\_\_ First Name: \_\_\_\_\_ Family Name: \_\_\_\_\_  
Job Title: \_\_\_\_\_ Email Address: \_\_\_\_\_  
Company/Business Name: \_\_\_\_\_  
Postal Address: \_\_\_\_\_ State \_\_\_\_\_ Post Code \_\_\_\_\_  
Telephone No: \_\_\_\_\_ Fax Number: \_\_\_\_\_ Mobile: \_\_\_\_\_  
Are you a vegetarian? Please circle: Yes/No Please indicate your food allergies (if any): \_\_\_\_\_

### Payment Details :

Please debit my credit card.  
Please circle (MasterCard or Visa Card only): MasterCard Visa  
Card Number: \_\_\_\_\_  
Expiry Date: \_\_\_\_\_  
Name on Card: \_\_\_\_\_  
Signature: \_\_\_\_\_

Enclosed is my cheque payable to Maximum Coaching Company Pty Ltd.  
(Please post to Maximum Coaching, PO Box 5606, West Chatswood NSW 1515)

Direct deposit or EFT payment to your bank account (we will email your unique reference number and our bank details for payment. Registration will be confirmed only when payment is received).

### Other Important Information:

**No recording of any kind:** Please note that our workshops, including workbooks, exercises and all other materials, are fully copyrighted so no audio recording and/or video recording is allowed.

**Cancellation:** We require cancellation to be made in writing at least 5-working days before the workshop date and the full workshop fee will be refundable less \$35 (including GST) registration service charge. After that, cancellation will incur 100% of the workshop fee.

**In case of sold out workshops:** In the event that we receive your Registration Form after all places in the workshop has been filled, we will put you on the Priority List for the next available workshop.

## Who Conducts The Workshop?

Marissa Carlos, founder and director of Maximum Coaching Company Pty Ltd, will be the head facilitator. She is the head coach for Maximum Coaching, a company specialising in personal and professional development coaching through seminars, workshops and one-on-one consulting.

Marissa and the Maximum Coaching co-facilitators are all trained in the Demartini Method®, a tool for bringing our mind into equilibrium and empowering ourselves.

Marissa has combined her 17 years experience in the corporate sector working for large national and international companies as a professional liability specialist, with her natural flair and love for coaching and teaching.

Marissa's intensive studies and experience in coaching focuses in particular on proven principles that help each of us get to where we'd love to be.

Her personal mission is to help people realise they have what it takes to achieve what they love through the power of their unique set of values, talents and gifts which are unrecognised, hidden, minimised or ignored, and actualise their dreams.

***"You have everything you need to make your dreams come true. All I do is help you find it."***

- Marissa Carlos

## What Others Are Saying About Marissa

"...In amongst many methods I have looked at of assisting people achieve their potential, I believe the methods you employ are amongst the most effective.

In the many areas of life, you have helped me to see and classify these areas in order for me to progress.

I have also achieved a higher level of success in my financial service work as a direct result of our meetings."

- Stephen Polhill, Warriewood NSW

"I cannot recommend Marissa at Maximum Coaching highly enough. She brought sensitivity, courtesy and professionalism to what can be an unnerving process.

I believe the average person is usually lucky to have one or two "whoa" moments a year where the penny drops, your thinking shifts radically and the truth of a situation is revealed. I had three in the one session.

Marissa is onto something big here and if you want to "get out of your own way" and start living the life that fits right for you, this is a vital piece of the puzzle."

- Tim Canham, Mosman NSW



## Seminars, Workshops and Personal Coaching

Maximum Coaching Company Pty Ltd

ABN 71 126 334 585

Suite 302, Level 3, 2 Help Street Chatswood NSW | PO Box 5606, West Chatswood NSW 1515

Telephone: 02 9410 1309 Fax: 02 9411 3293 Email: [info@maximum-coaching.com.au](mailto:info@maximum-coaching.com.au)