

FAST TRACK

BUSINESS SUCCESS MADE EASY!

GROWTH - 5 hot techniques
to boost your revenue **NOW!**

VISION ALIGNMENT - getting
everyone on the same page



Robert Van Arlen
Speaker, Author,
Entrepreneur

SHINES MARKETING

Increase Your Sales By 30% or More in the Next 57 Days - Guaranteed!

SOCIAL MEDIA MARKETING

*Money or Madness?
The Truth Unveiled*



Andrew Houglum
Arizona's #1 Direct-
Response Online
Marketer & Social
Media Marketer

SHINES MARKETING

Increase Your Sales By 30% or More in the Next 57 Days - Guaranteed!

MUSCLE UP YOUR MARKETING



Granison Shines
Direct-Response
Copywriter / Marketer



Sanctuary Resort and Spa Community Development Programs Presents - Robert Van Arlen, Granison Shines and Andrew Houglum – Arizona’s #1 Vision Alignment, Marketing, and Social Media Selling Experts

Sanctuary on Camelback Mountain is proud to present a series of special learning events with Robert Van Arlen, Granison Shines, and Andrew Houglum. The purpose of these programs is to provide a growth forum for individuals and businesses in our community.

Always Be Marketing and Selling - 5 Truths about Business Growth During a Down Economy on May 27th 2009

The Always Be Marketing and Selling - 5 Truths about Business Growth during a Down Economy is a program that will help you stay focused and take your business to the next level.

You’ll discover effective ways to get your team aligned to your vision and goals. If you lead a team of 1 or 100 you can benefit in learning how to ignite your team performance. Plus, the program will reveal how you can cut the fat out of your marketing campaigns and how to use social network sites such as: Facebook, Twitter, LinkedIn, YouTube, etc. to grow your business even more... **GUARANTEED!**

Conference Outline:

8:00 – 9:00 Breakfast (**provided for you**) and Pre-registration

9:00 – 9:15 Setting the tone – Robert Van Arlen ignites participants for their learning experience

9:15 – 10:00 Vision alignment; does everyone on your team know what you ultimately want to achieve. How can you determine if you or your team members are aligned to your vision?

10:00 – 10:15 Break

10:15 – 11:00 Copywriting - The 5 Critical Copywriting Components Every Webpage, Sales Letter, Advertisement, Brochure, and Every Other Marketing Piece You Can Think Of, Must Have in Order to Be Wildly Successful, Especially in A Recession Stricken Economy

11:00 – 12:00 Culture Transformation – 5 Tips to Energize Your Culture.. How do you take your team to the next level during this turbulent economy? Keeping your team focused and inspired is critical for success in today’s environment.

12:00 – 12:45 Lunch Break (**provided for you**)

12:45 – 2:00 Marketing - The Entrepreneur’s Guide to Successful “Direct-Response” Marketing

2:00 – 2:15 Afternoon Break includes a light snack (**provided for you**)

2:15 – 3:15 Business Blogging and Social Networking - The Ultimate Online Selling Machine for Your Business – How to Use a Business Blog and Social Networks to Sell More of Your Products and Services.

3:15 – 3:45 Q&A

3:45 – 4:30 Action Planning



To sign up for the exclusive “**Always Be Marketing and Selling**” Conference coming up on May 27, 2009 at the Sanctuary on Camelback Mountain go to: www.AlwaysBeMarketingandSelling.com

Cost: \$397.00 Includes Continental Breakfast, Lunch, and Refreshment Breaks

IMPORTANT NOTICE: Early-bird Sign-up Special *before* May 20th is only \$300. You save 97.00 instantly. Go to: www.AlwaysBeMarketingandSelling.com. All workbooks materials, ebooks, audios, videos, etc. for the Expert’s programs will be provided to you...

****Payment terms are available** See website for details.**

The Experts:

Robert Van Arlen

Robert Van Arlen is an International Speaker, Emcee and Author. He is an expert in transforming organizational culture through a process he conceived and developed called “Focused Synergy.” Born in Honolulu, Hawaii, the former Fortune 500 executive built a reputation during a 15-year career of changing the culture of his teams from “whiners” to winners.

His prestigious list of clients includes Proctor & Gamble, Destination Resorts, Verizon Wireless, Dun & Bradstreet Canada, Global Spectrum, Cigna Healthcare, the CIA and FBI.

From CEO’s to celebrities, Robert gets everybody up and inspired. He understands that most audiences today are highly technical and keeping their attention requires the ability to entertain and educate simultaneously.

For more on Robert Van Arlen visit: www.robertvanarlen.com

Granison Shines

Granison Shines, owner of Shines Marketing – www.ShinesMarketing.com, and Managing Partner of Business Mentorship International – www.BusinessMentorshipIntl.com, is a **Direct-Response Copywriter and Marketing Strategist** for small and medium-sized businesses that want to absolutely, positively Increase Sales By 30% or More in the next 57 days or less.

His client list includes, but not limited to: Northern Arizona University, DeVry University, Motorola (over 8 different divisions), Instrumentation Metrics (Sensys Medical, Inc.), Inter-Tel (now Mitel), Boeing, General Dynamics, Arrow Electronics / Wyle Electronics, Mobility Electronics, Space Systems Loral, and Sanmina.

He systematizes the copywriting, marketing, and product development processes through his proven proprietary system called **D.I.E.T.**[™] which is geared to “Trim the Fat” out of your marketing campaigns. He uses this system to educate 21st century business professionals on how to write more compelling copy and how to better market their products & services to create maximum sales - therefore increasing their "Bottom-Line" profitability.

For more on Granison visit: www.GranisonShines.com and www.Shinesmarketing.com.



Andrew Houglum

Andrew is **Arizona's #1 Direct-response social media marketers** and partner / executive consultant to Shines and Associates, LLC. His extensive education and knowledge in online marketing and computer programming has allowed him to showcase his social network marketing skills to a number of select clients in several industries. Industries include: real estate, network marketing, physical fitness, health, event planning, coaching, high-tech electronics, plus many more.

Now his challenge it to bring business owners and entrepreneurs highly functional seminars, workshops, and boot camps by showing them how to leverage the Internet in regards to marketing and selling more products and services.

He also specializes in developing top-notch information products so business owners can learn as they travel.

To read more about information and articles Andrew has on how you can grow your business visit – www.ShinesMarketing.com.

Some of his work includes:

www.ArizonaExplosion.com

www.NeedThese.com

www.TheSilverTongue.com

www.DonnaPartow.org

www.NSNPhoenix.com

Plus many more...

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