

The 5 Marketing Essentials To Getting 50% More “LIFFT™”

Would you like to get more from your marketing initiatives? Jen DeTracey will walk you through LIFFT™, a 5-step strategic marketing process that will provide your business with at least 50% more lift.

The title, content and presentation length can be adapted to fit your industry and the theme of your event. LIFFT™ is an acronym for Layer, Inform, Frequency, Follow up, and Track.

During this session, you will learn:

- Five foolproof strategies to increase your income immediately
- How to expand your presence without exhausting your bank account
- Tactics to wring every drop out of what you’ve already got
- Strategies to think and work smarter, not harder
- Ways to build on your business equity
- How to tap into your ideal clients
- Methods to dramatically increase your client base

“Jen DeTracey has the ability to hold audience attention while providing a dynamic, well-prepared and polished presentation.”

Pauline Penner, Franchise Owner
THE original basket boutique

“...very inspiring, great tips, excellent delivery...”

Kamal Basra, Investment Advisor
TD Waterhouse Private

“...my business will now become more profitable with a minimum effort.”

Maike Engelbrecht, Owner
Best Books

“...very practical & relevant (which a lot of presentations are NOT!). There were lots of useful bits of info & strategy that made sense to me.”

Steve Cooper
SCOOP Databases