

Kevin Jordan

Small Business and Online Marketing Speaker



**Keynote
Presentations**

Workshops

Seminars

"I found the workshop I attended to be very helpful and would highly recommend it."

– Lisa Tharpe, Farmville Chamber of Commerce

"Kevin has a world of information to get you started on your marketing plan."

–Lorraine Carter, Kinex Telecom

Great job– it was amazing how much good information you managed to put into that small amount of time."

–Faye Shumaker, Buckingham Chamber of Commerce



www.RedpointMarketingConsultants.com/workshops

About Kevin Jordan



Kevin Jordan is the owner of Redpoint Marketing Consultants, an Authorized Duct Tape Marketing Consultant, and a Constant Contact Partner. He teaches simple, affordable, and practical marketing methods to small business owners who want to grow their businesses in a systematic way. Kevin is a firm believer in the importance of continuing education for small business owners, and his insatiable thirst for knowledge is matched by his joy in passing that knowledge on to others. For more information about Kevin, visit www.RedpointMarketingConsultants.com/about-us.

About Duct Tape Marketing



Duct Tape Marketing is a unique turnkey small business marketing system created by award-winning small business marketing expert and author John Jantsch. It is widely recognized as the most successful small business marketing system ever created. Today, the Duct Tape Marketing System is used by thousands of small businesses worldwide and delivered through a network of authorized consultants, of which Kevin Jordan is a member.

Available Workshops and Seminars

Kevin offers a variety of ready-made seminars and workshops on topics related to small business marketing and online marketing. If you're interested in having a custom presentation prepared for your organization, contact Kevin for more information.

Seven Steps to Small Business Marketing Success

In this half-day workshop, Kevin teaches small-business owners the entire Duct Tape Marketing System so that they can begin using it in their own businesses. Among other things, attendees of this workshop will learn:

- How to identify your ideal customer
- How to differentiate your business from the competition
- How to turn your customers into referral sources
- How to create a total online presence for your business without spending a fortune

This content-packed workshop is Kevin's most popular presentation, and can often be a transformative experience for those who attend. To watch a recording of the entire workshop online, visit www.RedpointMarketingConsultants.com/workshops.

Video Marketing 101

In this workshop, Kevin teaches business owners how to produce, edit, and distribute high-quality videos to help market their businesses. This is an interactive workshop—Kevin actually produces a green-screen video for one of the business owners in attendance, edits it, and uploads it to YouTube, all right there in the workshop while everyone in attendance watches. All attendees also get free lifetime access to Kevin’s Video Marketing 101 self-study training course.

WordPress Website Workshop

In this workshop, Kevin teaches attendees how to set up and maintain a small business website using the popular WordPress content management system. He covers everything from adding posts and pages to loading pictures and videos and installing contact forms. Attendees should bring a laptop to this seminar, since they’ll actually be building a website together right in the workshop!

Email Marketing for Small Business

Email marketing is one of the most cost-effective ways for a business to communicate with current and prospective customers, but many businesses either aren’t using it at all, or are using it incorrectly—and in some cases, they’re even unknowingly braking the law! In his email marketing workshop, Kevin Jordan—a Constant Contact Partner—teaches small business owners the *right* way to use email marketing to grow their businesses. Topics covered include how to set up an email newsletter, how and when to use autoresponders, and how to comply with the CAN-SPAM act. All attendees will receive a 60-day free trial of Constant Contact, a popular email marketing service.

Booking Information

In addition to the above workshops and seminars, Kevin can also prepare a custom presentation specific to your organization. He can also adapt any of his presentations for different time periods, anywhere from 30 minute talks (perfect for chamber of commerce luncheons) to half-day workshops.

To book Kevin as a speaker, contact Redpoint Marketing Consultants at 540-815-0060 or by email at kevin@redpointmarketingconsultants.com. You can also visit the RMC website at www.RedpointMarketingConsultants.com/workshops and fill out the form to book online. Also on that page of the RMC website you will find video recordings of previous workshops, video previews of each workshop, and additional information about the content of the workshops.

Testimonials

Here's what attendees of Kevin's workshops have to say about their experience:

Kevin provided an excellent overview of the online marketing process that is vital to finding, landing, and keeping new customers."

Don Baker, NSI Partners

"The WordPress workshop I attended was exactly what I needed to get my web presence going. Kevin really knows what he is doing and more importantly he knows how to teach and coach others. He genuinely cares about the success of his clients."

-Steve Wilder, Adventure Youth Mentoring

The small business marketing workshop I attended was interesting and speedily brought me up to date as to how to more effectively market and promote my business.

-Kimberly Barton, Antiques and More

"Kevin's WordPress workshop was very informative and easy to understand. It was appropriate for people of all experience levels."

- Crystal Vandegrift, Crystal Image Photography

"Kevin's workshop is precise, focused, and detailed. This marketing program works with any business."

-Chuck Cruz, PostNet

"There were a number of suggestions that were easily adaptable to my business. I was pleased with the concrete recommendations."

Justine Young, Piedmont Senior Resources

