



markanthony germanos

speaker • trainer • author

What people are saying

“Mark's ability to take a complicated subject and turn it into easy to implement steps for use right away was astounding. Not only is he an informative speaker, but he radiates a fun and upbeat energy that holds attention.” —
Barbara Lopez, Owner, Brightfarm Introductions

“Mark always offers something of great value, and the attendees walk away with very practical tools they can apply immediately to improve their business's bottom line.” —
Renee Ray, Owner, Renee Ray Bookkeeping

“Mark delivered more service than I expected. He knows his business well and is able to impart his knowledge and experience in a comfortable understanding manner. His help will enable me to successfully expand my business through social media.” —
Rick Dwyer, Owner, Residential Care Consultants, a division of Real Estate Advisory Services

A few years ago, Mark almost went bankrupt. His marketing was awful. Only after he rewrote his website, changed his attitude about social media and learned search engine optimization did his small business recover. He shares what he learned for your attendees' benefit. Mark holds Hubspot's Inbound Marketing and Toastmasters' Able Communicator Silver certifications. Mark is also a three-time author. His third book, *Attract Your Ideal Customer: A Workbook for Making More Money*, is available at idealcustomer.net.

Topics

- Attract Your Ideal Customer
- How to Fill the Beds
- Why Should I Do Business With You?

Benefits

- *Your attendees become empowered.* They learn how attract more high quality customers, spend less time on their marketing and make more money.
- *Your attendees benefit* from Mark's Point→ Story→ Takeaway approach to educate and entertain. Mark makes a point, presents a story to show the point in action and then shares the takeaway. Previous attendees have contacted Mark and shared how clear their recall was...several months after Mark's presentation.
- *Workshops are more than 40% audience-interactive.* Attendees create friendships. Coworkers strengthen relationships.