

Midwest Family Broadcasting presents...

Chuck Mefford



**You may be the best at what you do,
and you may have a great story to
tell, but if no one knows...what is the
point?**

Join MidWest Family Broadcasting (Star 105.1, 92.9 Bass Country, 104.7 The Cave & Q102.) as they present marketing expert and author, Chuck Mefford for a seminar on how to **“brand your business just like the big guys”!**

The road to success for any business is constantly changing. There is more competition in every category. No matter if you are a plumber or a plastic surgeon – you have increased competition. To compound the situation, it is harder to reach preoccupied consumers that are distracted by thousands of messages coming at them every day.

Instead of focusing on what you can't control, things like expanding competition and the amount of messages blasting consumers, my system helps you focus on the things you can control:

- You can be the business that people think of first when they want or need your product or service.
- You can own mental real estate in the minds of consumers.
- You can get a measurable return on your advertising investment.
- You can create an emotional connection with consumers.

BrandsFormation is an easy and doable system that can help anyone take his or her good small business and transform it into a great local brand.

Date: **Tuesday, March 23, 2010**

Time: **8am – 12 noon**

Location: **Executive Conference Center at 910 West Battlefield**

You will NOT be presented with an advertising package to purchase!

Ask any business professional who has attended one of Chuck Mefford's seminars about the invaluable information and strategies they learned and implemented in their own businesses!

Please reserve your free ticket today by calling Malcolm Hukriede at 417-447-2024.



Midwest Family Broadcasting presents...

A Working Lunch for Healthcare Professionals

How to Transform a Good Local Practice into a Great Local Brand

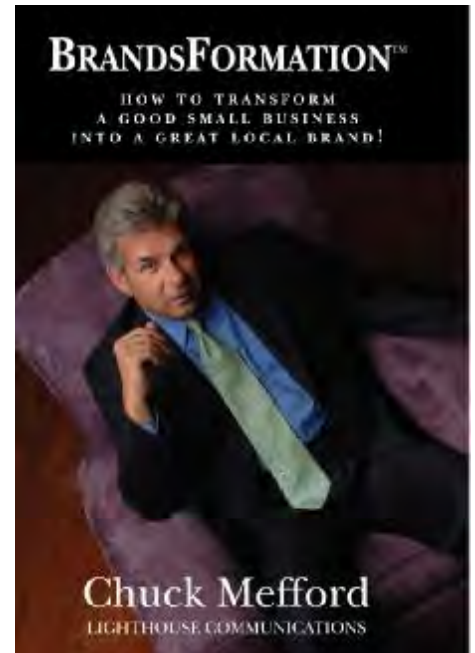
Dr. Terry Cowgill, DDS started his practice with a five-year plan that included no payments to himself. Within seven months, he threw it out because things were so far ahead of pace. He built a stand-alone office in year three. Dr. Cowgill credits his success to his BrandsFormation™!

"At last, an easy-to-read marketing book for the small, local business. Follow Chuck Mefford's advice and some day you might be looking for help for a big brand." Jack Trout, marketing guru for Papa John's and Southwest Airlines

Seminar includes:

- What they don't teach you in school about marketing your practice.
- Getting a solid ROI on your advertising investment.
- Be the practice that people think of first when they need or want the services you offer.
- 4-step system to *BrandsForm* your practice.
- You've got a great story...how come you're not telling it?
- Two questions every practice must ask themselves.
- Extending your brand throughout your practice.
- Nothing happens without a great strategy.
- Building your brand with Bricks and Mortar.

Box lunches will be served!



Please join us!

Wednesday, March 24, 2010

12:00 noon – 1:30pm (registration starts at 11:45 a.m.)

Executive Conference Center
(910 West Battlefield, Springfield, MO)

\$49.95 Value (covered by Midwest Family)

Call Malcolm Hukriede at 417-447-2024 for information or for your reservation.

In their corner, the big guys have teams of marketing professionals along with large budgets for research and advertising.

Finally, the small business owner has someone in their corner, Chuck Mefford. In this seminar, Chuck will share real branding success stories as well as his System which any good practice can implement to successfully brand...just like the big guys.

You'll love what BrandsFormation can do to accelerate the growth of your practice.

