

Structured around Anabaptist Financial's Ten Blocks of Business Knowledge, our workshops provide a kingdom-focused, distinctly Anabaptist business training. Learn how to integrate faith into all business activity while gaining new business skills and knowledge. Join us for a unique opportunity to:

- Participate in a small-group, hands-on setting for maximum learning and practical application
- Gain new business skills and knowledge through peer learning, discussion, guided practice, and case studies
- Hear seasoned instructors teach from an Anabaptist, biblical worldview
- Work out and apply new business management tools, using your real business situations and challenges

*We use multiple training approaches to fit various learning styles of students. Lecturing is limited to no more than 50 percent of workshop time. Workshops are independent of each other and may be taken in any order.*



#### Marketing Workshop Instructors:

Roy Herr, Myerstown, PA  
Co-founder of Rosewood Marketing

*Co-instructor – To be decided*

SEE INSIDE TO REGISTER

## NEW!

### MARKETING WORKSHOP



55 Whisper Creek Drive  
Lewisburg, PA 17837

# MARKETING WORKSHOP

**November 11-12, 2020**  
**Berlin, Ohio • Comfort Suites Hotel**  
4810 Tr 366, Berlin, OH 44610



The educational division of Anabaptist Financial

Wednesday, November 11, 2020  
7:45 – 8:00 AM Registration, Coffee, Seating

### Biblical Business Foundations

What do you believe about business? Does the Bible have anything to say about marketing? Come prepared with your questions, and share in an open and honest discussion on what is and isn't acceptable for Christians to participate in regarding marketing.

### Vision-Mission & Core Values

A Vision-Mission Statement and Core Values are important direction-setting documents every business should have. Getting clarity at this foundational level will give direction to your marketing decisions.

### Simple, Effective Research

Learn how to do effective research with simple tools and skills you already have without spending a lot of money.

### Discover Your Niche

Which customers should you be focusing on? Where is the best opportunity for you to provide high value? Discovering your niche is a key to long-term business success. Learn how to find your niche and continue carving it out in the future.

### Strategy – Your Key Message

What is the primary message you need to communicate to your niche market to generate business? The workshop activities will step you through a process to create your key marketing message.

### Strategy – Your Brand Position

Branding is about building your business reputation. You will learn how principles of building one's personal reputation apply to building the reputation of your company. You will learn the key elements of brand positioning.

Thursday, November 12, 2020  
7:45 – 8:00 AM Registration, Coffee, Seating

### Generating Leads

What is the best way to generate leads for your business? Learn how to create ads that pull leads.

Participate in a group activity to get new ideas for generating leads.

### Authenticity and Biblical Principles

Do your actions line up with who you say you are? Join a discussion on how five Biblical principles apply to marketing. Learn how authenticity is a key to building trust along with other trust factors that you should be managing.

### Lead Conversion Tools

How can you efficiently convert your leads into customers? Learn how to create marketing tools that save time, improve the buying experience, and increase sales.

### Brand Implementation

What can you do to accelerate your business reputation among your niche market? Learn five key reputation-building components of your brand. Brand implementation is not just a marketing department function. You will learn how it affects your entire business.

### Your 12-Month Plan

How do you create a good marketing plan and execute it? Learn the three primary components every plan needs and how to make sure the plan is followed through to completion.

### Marketing Project Management

Have you ever been frustrated by marketing projects going over budget, running past the deadline, or delivering substandard results? Learn how to work with your internal marketing people and outside firms to keep your marketing projects on track.

### Calculating ROI

How do you know if your marketing is wasted or worthwhile? Learn how to calculate marketing return on investment. Go home with a tool to make projections and measure results to help you continuously improve your marketing decisions.

# REGISTRATION

Marketing Workshop, OH

*Please list each person so we can prepare name tags.  
Limit three people per company. Thank you.*

Name(s)

Company

Address

Phone

Email

**Please include payment with your registration.**

Registration due by October 28, 2020.

\$550 per attendee for two days. Includes:

- Lunch both days
- Pre-workshop reading materials
- Student workbook with instructional content and workshop activities
- Tools: Basic Lead Tracking Form, Advertisement Template, Marketing Return on Investment Calculator

To register, call 570.468.1268 or email [workshops@afweb.org](mailto:workshops@afweb.org).

If registering by mail, return this form with a check payable to **Stewardship Resources** and mail to the address listed below.

If cancellation is made within two weeks of workshop date, 50% of registration fee will be refunded.



Stewardship  
Resources

**Address** 55 Whisper Creek Drive, Lewisburg, PA 17837  
**Phone** 800.653.9817 **Fax** 866.230.6253