

Meg on MARKETING

MEGLASGOW.COM



SEMINAR DESCRIPTIONS

Marketing

RECHARGE YOUR BUSINESS: Take Your Business from Ignored to Adored! *New!*

Tired of making sweatshop wages? This business building seminar shows you how to stand-out in an online world and earn raving fans for your business. You'll learn how to put together a strategic plan to attract a new generation of buyers using Facebook, Instagram and more. If you're confused on how you can compete in an online world, this class is for you! Learn easy to implement methods on how to get your business found on the web fast while appealing to the right audience with a message customers actually care about. This seminar will get you on the fast-track to success with more profits and happy customers.

2 hr Lecture, Workshop and Q & A

Required equipment: PC compatible projector, screen & clip-on microphone

HOW TO BUILD BUZZ *New!*

Create a Customer Appreciation Event to Gain Raving Fans

How do you make your clients so happy that they rave about the service you provide? With a client appreciation event of course! Learn simple ways to show gratitude to your best client advocates with a unique event that builds trust and credibility for your brand. Get how to details for making clients special with frame reveals, themed parties and more. This fun and informative new class shows you how to build the buzz around your event to create raving fans and more referrals.

2 hr Lecture

Required equipment: PC compatible projector, screen & clip-on microphone

Sponsor: TRU VUE

PLAN, PROMOTE & PROFIT

Tips, Tricks & Strategies to Writing a Winning Marketing Plan

This seminar outlines a comprehensive, step-by-step approach to crafting a concise, logical, and effective marketing plan that produces real results. Learn tips on marketing that works and avoid costly advertising mistakes that don't. Whether you manage a small business seeking to formalize the planning process, or an established frame shop looking to grow your business, you can gain a competitive advantage by translating the marketing planning process outlined in this seminar into a streamlined strategic document that informs your decisions and helps avoid costly missteps.

1 ½ hour lecture and PowerPoint presentation
Handout

WHY EVERY BUSINESS SHOULD USE FACEBOOK

How to Grow Your Business with Facebook's Most Powerful Marketing Tools

Get on the fast-track for attracting new art-buying customers with Facebook. Discover everything you need to know about Facebook marketing, from how to create a business page to using Facebook Insights to reach the right audience and create memorable content to attract new buyers. Learn how to decipher Facebook Ads Manager; improve customer engagement and grow your business by attracting a new generation of buyers.

1 ½ hour lecture and PowerPoint presentation
Handout

Design

SELLING INSPIRED DESIGNS

Learn to apply the principles of design to create beautiful framing projects with confidence. You'll learn how to apply the 6 elements (color, line, shape, texture, space & form) to create great frame design. Get inspired with Meg's award-winning frame designs and learn tips for using these creative framing ideas to "wow" your customers. From unique touches, stunning shadowboxes and artistic CMC mat details you'll get ideas and advice to grow your custom framing sales.

1.5 hr PowerPoint Presentation plus 20 minute Q & A

Sponsor: WIZARD

Required equipment: PC compatible projector, screen & clip-on microphone

FRAME DESIGN FUNDAMENTALS *New!*

Learn to apply the principles of design to create beautiful framing projects with confidence. You'll learn how to apply the 6 elements (color, line, shape, texture, space & form) to create great frame design. Get inspired with Meg's award-winning frame designs and learn tips for using these creative framing ideas to "wow" your customers. From hand painted details, stunning shadowboxes and artistic mat details you'll get ideas and advice to grow your custom framing sales.

1 ½ hour lecture and PowerPoint presentation

Required equipment: PC compatible projector, screen & clip-on microphone

FRAMER'S MASTERMIND (*Luncheon or Breakfast*) *New Idea!*

Join a group of rock star framers for a new Mastermind Luncheon (breakfast) that combines brainstorming, education and peer support in a positive group setting to sharpen your business skills and find success. Each person will get 10 minutes to be in the hot seat. Be prepared to briefly introduce yourself, give a little nugget of inspiration to the group (a great book, cool resource or app you've found) then tell us how we can help you. (Are you stuck? Need some ideas? Looking for advice?) This is not a gripe session. It's an amazing opportunity for you to take advantage of brilliant brains all coming together to HELP YOU!

1 ½ hour roundtable discussion

\$25-\$35/attendee (includes meal)

Sponsor: Sell table sponsors. Invite sponsor to have a rep @ the table

Meg Glasgow, owner of Finer Frames, is a nationally recognized consultant in the art and framing field, and winner of Larson Juhl's first Design Star competition in 2013. She travels widely in the U.S., presenting sales and marketing seminars for small businesses, and has recently published her second book entitled "Recharge Your Business". She was named Meridian's 2005 Woman of the Year, a finalist in the Idaho Woman Entrepreneur of the Year for 2004 & 2017.. Finer Frames received the top distinction with the Top 100 Art & Framing Retailers Award in 2003. The company which she founded in 1999, has earned national exposure framing for ABC's "Extreme Makeover: Home Edition" and "Designing Spaces" on Lifetime Network.



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