

The Killer Marketing Message

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**Actuaries' Club of Hartford &
Springfield
&
Actuaries' Club of Boston**

November 12, 2008 Joint Meeting

The Killer Marketing Message

1. What Do You Do?
2. The Ineffective Marketing Message
3. Results Template
4. Challenges Template

The Killer Marketing Message

What Do You Do?

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The REAL Question To Answer:

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Challenges Template

***"Sales are driven by emotion,
and justified by logic"***

The Killer Marketing Message

For A Page of Sample Marketing Headlines

**Email: John@JHACareers.com
Subject Line: *Sturbridge Marketing Message***

Marketing Advice each month on implementing an effective Career Search Strategy, and for achieving the visibility that leads to new opportunities at work

www.JHACareers.com/Newsletter.htm

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