



Dead Men have White Collars

MARKETING THROUGH CHANGING TIMES

Unsettling Trends!

80% of all white collar jobs are going to disappear.
Tom Peters

Full time workers will become the minority. No hiring, no firing, just clients, suppliers and networks.
MIT Study

Day of average products for average people is over
Seth Godin

Where to from here.....?

Everything has changed - therefore the way a person manages their career MUST change to ensure survival and viability in this unsettling new world.

A **practical** solution and strategy for both your business and yourself that will guide you through the new market. With ongoing practical assistance to make sure your business is not left behind in the changing times.

Some Topics from the Course;

- > Managing your business in a cost cutting world
- > How do I stop interruption marketing and start permission marketing?
- > The power of free software and services
- > The power of free information
- > The leadership vacuum
- > Ineffective traditional marketing
- > Blogs and websites. Where does one end and the other begin?
- > Successful newsletters; not spam
- > What is hi-touch business?
- > Using Social networking tools to your advantage

Course dates and venues:

Current diary of course dates is available on the blog:
[Click here to view](#)

The Johannesburg venue is at Platinum Planet, Nicol Grove Office Park, Design Quarter, Leslie Road East (off William Nicol) Fourways (behind Design Quarter)

Special Offer: Full day seminar at your offices with a max of 20 delegates for R5000.

Price:

R490 excluding VAT per person
Full day seminar including refreshments and a light lunch

Book your place

[Click here](#) to book your place at the next course

[Click here](#) to find our more about the course

[Click here](#) to email Steve directly

Phone Steve directly for a one on one discussion about how the course can include key topics your company needs - 467 8889 (office hours)

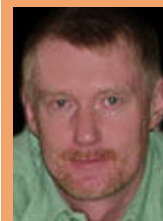
It is the age of cunning, speed and surprise. When you as an army of one can flourish.
Tom Peters

Congratulations on the most mind bending presentation I ever had the privilege of attending. The content is thought provoking and the instructions with the help of your website and blog a real-idiots-guide to financial freedom and artistic expression.
Jan J v Vuuren

It is not good, it is profound, and while good is available, profound is unique!
Cherie Struthers

I am SO inspired! Thank You Steve! I can't wait to put all that I have learned here into practice and start my blogging journey!! The workshop was interesting, informative, fun and challenging. The time flew by and I was never bored. THANK YOU."
Lynette le Roux

The course you presented was exciting & motivating. Thank you for sharing your years of experience and knowledge with us – it has given me new hope. You are an excellent presenter – not so much ra ra but just explaining step-by-step in a practical manner how things work.
Denise Irvine



The
presenter:

With 20 years in education, IT and business, Steve Eilertsen is the ideal course presenter to interpret and package the new economic rules, tools and software to grow both the bottom line and individual careers in a changing world.

"I walk the talk and I'm enthusiastic to share 10 years of research and personal practical experience with you and your company"
Steve Eilertsen