



***“Your marketing can become an enjoyable part of your business!”***  
– Yvonne Bleakley

## **Yvonne Bleakley**

After working as a bank manager, Yvonne left her post in August 2006 after working in the corporate world for almost 20 years. Yvonne started her first coaching practice whilst still working for the bank, reducing her hours as her practice grew. She had managed to fill her practice to full capacity within 8 months including clients around the country and internationally.

She went on to become “The Manager’s Mentor” helping managers get the most out of their staff using her unique Silent Motivator System™. Yvonne now dedicates her professional career helping other entrepreneurs who provide a professional service to market their business effectively, and to get more clients, in less time, with less effort.



### **Yvonne’s Speaking Style:**

Yvonne leads her audiences with a dynamic mix of very practical how-to information delivered with a high dose of inspiration and motivation. Her infectious energy and upbeat spirit will help your organization and its members attract their ideal clients, effortlessly.

### **Yvonne’s most popular and requested programmes:**

#### **How to network for success**

***“Wow, can I have your card? I need to work with you!”*** How to create a **COMPELLING** marketing message to attract new clients quickly and easily. A lot of solo professional people are very good at their trade,

but lack the marketing skills that bring in new clients consistently. Yvonne Bleakley of Mastering the Marketing developed her own marketing system which teaches others how to use marketing to their advantage.

**Participants will learn to:**

- Learn the secrets of PULL marketing to get clients effortlessly
- Develop a compelling elevator pitch
- Learn to break the ice and banish the fear of networking
- Get long term results by developing relationships

**How to get all the clients you need for your professional service based business**

**Do you sometimes feel overwhelmed as to where to start building your business or give a boost to the one you have? Do you wish that someone would *finally* show you how to get a consistent stream of new paying clients without pushing so hard?**

Many people are very good at their trade, but lack the marketing skills that bring in new clients consistently. Yvonne Bleakley of Mastering the Marketing helps self employed professionals to develop their "marketing message" in order to pull client in.

**Participants will learn to:**

- Break down the marketing process into 8 easy steps
- Use the secrets of PULL marketing to get clients effortlessly
- Create your own marketing action plan to start seeing results quicker

**TO BOOK YVONNE FOR YOUR NETWORK OR EVENT:**

Visit [www.masteringthemarketing.com](http://www.masteringthemarketing.com) , email [info@masteringthemarketing.com](mailto:info@masteringthemarketing.com) or call 0121 288 8201

**Yvonne Bleakley**  
**Client Attraction and Marketing Mentor**