

Attn: Therapists, Stylist, Beauticians, Healers, Alternative Practitioners & Business Owners...

\*\*\* Sorry, this event is now SOLD OUT \*\*\*

For an entire day in June you can discover my Blueprint for Marketing Success at an exclusive Workshop LIVE and In Person...

Sun 08 June 2008, in London, UK

REVEALED:

My Proven Step-by-Step 'Blueprint For Marketing Success' that Brings YOU Clients Now...

But HURRY... this is THE event of the year for Wellbeing Business Owners and only limited seats are available. Once they're gone, they're GONE!

Dear Friend,

On Sunday 8th June this year, I am going to share my Blueprint for Marketing Success with a small group of lucky people and in doing so, transform their lives and their future profits.

The reason I'm doing this is because most of the business owners that I meet in this industry are really struggling...

Some of them are just starting out... They are working full-time in a job to pay the bills while slowly building up a client base in their spare time so they can eventually afford to quit their job and live their dream of having their own business and working when they chose.

It's hard and they work so much they just feel like they're always tired and it's taking forever to get there.

Others have been self-employed a little longer... They've reached that goal of having their business pay their bills each month but that's the problem. It's only just paying the bills each month and now they feel like they're working even harder but for less money.

They've got hardly any spare money or spare time and while they love their clients, they just aren't making enough.

Sounding familiar? Chances are you got into this because you love what you do and that's fantastic. That's the whole point. But the reality is that you need enough money coming in to enable you to have that great business and to live that amazing lifestyle you dreamed of.

So how do you get there? How do you reach that golden point where you've got your phone ringing off the hook with clients wanting appointments, you're earning what you want, you've got time off when you want and you are truly living that free and wonderful life you dream of?

Quite simply, you need to let someone who has been through those tough times and found a way to achieve to that dream help you&hellip;

"I've been through those tough times and created a blueprint for success"

Today, right now, I'm living the lifestyle I want. I no longer see clients myself because I've discovered I love the business side so much I'm now focussing solely on that. And that's the point - I created myself such a successful clinic that I had the freedom to choose which bits of it I wanted to work on. And I could afford to hire people to do the rest of it.

That's what being self-employed should be all about... If you love doing treatments and that's what you are best at, then you should be free to do that. If you love the business side or customer care, then do that! Having a successful business with marketing that works for you, gives you the ability to do what you do best and enjoy your life while giving fantastic service to your clients.

Now I'm not saying I didn't have tough times. I did and I'll be the first to admit it. I made marketing mistakes that cost me thousands before I realised they didn't work. I remember getting so low on cash I had to change my price list simply because I didn't have enough products to do certain treatments.

I started my first clinic on the smell of an oily rag (literally!) and I hit rock bottom several times before I figured out how to make it work, and work profitably. Once I got into the swing of it, it was easy. But back at the beginning it was incredibly tough.

If I could do it all over again, I'd ask for help earlier. I'd find the people who knew how to achieve what I was trying to achieve and then I'd invest in spending time with them. I'd read the books they read, I'd go to seminars they recommended and I'd enrol in live events where I knew they were going to be. I'd soak up every bit of information I could see worked and then I'd implement it much sooner than I did.

Back in 2000 when I started my first business I had no idea what I was getting myself into. I thought it was going to be all glamorous. That I'd make loads of money and I'd be able to swan around getting my nails done and meeting friends for lunch.

The reality was nothing like that. It was hard and it was totally unexpected. There was no one out there that had a magic wand and I had to learn everything I did through trial and error (and there was lots of error!).

But now, I know what works. I can walk into any business with my Blueprint for Marketing Success and get them bringing in more clients and making more money within hours. That's what it's about. Being able to implement marketing that is fast, easy and above all brings results so that you can get back to focussing on doing what you love.

Proof That My Marketing Strategies for Success Really Have Been Tried and Tested...

At my June workshop I'll give you all the tools you need to attract more clients and bring in immediate cash using the exact strategies I've tried and tested. And here's proof..

(Remember these are results from my business. I'm not guaranteeing you'll get the same results. In fact, you might get better results or not. It will be up to you to make sure you follow through. What I am promising is I'll give you all the tools you'll need!)

Here's a screen shot of one of my marketing campaign results...

This is money I earned and clients I gained from using the very same marketing techniques that you'll get access to at the workshop. I've used the same marketing in other businesses with different types of appointments and had the same level of results.

And here's another one...

And here's my actual turnover figures for a six month period just as I was figuring out what strategies get the strongest results...

I'm not telling you this to boast, but to impress upon you how quickly and easily money can be made in the therapy industry when you know what marketing works. But you don't need to watch and wish it were you - learn how and do it yourself!

Let me show you how to take your therapy business, whether it's just starting out or whether you've been going for a while, and turn it into a not just a business with lots of clients... but one that's making money and that still allows you time for yourself.

... and if you're ready to move your business forward, you can learn step-by-step how to do it by attending my Blueprint for Marketing Success Workshop in London on Sunday 08th June 2008.

"You Can Access My Full Blueprint for Successful Marketing, Step-by-Step, LIVE and In Person"

Introducing...

Rebecca Kepple's Blueprint for Marketing Success Workshop

Sunday 08 June 2008 in London, UK

First off, I want to let you know that this will be the best Marketing Workshop especially for the Wellbeing Industry you will ever attend, **GUARANTEED!**

You'll learn strategies that will propel your business forward. You'll get exclusive access to time tested methods have proven results. And when you go home again, you'll be able to implement it all to make massive, positive changes to your business and your life.

What made you start your own business? A desire to help your clients? A love of the industry? A goal of creating a better life for you and your family.

This is what it's all about. Creating yourself a business that does this while leaving you with money to live the life you want while having time to still enjoy life.

And I'm going to help you achieve this.

During this full day workshop, you'll get one-on-one attention from me, plus full templates and step-by-step blueprints for marketing that have all been tested and proven to have fantastic results.

This is not another seminar. This is a full-on (and hands-on) workshop for improving your business and income.

This is only for Therapists, Stylist, Beauticians, Healers, Alternative Practitioners & Wellbeing Business Owners who are excited and ready to take their business to the next level.

It will just you, me and a small group of other business owners all working towards the same goal. Going through step-by-step what you need to do, how to do it and then customising it for your business.

You can ask questions, get involved and go home knowing you've got everything you need to create a continual stream of new clients into your business and regular clients coming back... all bringing you more income while you have more time to do what you enjoy!

Questions?

Here's The  
Top 5 Questions you might have so far...

Not sure if this event is suitable for you? Then check out these common questions so you can read on, feeling rest assured that you too can get amazing results from this event. That your concerns are not going to stop you taking action to get where you want to be...

**QUESTION #1:**

"My business is different. Nothing's ever worked before so why should this?"

Rebecca's Response: The marketing strategies that I will teach you in My June 2008 Blueprint for Marketing Success Workshop WILL work with ANY business in this industry. I've tried and tested them myself so I personally guarantee it.

**QUESTION #2:** "I've only just started my business. Will this be suitable for me?"

Rebecca's Response:  
In My June 2008 Blueprint for Marketing Success Formula Workshop I'm going to share with you my best-kept marketing secrets that will help you right from the start.

**QUESTION #3:** "I'm run off my feet as it is, how will I find time to do more marketing?"

Rebecca's Response: Not a problem either. I'm going to teach you how to implement marketing that's not just easy but is also quick to implement and quick to see results.

**CONCERN #4:** "It's just me in my business. I don't have a big team to help with this..."

Rebecca's Response: It doesn't matter if there is just you or you plus an army of team members, the marketing I teach will work for any size business in this industry. I know because I've tested the exact methods I'll teach you in businesses from one person to over 50.

**CONCERN #5:** "I've been to seminars before and I felt bored cause all they were doing was trying to sell stuff to me"

Rebecca's Response: You're right. This does happen at a lot of seminars. But not at this event because it's not a seminar. This is a live workshop where you'll be just in a room with me and a small number of other attendees. It's exclusive, you'll get the opportunity to apply what you learn to your business and you can ask me questions right there in person, one-to-one.

On Sunday evening you'll have all the necessary knowledge, know-how and (most importantly of all) blueprints to start creating marketing that will fill your booking diary faster than you can imagine.

So let's talk about exactly what you'll be doing during this action-packed day...

**"You'll Leave My Workshop With an EASY TO FOLLOW, STEP-BY-STEP BLUEPRINT You Can Use To Immediately Begin Attracting More Clients -- Guaranteed"**

With the exception of one expert speaker, it will be me teaching all the strategies to you directly. From 9am until 5pm we'll go at 100 miles per hour to fit in as much as possible. We will of course pause to eat and take comfort stops but other than that, the entire day will be packed with information.

For most of the day it will be me teaching you how to implement the exact marketing strategies I've used in my businesses to grow them exponentially. We'll go through both online and traditional marketing, both instant results and longer term marketing as well as both paid and free marketing.

Then for each step we'll apply it to your business. So you'll know exactly how to put it into practice and how to get results.

Our small group of just you, me and a handful of other business owners will be in the conference room together. You'll be able to listen to everyone else's questions and ask all your own. I'll be there to help you through and make sure you're getting everything you need.

At the end of the day, you'll walk away with a folder full of information. Essentially this will be an exact blueprint of how to take these ideas and use them to increase the income of your business.

There will be some preparation you'll need to do before the event to make sure you get the most out of it. It should take about 2-3 hours to do this. Again I'll help you with it so we can start straight away first thing on the Sunday morning.

Here's a taster of what you'll learn at my 2008 Blueprint for Marketing Success Workshop...

1

How to create FREE marketing that works... time and time again

Marketing doesn't need to be expensive. Even if you've got no cash you can still start straight away.

In fact even if you've got a large marketing budget, you should STILL be using some marketing strategies that don't cost you anything. Because that means for every appointment or sale you get from these strategies, a larger percentage of it is profit. Which means more cash in your account at the end of the day, and more available funds for you spend on the things that matter to you.

I wish I had heard you years ago...

"

That was inspirational! I have signed up and ... I just know that you can help me get things going and I wish I had heard you years ago. Thank you SO much

"

- Gill Leeden, [www.derma-active.co.uk](http://www.derma-active.co.uk)

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## How To Structure Your Marketing So You Always Have A Full Booking Diary

The Wellbeing Industry has always been highly seasonal...

For gift vouchers, Mothers Day, Valentines Day and Christmas are usually the most popular. Then there's the bridal rush in peak summer. And pre-holiday bookings.

But what about the big gaps in between. What happens when all your clients are away on summer holidays or skiing? What about the months where there's no major events on?

The seasonality is great when it's peak time and your diary is full. But it's awful when it's quiet time and you've got no bookings.

When we get to this section I'm going to show you how to plan so that you've got year round bookings and sales. There is a tried and tested way of doing this and once you've seen how easy the strategies behind this are, you'll wish you started doing it years ago!

Rebecca has a great knowledge and experience in this field...

" Rebecca has a great knowledge and experience in this field and she never fails to help and give advice to any person who is willing to ask and don't want to bury their heads in the sand and shy away from problems.

I will always recommend Rebecca Kepple to my colleagues, friends and acquaintances in the beauty industry.  
"

- Marlene Rose, [www.thebeautytherapyroom.co.uk](http://www.thebeautytherapyroom.co.uk)

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What is lead generation marketing, why you need to do it and exactly how to do it best

The world's top entrepreneurs are switching from sales based marketing to lead generation marketing. And for good reason...

Today's clientele are smarter than that of a decade ago. They've watched the TV programs about 'cowboy' businesses and they won't trust just anyone.

So today the most successful businesses are working on building relationships with their potential clients before selling to them. But how do you build these relationships quickly so that you are getting bookings now not just in 6 months time? And how do you start the relationship with them in the first place?

Professional, focussed, targeted and extremely interesting...

"

Thank you very much for yesterday's session. I thoroughly enjoyed it. It was professional, focussed, targeted and extremely interesting. I came home full of enthusiasm and can't wait to implement the ideas.

"

- Tina S, Cathcart, Floatation and Therapy

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How To Adapt Print-Based Marketing So That It Works in Today's Internet Age

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If you are a VIP member you'll know all about how to leverage the Internet and email marketing to work for you.

They are low cost, immediate and attract large audiences.

However this doesn't mean that print marketing doesn't work. Quite the contrary in fact. When done well it can quickly fill your booking diary and it can be quite simply one of the best ways to sell products.

That said, print marketing needs to be approached in a certain way to ensure that:

- (a) You aren't spending more than you will make and
- (b) You are attracting more than enough income to make it worth your while

Print marketing can and will work for you. But to avoid those costly bills from professional printers for marketing that didn't bring any clients, you need to know how to do it right.

Has started me thinking differently already...

" I really enjoyed the first class and found it very informative. the was certainly some food for thought and has started me

thinking differently already. i have two salons and am about to have a third (must be mad i know!). i look forward to your next class.

"

- Tracy H, Northampton

If you've ever done a flier drop or a mail out, spent several hundred getting everything printed then not had a single phone call, then this one is for you!

There are some simple strategies that big businesses follow that ensure they know whether they will make money before they even think about doing a print run. And during the workshop we'll adapt these to work for your business so that you'll have the confidence to know what marketing is worth your time and investment, and what is not.

I was blown away by the first class...

"

I was blown away by the first class and have already implemented the free treatments while I was away. I am interested in client retention and loyalty as I feel this is where my weaknesses are. I also love number crunching so am looking at ways to increase client numbers by at least 5 per day ... "

- Gail M, Beds, Hair & Beauty

## FREQUENTLY ASKED QUESTIONS

Q:  
"When and where is the workshop?"

A: The 2008 Blueprint for Marketing Success Workshop will be in London, United Kingdom on Sunday 08 June 2008. The exact location will only be revealed to attendees after they've registered.

Q: "I've done your Masterclass Course and I'm a VIP member. Will this event just go over what I've already learned?"

A: No. This workshop is more advanced and will go through totally new techniques that you won't have learned in the Masterclass Course and that I won't be going through during the monthly VIP calls.

Q: "I haven't had a chance to do the Masterclass Course yet. Do I need to do this before attending?"

A: It would be really beneficial if you did, as you would then have a great base knowledge to build on. However you don't need to. The information in the workshop is stand-alone and doesn't need any specific prior knowledge.

Q: "How hands-on will the day be?"

A: About 80% of the workshop will be me teaching you my Marketing Blueprint. The other 20% of the day will be us working together to customize what you are learning to your particular business.

Q: "Can my spouse/employee/associate come too?"

A: Yes absolutely. If you've got someone who is essential in either your business or your support system, I'd strongly suggest you encourage them to register too. If they've learned everything first hand, they'll be much better

equipped to help you implement it when you get home. After you've registered you will be redirected to a page where you can register an extra person to come with you at a discounted rate.

Q:

"Is this for me even if I've only just started my business?"

A: Yes,

yes, yes! Absolutely. The earlier you are able to start implementing these strategies into your business, the better. I wish I had started participating in live event years before I did! The more you learn, the faster your business will get where you want it to go.

Q:

"What happens after I've registered?"

A: You'll

a receipt straight away and then an email about 24 hours after you've registered with further details. Then a few weeks before the event you'll get some preparation workbooks to make sure you get the most out of the day.

Bonuses To Ensure Your Success

This workshop is not the end of the road... As an attendee of this exclusive workshop, you'll also get several bonuses to help ensure your success when you get back home...

About 2 weeks after the event I will hold a live question and answer session via phone and will be exclusively for attendees of this event only.

It will run for about 90 minutes and you'll be able to dial in and ask me any questions that might have popped up in your mind since the event. You'll also get to catch up with everyone else and find out what they are up to as well.

I think this is incredibly valuable. Most people who hold seminars and workshops, just leave you to get on with it afterwards. But the reality is you ARE likely to have questions as you start implementing everything you learned. And I don't want to leave you in the lurch like that. I want to make sure that when you get home, you have every bit of help you need to make sure you succeed with your marketing and increasing your income.

So this bonus is really special. Because it means you will not only get all the information you need at the live event, it also means you'll get all the support you need after!

PLUS, check out what else I have lined up for my 2008 Blueprint for Marketing Success Workshop attendees...

**\*\* FREE BONUSES \*\***

**BONUS #1: \*\* EXPIRES May 17th, 2008 at 11:59pm \*\***

## A Powerful Motivation Session from Expert-Trainer Andrea Kennedy

As a really special treat expert-trainer Andrea Kennedy is going to record a live training session for us!

She's never done this before but I twisted her arm and she's agreed to create this training session especially. Workshop attendees will be the very first to get this recording and you'll learn all about how to motivate yourself to continue making improvements to your business year round and if you've got a team how to get them to help!

Andrea has been training and motivating people in both corporate and individual settings for years. She is a fantastically powerful trainer and she doesn't do many recordings so this is incredibly special.

### BONUS #2: Live Question and Answer Session

About 2 weeks after the workshop I will hold a live question and answer session via phone and will be exclusively for attendees of this event only.

It will run for about 90 and you'll be able to dial in and ask me any questions that might have popped up in your mind since the event. You'll also get to catch up with everyone else and find out what they are up to as well.

### BONUS #3: Your Own Personal Blueprint For Marketing Success

You'll go home with a complete blueprint for your marketing success.

Your blueprint is a binder packed full of templates, examples, ideas, notes and marketing plans that you'll be able to refer to time and time again whenever you need them.

This is the essence of the entire course and by the end of the day we'll have filled it completely with customised plans especially for your business!

**BONUS #4: Lunch is on me!**

This is only a little one but since we've got so much to get through during the day, I thought we could save a little time if I ordered us lunch in! There will of course be tea, coffee and biscuits throughout the day.

**Bonus #5: PLUS... You Get Open Access to Rebecca for 3 whole months!**

I want to doubly make sure won't be left high and dry after the workshop. So not only am I doing a 90minute Q&A session a few weeks after the event, but I'll also be on hand via email to answer anything that just can't wait for 3 whole months...

The way this works is I'll set up a private email address that only the attendees of this workshop will get. You can email me as often as you like (within reason) and I'll check the email address regularly and get back to you asap.

**Sounds Great! So When and Where Will the Workshop Be Held?**

Sunday 08 June 2008, London UK

Your June 2008 Blueprint for Marketing Success Workshop is being held on Sunday 08 June, 2008 at a Central London Hotel, within 5 minutes walk of easy transport and less than 30minutes from London City Airport. All attendees will receive complete hotel information after registration.

How Much Is All Of This Worth To You?

I literally lost thousands on marketing that didn't work before I learnt how to create marketing that brought me both happy clients AND increased profit.

You don't have to do this though. You don't have to spend thousands on useless marketing that you spend hours on and the phone never rings.

I've done the hard work for you and packaged my marketing secrets into a complete blueprint that you'll not only get to take home with you, but that we'll also customise to YOUR business.

## Your £2,000 Guarantee

I passionately believe that this workshop can and will change lives. If you jump full on into this amazing day, take your Blueprint and apply it to your business, I genuinely believe you will see amazing improvements in both your life and your income.

So I want to give you every opportunity to attend. Which means I'm going to give you a totally no-risk guarantee.

If by the end of the day, you don't feel that you've gotten at least £2,000 worth of value out of the workshop, then I'll refund you your entire course fee PLUS £50 for your trouble.

I'm more than happy to put myself on the line here because this workshop is so important to helping you improve your business. So reserve your place now - you've got nothing to lose and everything to gain.

I've been working for months to create this special workshop for you and I'm so excited about it. I really can't wait, it's going to be amazing!

During this action-packed day you will get access to everything you need to create hugely successful marketing that will improve your business and your profits. If you want to achieve your goals and start living the amazing lifestyle you dreamt of when you first started in your own business then make sure you attend this workshop!

See you in London,

Rebecca Kepple

P.S. Since this is a workshop, not a seminar, there are only limited seats available. This means it will be a small group ensuring YOU get personal attention all day. However it also means this event will SELL OUT quickly. If you want to attend, reserve your place now.

P.P.S. Remember you can attend this workshop at NO RISK. My £2000 guarantee means that by the end of the day, you don't feel this workshop was worth at least £2000 to your business, then I'll happily give you a full refund of your attendance fee.

P.P.S. One final thought - It is you who is in control of your destiny. You are the only one who can make a decision to improve your business. You are the only one who can follow it through. I'll do everything I can to help you on the way but the ultimate decision is yours. So if you want to make change in a big way, take action now. Not later, not tomorrow, not next week, but now. Break out of the 'same old story' cycle and move you and your business up to the next level.

Reserve Your Place Now >>