



FRIES CONSULTING

STRATEGIC EXPERTISE FROM JOHN FRIES COMMUNICATIONS

CONSULTING / COACHING / WORKSHOPS / KEYNOTES

I can help you do more creative, effective marketing and communications. My services are backed by three decades of strategic, creative and leadership experience and an extensive track record of results.

All topics listed below can be provided as consulting services, individual coaching, team workshops customized to your specific needs, or audience keynote presentations. On a very limited basis, I can also serve as your organization's part-time chief marketing officer.

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Building Your Brand

Learn how to create a killer value proposition for your business or yourself, then leverage it to position your organization in a unique way, shape marketplace perceptions, build a reputation for excellence, and gain market share.

- Determine what's meaningful to your customers and other stakeholders
- Identify your company's unique selling proposition. What makes you different in a meaningful way?
- Clearly articulate your USP
- Create a brand platform, including a unique brand statement and key message points
- Create and leverage your brand's unique story.
- Align your brand message across your entire company
- Develop brand's visual attributes
- Communicate it clearly to your employees
- Communicate your brand effectively across all platforms and situations

Integrated Marketing Communications Strategy

Create profiles of your target audiences and develop a multifaceted tactical strategy to reach, engage, connect with, elicit response, and build relationships with them.

- Understand how an integrated marketing and communications strategy works
- Segment your audiences and determine tactics and messages for influencing them

- Consider the platforms and media that will most effectively serve the strategy
- Develop persuasion-based messaging and design
- Create a strategy that includes objectives, tactics, a timeline, and more
- Measure the effectiveness of your strategy or campaign

Content/Inbound Marketing

Let me help you develop and execute results-focused strategy for leveraging online content to attract potential customers to your website, landing page or sales funnel.

- Learn how website content and inbound marketing work
- Understand types of online content and when to use
- Learn fundamentals of effective online content writing
- Search engine optimization (SEO) and backlinks
- Develop a landing page “lead magnet”
- Create content for sales pages, landing pages and About pages
- Email and eblasts: write marketing, ad and direct marketing copy that sizzles and sells
- Positioning yourself as an authority through thought leadership
- Writing effective email subject lines and improving open/click rates

Social Media

Learn to use appropriate social media platforms to effectively connect with and build relationships with your target audiences and the public.

- The platforms and their audiences
- What people respond to, based on current statistics
- Developing a results-focused strategy
- Capitalizing on news, trending keywords and hot topics
- Building community through conversations
- Getting users to share your posts and content
- Writing style
- Turning promotional content into conversational posts
- Incorporating video content into your messages
- Online apps to help you work more efficiently
- The importance of using the right hashtags
- Understanding analytics

Storytelling for Companies and Nonprofits

Using stories to engage, delight and persuade your audiences, while generating business inquiries, sales and support.

- The elements of three-act classic story structure
- Language matter: use these words
- How to create success stories that engender appeal for your business
- Types of messages and appeals that grab attention and convert
- Position your organization as problem solvers who help customers achieve their objectives

- For nonprofits, leverage your stories to raise funds and gain support
- Incorporate a persuasive call-to-action
- Learn how and where to distribute your stories for maximum impact

Marketing Copy That Delivers Results (Advertising, Direct Marketing)

Learn the components of successful print, digital or email copy that captures attention and persuades.

- Learn to communicate your key messages and draw customers into your sales funnel
- Understanding your audience
- Leveraging emotional appeals
- Communicating your unique selling proposition
- Learn the 5-step motivated sequence
- Subject lines that beg to be opened
- Crafting attention-grabbing headlines
- How headlines and visuals work together
- The components of direct marketing copy
- Designing for the computer screen
- Using multimedia effectively
- Creating a strong call-to-action
- Landing pages and microsites

Entrepreneurial/Solopreneur Marketing

Market your small or solo business to maximum effect on a microbudget.

- Creating an integrated marketing plan on a budget
- Shape your audience's perception
- Setting goals and time frames
- Creating your value proposition and building your brand
- Establishing yourself as an authority
- Creating exceptional customer experiences
- Leveraging social media
- Working with the media to create awareness
- Grassroots marketing tactics
- Creating an effective website and sales funnel
- Effective networking

Leverage Video Content to Grow Your Business

Use today's most popular and effective tactic to build your brand, create customer connections and grow your business.

- Types of video content
- Planning your video story
- How to shoot for great results

- Editing, music and titles
- Setting up your YouTube channel
- Optimizing for search

Improve Your Business Writing Skills

Learn to write more powerfully, professionally and elegantly.

- Elements and types of writing
- Grammar fundamentals
- Composition principles
- Commonly misused/misspelled words and phrases
- Long words vs. short words
- Organizing your document
- Writing persuasively
- Using a P.S.

Write Your Book or Ebook

Whether you aspire to write a concise ebook to use as a sample of your thought leadership or as a lead magnet, or a full-length book, learn how to take your project from idea to completion.

- Planning your book
- Creating your outline
- Researching your topic
- Beginning and ending chapters
- Interviewing (non-fiction)
- Planning and committing to your writing routine
- How to write when you don't feel like it
- Drafts, punch-ups and rewrites
- Verifying facts (non-fiction) and providing credit
- Editing and proofreading
- Working with an editor
- Self-publishing and distribution
- Publicity

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