



## [Create a Class and See Who Comes](#) by Christine Marek

I love experts of all kinds, don't you?

There is just so many interesting topics that leave me curious and wanting to know more and I bet I'm not alone.

You probably have a list of experts you like to listen to and so do your clients and prospects.

Learning something is helpful and can be shared. This is an opportunity to empower your clients and prospects with new cutting edge information while you gain new knowledge, too.

Just last weekend I created a class for two people I work with. One is a "master" gardener" the other is a naturopathic doctor.

The education class was held at a local library, so the cost was low, \$10 for two hours. Because it was held at the library the validation was high. We focused the class on nutrition, from garden to table to body.

A few weeks before the class I sent out invites to the local media, more invitations went out to my peers in the area and a geographic email database was sent out by Dr. Ron (Marek).

People did come. Nice people, grateful for the information shared. The class was PACKED.

The gardener had leads, the naturopathic doctor added new clients to her business and since I hosted the event I also generated new leads as well.

Not only did we all gain leads, but we had our name in the media for free several times before the event. Total strangers, who had never heard about us before, are now familiar with what we do and so our service branding begins.

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Now, over my 15+ years of public relations I have created and held hundreds of classes like this. I've never regretted one. It has always produced win-win results and it doesn't cost much to do.

Just remember to do it with authenticity. You're doing this because you want to share VALUABLE information with your attendees. And don't forget to follow-up with anyone who comes to the class.

Have you been thinking about using "class" marketing to generate more easy sales?

If you need help putting it together let me know. I know you can do this and make us all a little more informed. Thank goodness for experts!



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Her 15 year old company Phoenix Marketing, Ltd. is dedicated to providing the very best lead generation tools both online and off for home based and small business owners. Christine's professional focus includes media relations, health and wellness class education programs, and "first page on Google" services. She is also a dedicated independent business owner with Sunrider.

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