

B-U-Niik: Standing Out From Your Competition By Being Different

By 1429 Creative

Dated: Jun 16, 2008

Marketing Workshop Shows Small Business How to Differentiate

The Marketing Twins at 1429 Creative (<http://www.MarketingTwins.com>) announce the latest Small Business Marketing HUDDLE: B-U-Niik: Standing Out From Your Competition By Being Different. The workshop will be conducted in the North Fort Worth area (location to be disclosed upon enrollment) on Tuesday, July 1, 2008 at 7:00am. The 90-minute workshop is designed to teach small and mid-sized businesses the importance of differentiation.

"When customers scan their online search or look through the local paper," says Randy Vaughn, Marketing Coach & Creative Director for 1429, "alot what customers see is SAME. Everyone is offering 'great value', 'quality products', 'excellent customer service', and 'best value - but if everyone is saying the same thing, what differentiates one business from another."

The workshop will be conducted by Randy and Donny Vaughn, The Marketing Twins. Participants will learn:

- to narrow their focus and identify their ideal client
- to develop their unique core message that appeals to their ideal client
- to master the art of differentiation so that their not left to compete on price alone
- to package and promote your products that create the "WOW!" factor

To permit an interactive workshop, space is limited to the first 15 participants. Enrollment is only \$50. To enroll, log on to: <http://www.1429creative.com/huddle-BUNiik>

Randy Vaughn is the only authorized Duct Tape Marketing coach in Fort Worth. To read more about this powerful small business marketing system, go to: <http://vaughn.ducttapemarketingcoach.com> .

To view the schedule for upcoming marketing workshops by The Marketing Twins, go to: <http://www.1429creative.com/upcominghuddle>

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