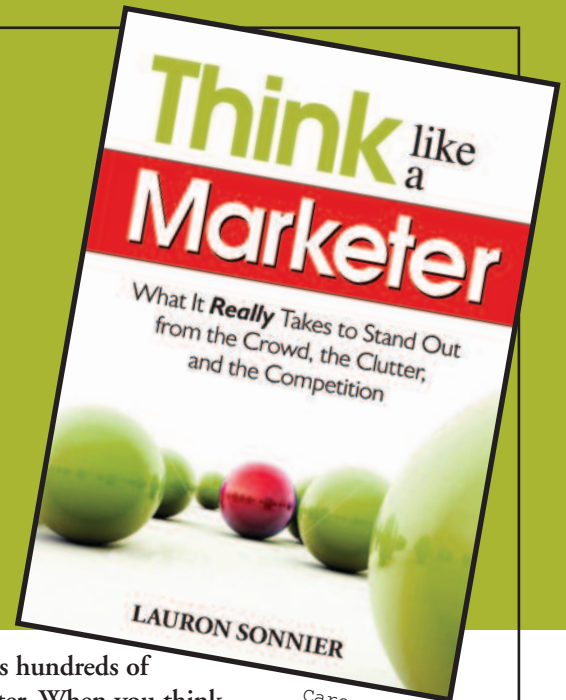


Your audience *really, really, really* wants to know...

# How To Be a Marketing Machine!



Career Press,  
2009

Companies—and people—make marketing far too complicated and miss hundreds of marketing opportunities every day because they don't think like a marketer. When you think like a marketer, magical things happen in your business—and life. For an engaging, fresh, meaty, practical, lively keynote, break-out session, or special training event, contact practical marketing expert Lauron Sonnier today!

## Let's Teach Your Audience:

1. What It *Really* Means to Think Like a Marketer
2. Why **Everything Is Marketing** and Everyone Is a Marketer
3. How to Turn Your **Entire Company** Into a Marketing Machine
4. The **Questions** That Must Guide Everything You Do In Your Business Every Day (If You Want to Be Crazy Successful)
5. How to "**Stir the Pot**" to Grow Your Business Every Day (and the Five Things You Must Constantly Be Stirring)
6. How to "**Get Out of the Gray**": The 4 Ways to Stand Out from the Crowd, the Clutter, and the Competition (Professionally and Personally)
7. How to **Create the Systems** That Make Marketing Happen (in Spite of Yourself)
8. Why "Professional" Is **Killing You**: The Secrets to Communicating Like a Marketer
9. **Surefire Marketing Tips** for Small Businesses, Big Businesses, Professionals, and Anyone Else Who Wants to Be Successful in Business and Life
10. **Common Marketing Mistakes** That Undo Your Marketing and How to Avoid Them

*Have something else in mind? Let's talk about it!*



Unlike most marketing books, *Think Like a Marketer* isn't boring or technical. It's about real-life marketing and making a real impact in your business. It's about what to do *and* how to do it. Big company, small company, or just YOU in the company, you'll love and appreciate how Lauron has rolled up her sleeves to help you put practical marketing into action, even on a budget.

## **Praise for *Think Like a Marketer* and Lauron Sonnier:**

"Lauron Sonnier knows and shares small business marketing as naturally as she breathes. This entertaining book will have business owners doing the same thing. From an ROI perspective, *Think Like a Marketer* might as well be a brick of pure gold."—James D. Serra, VP & General Manager, KPLC-TV Lake Charles/Lafayette, LA

"I dog-eared almost every other page in this book and used up two highlighters! Clear. Concise. Comprehensive. When you finish this book, you will be a **MARKETING MACHINE**, equipped and empowered to **STAND OUT** in your market. This book will never go on a bookshelf; it will be next to you on your desk every day!"—Chris Stockwell, Marketing Executive, Houston, TX

"The feedback we received from our members was overwhelmingly positive, with many saying that you were one of the best speakers we have ever had. Thank you so much for presenting a topnotch program at the Gasket Fabricators Association's Semi-annual Meeting. You absolutely captivated the audience!"—Peter Lance, Administrative Director, Gasket Fabricators Association, Wayne, PA

"Lauron completely transformed our business with her practical approach to marketing and the systems she teaches here. She helped us produce significant growth and results and permanently changed the way we market our business. Thanks to Lauron, we are a lean, mean, marketing machine!"—Randy Rasch, Rasch Graphic Services Corp., Houston, TX

*Think Like a Marketer* is also endorsed by business and marketing gurus **Brian Tracy, Dr. Joe Vitale, Joe Calloway, Nido Quebein, Dianna Booher, and Don Hutson!**

## **What the media most often say about Lauron:**

"Positive, upbeat, great content—everything a host hopes for."

"You're welcome back anytime!"

"Such wonderful, practical material that every business needs to know."

"What do you have for me today?"

**Ready to help your audience be a marketing machine? Contact Lauron today!**

Houston, TX • Little Rock, AR

713-341-9341 or 501-588-1799

lauron@sonniermarketing.com

**Sonnier** marketing  
& communications, inc.



**"I love helping people get excited about marketing. I love showing them that marketing doesn't have to be confusing, complicated, and overwhelming when they take a practical approach and think like a marketer."**

**Lauron Sonnier** stands out from the marketing crowd because of her pragmatic approach to marketing that makes individuals and companies alike not only understand how to make marketing effective, but also how to make it happen. One favorite example is how her system helped a mature company double sales within four years with no outside salespeople and a bare-bones budget!

Lauron's new book, *Think Like a Marketer*, and growing suite of marketing tools which includes her daily marketing guide, *365 Ways to Stir the Pot and Put Marketing Into Action*, workplace motivation cards, and more, further emphasizes her love and dedication to helping entrepreneurs, small businesses, and individuals achieve marketing success.

Her fresh insight and spirited delivery make her a sought-out speaker for keynotes and training events everywhere. Audiences especially love her powerful Stir the Pot™ marketing formula that has often branded her as "the spoon lady."

Lauron's expertise has been widely featured throughout the media including a series on HoustonPBS (viewable at [www.youtube.com/sonniermarketing](http://www.youtube.com/sonniermarketing)) and a her own radio show on the VoiceAmerica Business Channel called *Standing Out with Lauron Sonnier* (download shows of top business gurus at [www.sonniermarketing.com](http://www.sonniermarketing.com)).

With a name like Sonnier, you might have guessed that Lauron is Cajun, from Louisiana, which means she couldn't talk if you tied her hands!

**Schedule Lauron today: 713-341-9341 • [www.sonniermarketing.com](http://www.sonniermarketing.com)**