



NATIONAL ASSOCIATION OF  
WOMEN BUSINESS OWNERS  
Greater Tucson

## Identity with Clarity PR and Branding

Identity is what every customer and prospect sees and hears about you and, most of all, what they remember about you!

Identity is the center of all marketing. Not speaking to their audience is the number one mistake most business owners make – devaluing all of their marketing efforts.

Come to this workshop to learn how to:

- Identify your target market
- Understand your brand characteristics
- Sell your value
- Find PR opportunities
- Minimize mistakes in PR

**When:** Tuesday, April 29<sup>th</sup>  
**Where:** Arizona Small Business Association (ASBA) conference room  
4811 E. Grant Road, Suite 261 – Tucson, AZ 85712  
**Who:** Sandy Riser, The Next Level Marketing Solutions  
**Time:** 8:00-8:30AM networking and goodies  
8:30am-10:00am Training & Interaction with the experts  
**Cost:** Member: \$25 before April 15<sup>th</sup> and \$30 after April 15<sup>th</sup>  
Non-member \$30 before April 15<sup>th</sup> and \$35 after April 15<sup>th</sup>  
Sponsored by the NAWBO Training and Development Activity Group  
To register and pay, please call the office at: 326-2926  
Prepayment is required  
Registration cut-off, April 25, 5:00 pm

For more information, or to join this committee, please contact the co-leaders:  
Sue Porter of *Dynamic Personal Development*: 370-4811 or James Craig of *SuccessNow*: 904-7398

