

Smart Marketing Solutions to Boost Your Bottom Line



Claudia Newcorn
Award-winning
Author,
Speaker,
Consultant

ZIPLINE TO SUCCESS

Claudia can impact your next event with any of these transformational topics:

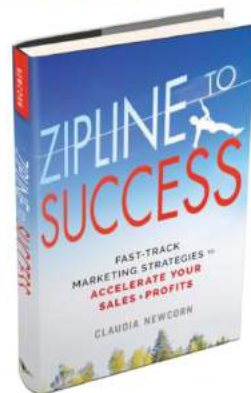
- **Reboot your Customer Connections: Why Digital Customer Service is No Longer Enough.** 3 ways to improve customer engagement by turning back the clock.
- **3 "Stealth Marketing" Tactics to Accelerate Sales.** Creative tips and tricks most business owners don't know.
- **The Best Rx to Energize Your Company's Bottom Line.** 3 Critical "Health Checks" business owners forget to do.
- **5 Steps to Avoid "Competitive Rust".** How you can outsmart the competition and improve your competitive edge.
- **Marketing to Millennials.** 3 essential tips you need to know to make the right connections.
- **3 Tactics to Reduce "Retail Rot" Risk.** Smart ways "brick & mortar" retailers can compete in today's digital marketplace.

Presentations and workshops can be created or customized to meet a client's needs. For additional information, visit ZiplinetoSuccess.com.

Have Claudia impact your next meeting!
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Claudia will transform how you do marketing to gain a competitive edge, achieve measurable results, and grow your business.

- Discover the 5 keys to cost-effective marketing strategies and tactics.
- Learn 3 practical shortcuts to boost sales and profits.
- Avoid 3 costly mistakes that can hurt your business.
- Optimize advertising and promotion efforts.
- Discover 7 secrets to getting the best bang for your marketing buck.



Claudia's presentations are entertaining, insightful and informative. She is a **MUST HAVE** for any company or organization needing to see their marketing and advertising dollars positively impact their bottom line.

Her book, *Zipline to Success*, is an Amazon best seller, and won the Best Business Book at the San Francisco Book Festival.



Claudia Newcorn, MBA, has over 30 years of corporate expertise in business consulting, strategic planning, marketing, advertising, promotions, and research. She delivers hands-on, practical solutions to business and marketing challenges. She has worked with hundreds of companies of all sizes, from entrepreneurs to large corporations, across diverse industries, including The Gillette Co., E&J Gallo Winery, Delicato Family Vineyards, and FoodSaver.

Endorsements



"Claudia's work was a critical factor in our exceeding our sales objectives, including a Grand Opening that achieved multimillion dollars sales goals 3 months ahead of schedule." **Helen Eldredge, General Manager, Trilogy at the Vineyards/Shea Homes**



"Claudia has helped numerous clients increase their sales by as much as half a million dollars!" **Kurt Clark, Director, Small Business Development Center (SBDC)**



"We increased our fundraising results by 50% thanks to Claudia's incredible workshop." **Irene van der Zande, Founder & Executive Director, Kidpower International, NPO**



E&J Gallo Winery

