

EDITOR & PUBLISHER®  
Presents  
The Survival  
MARKETING WORKSHOP  
Hosted by E&P Publisher and media expert: Mike Blinder

Scheduled for:  
**Wed April 15<sup>th</sup> at 10am EST**

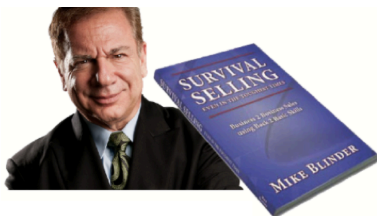
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A free Online workshop from one of the nation's leading media experts who's helped more than 60,000 businesses worldwide maximize return from advertising dollars.

In just 45-minutes attendees will learn:

- Case studies on how businesses who market in economic downturns perform better than their competitors and surge even higher during recovery.
- How to market effectively in a tough economy times and what messages work best in order to build your local brand, maintain your customer base and even increase your market share.
- The secrets of gaining the best return on investment from any form of marketing regardless if it is traditional media (like newspapers, radio and billboards), or digital like (like Facebook and Google).



Plus, all attendees receive a free copy of Mike Blinder's book "Survival Selling."

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## The Survival MARKETING WORKSHOP

Hosted by:

**Mike Blinder** is a media consultant and author of *Survival Selling* a bestselling B2B (business-to-business) sales primer acclaimed as a must read by managers and salespeople of many industries.

Mike is also publisher of *Editor & Publisher (E&P) Magazine*, a 140-year old publication that is considered the “bible” of the North American news publishing industry.



Mike is best known for his SMB (small medium sized business) marketing training sessions where he brings his life-long learning and love of media together in entertaining and engaging classes to cities and towns across the world. Over 100,000 business leaders have attended his sessions on how to use all forms of media more effectively to guarantee maximum results. Over 60,000 businesses are currently using an multimedia advertising solution designed by Mike's consulting company, the Blinder Group.

