



A lively, informative presentation
for anyone doing business:

Emotional Marketing

**Win their hearts.
Win their minds.**

presented by Helen Walter

Your prospects are jaded. They've been there, done it, got the t-shirt. Every one of your competitors claims to be the best, the least expensive, the most desirable. How do you promote the value of your product/service in a way that convinces your target market that you're the obvious choice?

You begin by understanding that people (even engineers) are emotional creatures first, rational beings second. While your competitors are busy pumping out boring and rational, or, over-the-top self-focused marketing, you can be touching your prospects where it counts. When people realize (and that realization can happen in a fraction of a second) that you "get it" about their pain or passion, you've created an emotional connection that goes beyond mere words.

How you determine what that emotional connection is, and how and why it works, is at the heart of this lively and informative session.

Armed with an understanding of emotional marketing, simple tactics and some down-to-earth truths, you'll make wiser (and less painful) marketing choices.

Participants speak out

"Your topic was informative and extremely useful to us all. It was obvious, from the number of attendees crowding around to ask questions at the end of your talk, that everyone was very interested in your comments."

Richard Gurian, Professional Network Association

"Your intuitive knowledge, and ability to conceptualize and apply philosophical ideas onto practical marketing concerns is outstanding! There are no missing links. In simple terms, you have the ability to uncover diverse ideas and connect them within the big picture."

Your presentation was inspiring, thought provoking and released enormous creative energy.
Olia Stachnyk, Business & You

I attended AIC last night and I wanted to tell you how much I enjoyed your presentation. Your ideas are just fantastic and your brochure 'out of this world'! This is the first marketing seminar I've attended that really gave me information that I can put to use—thank you so very much.

Sandra Summerhayes

Helen Walter

Designer, speaker, writer

Helen Walter has over 20 years' experience providing communications and marketing design, copywriting and production.

Her talks, workshops and seminars are delivered with humour and deep insight into the needs of audiences and the motivations of buyers.

Her company, Capstone Communications Group, creates marketing strategies and materials for independent consultants and small businesses, as well as major corporations.

Speaking Engagements

- Ontario Speakers Association
- Home Office, Business to Business Show
- Metro North Business Show
- EARN
- Canada On-Line
- Association of Independent Consultants
- University of Toronto
- Canadian Telecommunications Consultants Association
- Professional Writers Association of Canada
- Canadian Federation of University Women
- Women's Entrepreneurial Centre
- Niagara Small Business Association
- York Region Economic Development
- Wasaga Beach Chamber of Commerce
- Brampton Board of Trade
- Newmarket Chamber of Commerce
- Markham Board of Trade
- Bradford Chamber of Commerce
- Orangeville Chamber of Commerce
- Belleville & District Chamber of Commerce
- CompuFest
- International Federation of University Women
- Small Business Information Expo
- Home Business Expo
- Electrical Distributors Association
- Time Plus Conference
- Wasaga Beach Business Awards Gala
- Durham Homepreneurs
- Deep River Area Economic Development
- Bancroft & District Chamber of Commerce
- American Society for Quality
- Festivals and Events Ontario
- Ontario Parks Association
- Centennial College Centre for Entrepreneurship

Workshops and Seminars

- Centennial College: Consulting in the '90s
- Seneca College: *Independent Consulting*
- Association of Independent Consultants
- Spar Aerospace
- Canadian Newspaper Marketing Association
- YMCA/SEA Program
- Richmond Hill Business Centre
- International Federation of University Women
- HRDC: *Consulting as a Career Program*

Associations and Education

- VP Communications, NSPI, 1989–95
- VP Membership, AIC, 1993–94
- Member, Markham Board of Trade
- Ryerson Polytechnical Institute, Bachelor of Applied Arts, Instructional Media
- Atkinson College, York University, Fine Arts
- President, Canadian Federation of University Women, Markham-Unionville

Published In

- Sales and Marketing Mgmt in Canada
- Facets
- The Bulletin
- Thrive-on-Line
- Author of *The seriously small book on producing marketing that works*

Talks and Workshops Available

- *Your Image, Your Message, Your Market*
- *Website Marketing that Works*
- *Target Marketing for Small Business*
- *Developing a Marketing Mindset*
- *Marketing Materials that Work—The Workshop* (full and half days available)
- *Keynotes and seminars custom developed*
- *Tactical Marketing™ a six-session marketing mentoring program*