

**NAKED  
MARKETING**  
*The Bare Essentials*  
3<sup>RD</sup> EDITION

BESTSELLING  
AUTHOR

# Robert Grede

## NATIONALLY ACCLAIMED SPEAKER

NEW  
UPDATES  
FOR THE  
RELATION

**THE 5 KICK-ASS  
STRATEGIES**  
Every Business Needs  
TO EXPLODE SALES,  
STUN THE COMPETITION,  
WOW CUSTOMERS  
AND ACHIEVE EXPONENTIAL  
GROWTH  
ROBERT GREDE



### Clients

American Advertising Federation  
American Marketing Association  
Association of Realtors  
Credit Union Executive Society  
Home Wine & Beer Trade Assoc.  
McDonald's  
MRA - The Management Association  
National Rural Water Association  
Northwestern Mutual  
Printing Industries of America  
Procter & Gamble  
The Executive Committee (TEC)  
Unilever

### Keynotes and Workshops

#### ◆ Social Network Marketing – The Bare Essentials

Fundamentals of social network marketing. Ideal for managers, entrepreneurs, and those who need to apply social networking to their marketing plans.

#### ◆ 5 Strategies (Every Business Needs)

Learn the five (and only five) ways to build your business. Online or on the road, use them to achieve exponential growth. Ideal for business owners and managers.

#### ◆ Brand Difference Makers

Find what differentiates your brand and communicate it effectively. Learn to pilot your company, product, or service to a leadership position in its category.

#### ◆ Develop the **WOW** within YOU

Where do good ideas come from? Learn the creative process and how you can apply it. Add humor in your advertising. Find the creative “hook” in sales letters, social media executions, or complete growth plans. A fun program that brings out the **WOW** in you!

#### ◆ Selling Thin Air

The 4-step process for selling conceptual products and services, such as

- ◆ Architecture
- ◆ Accounting
- ◆ Insurance
- ◆ Software Sales
- ◆ Financial Services
- ◆ Consulting

#### ◆ Introducing! (How to Develop and Promote New Products)

What, Where, Why, and When of new product introduction from the man behind the launch of Glad Handle-Tie Bags, McDonald's Cheddar Melt, and P&G's Cinch, as well as a multitude of new products for smaller firms.

#### ◆ Strategic Planning Workshop

Step-by-step approach for developing a long-range vision for your organization. Includes instructional workbook. Leave with a rough draft of a Strategic Marketing Plan.



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*“A presentation packed with useful information. Great audience rapport. My only complaint: it was too short.”*

- Doug Hamar, Pres.  
Horner Flooring