

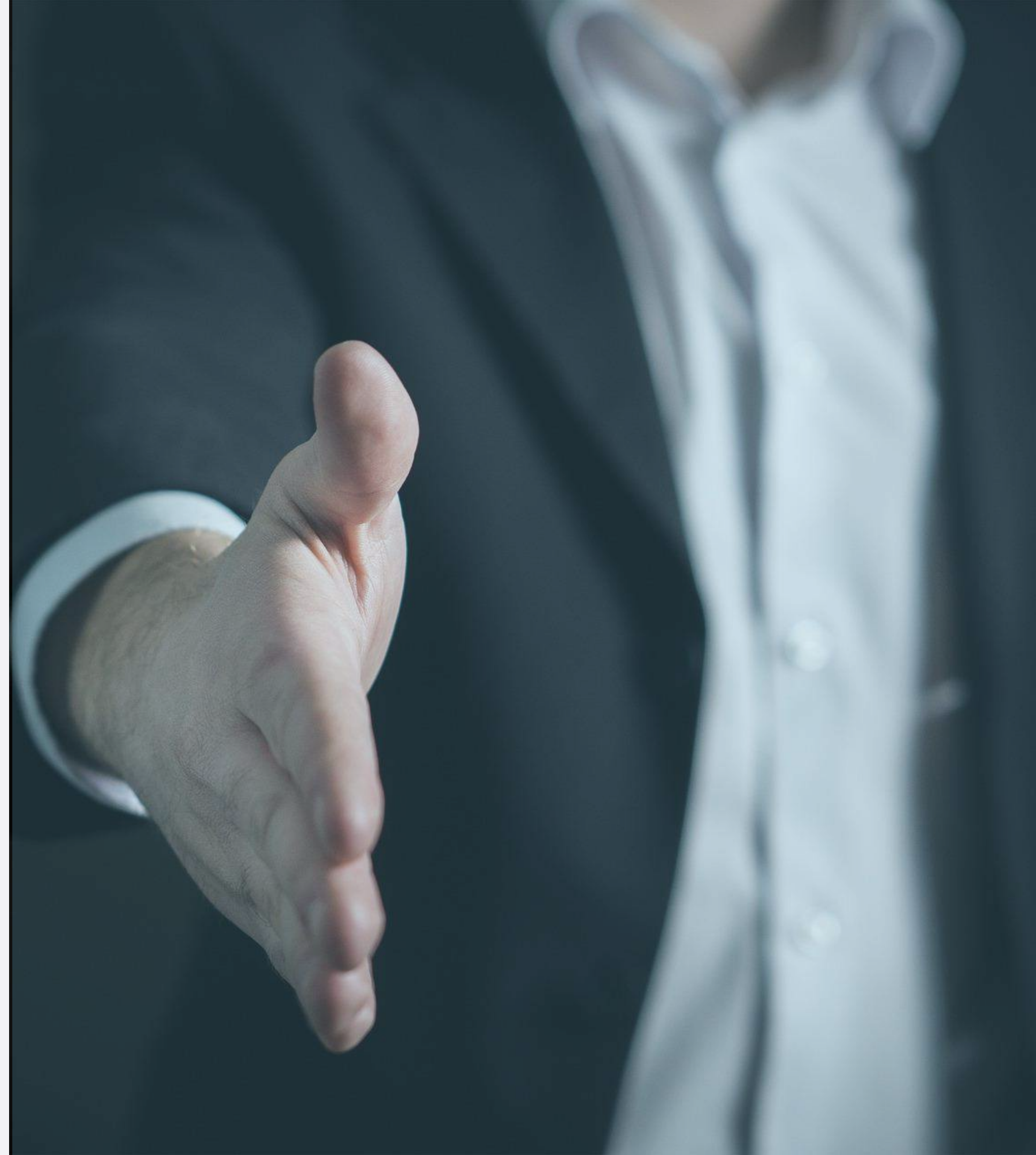


# Growing Your Business Without Selling

David Mitroff, Ph.D.

# What We Will Cover

- Strategic Partnerships
- LinkedIn for Business
- Hosting Events for Brand Awareness
- Networking at Events
- 4 Tools to Grow your Business





# David Mitroff, Ph.D.

- Founder and Chief **Consultant** of Piedmont Avenue Consulting, Inc. ([www.PiedmontAve.com](http://www.PiedmontAve.com)), an Oakland based award winning business consulting and marketing firm with a proven track record of producing results for our successful clients. The firm has 3 full-time employees and 7 part-time workers.
- **Founder** of 7+ Companies including recruiting and staffing firm, consulting and marketing firm, event planning, hotel and restaurant collective, and more
- **College Instructor** in Marketing and Entrepreneurship for the University of California at Berkeley International Diploma Business program
- **Google Mentor** for the Google Startup Launchpad Accelerator
- Featured **Media Expert** for NBC, ABC, Forbes, Entrepreneur, Inc. Magazine, Washington Post, Chicago Tribune, The Meeting Professional, Hospitality Technology, California Lawyer and more.
- **Professional Connector** ([www.ProfessionalConnector.com](http://www.ProfessionalConnector.com)) and hosts over 50 events each year for the last 7 years.
- Extensive educational background, which includes a Doctorate in Clinical Psychology with coursework in Business Administration, Legal Studies, Marketing and Culinary Arts



# More About Piedmont Avenue Consulting

## Our Approach

generates excitement within an organization and causes internal resources to change their focus, rather than requiring additional resources. This focused energy can then work directly towards achieving clearly established outcomes in a timely manner.

## Our Consulting

is based on offering new ideas and encouraging creative initiatives from strategy through implementation, from company formation to updating an existing business. This process involves providing focused feedback with a plan of action to achieve ultimate success. As a collaborative partner, we offer impartial advice, guide, and transfer our skills to the client.



## Our Engagements

are a minimum of six months, with a large part of our business being new projects with existing clients. We establish clear client goals and work against specific objectives with outcomes and timing, contributing to client success.

## Our Business

development and marketing services increase the businesses presence in the marketplace, create “front of mind” sales, enhance customer loyalty, and strengthen brand reputation. All our activities are designed to increase cash flow, secure the existing client base, and achieve higher profits and/or sales. We make a businesses Internet presence stronger by optimizing existing websites to creating a new websites with our full-service website design and production services.





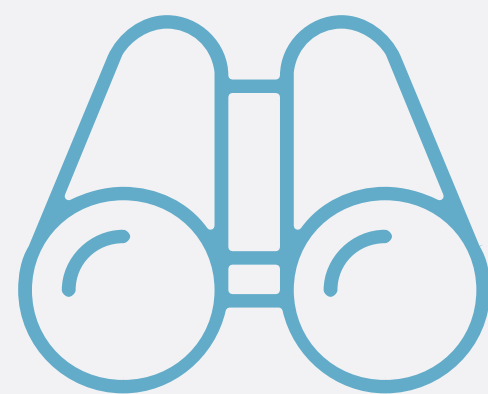
# How to Form Strategic Relationships

*Who Do You Know?*



# Research People

OPTIMIZE YOUR RESOURCES







# 「WHO」

- Who are you trying to reach?
- Who is your audience?
- What is the best way to reach them?
- Who would support your business?





# Find People on LinkedIn

by SMART\_Point





## LinkedIn for Business

- Use LinkedIn to elevate your company
  - Optimize your business in searches
  - Create new leads
  - Hire or meet more people
- Driven by trusted relationships
- Creates a sense of community




# More About LinkedIn

- Have a professional profile photo
- Make your headline attract attention
- Develop an “elevator pitch” summary
- Have a complete profile
- Showcase your greatest success
- Inform of your future goals

David Mitroff, Ph.D. | Link...

https://www.linkedin.com/in/davidmitroff

## LinkedIn



**David Mitroff, Ph.D.**  
Founder & Chief Consultant - Marketing Expert,  
Keynote Speaker, Super Connector;  
PiedmontAve.com  
San Francisco Bay Area | Marketing and Advertising

**Current** Founder, Chief Consultant at **Piedmont Avenue Consulting, INC.**

**Past** Founder, Chief Networker at Walnut Creek Events  
Solutions Consultant at LexisNexis (Reed Elsevier)  
Mental Health Counselor at United Behavioral Health - UnitedHealth Group  
see all -

**Education** University of California, Berkeley Extension  
California School of Professional Psychology - Alliant International University  
San Francisco State University  
see all -

**Recommendations** 30 people have recommended David

**Connections** 500+ connections

**Websites** [www.DavidMitroff.com](http://www.DavidMitroff.com)  
[www.PiedmontAve.com](http://www.PiedmontAve.com)  
My Bio

### David Mitroff, Ph.D.'s Summary

David Mitroff, Ph.D. is a business consultant, marketing expert and keynote speaker who founded Piedmont Avenue Consulting, Inc. ([www.PiedmontAve.com](http://www.PiedmontAve.com)) where he advises on leveraging technology to create brand awareness, strengthen loyalty and streamline processes with proven results.



- Creating open communication with customers
- Ability to connect and network
- Establishing a following
- Keeping your company at front of mind

# Benefits of Social Media







Connect With  
People



A high-angle, wide shot of a large crowd of people at night. The crowd is seen from the back, with many hands raised in the air. The scene is filled with a massive shower of falling banknotes and confetti, creating a sense of celebration and abundance. The lighting is dark, with some blue and purple hues, and the overall atmosphere is one of excitement and festivity.

「Create an Event」





# What

- What does success look like?
- How will you measure it?
- How many people do you expect?
- How long will the event be?





A top-down view of a person's hand typing on a white keyboard. A white mouse is visible to the right of the keyboard. A yellow watch with a yellow strap is on the right side of the desk. The text "Invite People to Events" is overlaid in a large, blue, sans-serif font. There are thin black L-shaped corner marks on the left and right sides of the text.

# Invite People to Events



# Who

- How big will this event be?
- Who do you invite?
- How many people do you expect?





## Creating the Event Page

- Description
- Location & Time
- How to register
- Make it easy to tell multiple events apart
- Integrate social media



# Event Promotion Platforms

S O C I A L  
M E D I A

- Eventbrite
- Meet Up
- Email
- Facebook
- Twitter
- Company Website
- Word of Mouth





# Networking **at** Events



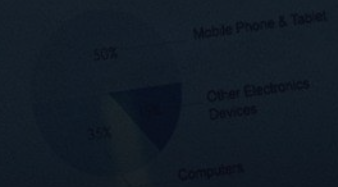
# What to Bring to Events

- Business card
- Energy
- Authenticity

## Company's Growth



### GLOBAL BUSINESS REVIEW







Who Can I  
Connect With?



Do I Like Them?  
Do They Like  
Me?



Could I Work or  
Partner With  
Them?



# After The Event



- Evaluate your success
- Thank those who attended
- What can I do better next time?





# 4 Tools

These Tools Will Help You  
Grow Your Business





# The 4 Tools

01

WIX

02

Constant Contact

03

vCita

04

Google Alerts



# WIX

## WIX:

- Enables everyone to design, publish, and host stunning HTML5 websites for free
- Easy drag-and-drop website builder!
- No coding
- No previous design skills

01



# Constant Contact

## Constant Contact:

- Easy tools for keeping track of your lists
- Make email campaigns look professional
- Track your open and click rates easily

02



# 03

## **vCita**

### **vCita:**

- Be organized with your schedule
- Look professional and give clients and partners options
- Offer meeting marker in your signature, social, website, etc.



# Google Alerts

04

## Google Alerts:

- Keep track of mentions of your company and competitors
- Be aware of what's going on in your industry in real time
- Use the found content for your marketing plans





# Key Takeaways

- Go to Eventbrite
- Find an event
- Go to an event
- Create your own event
- Today, find someone you like/want to work with

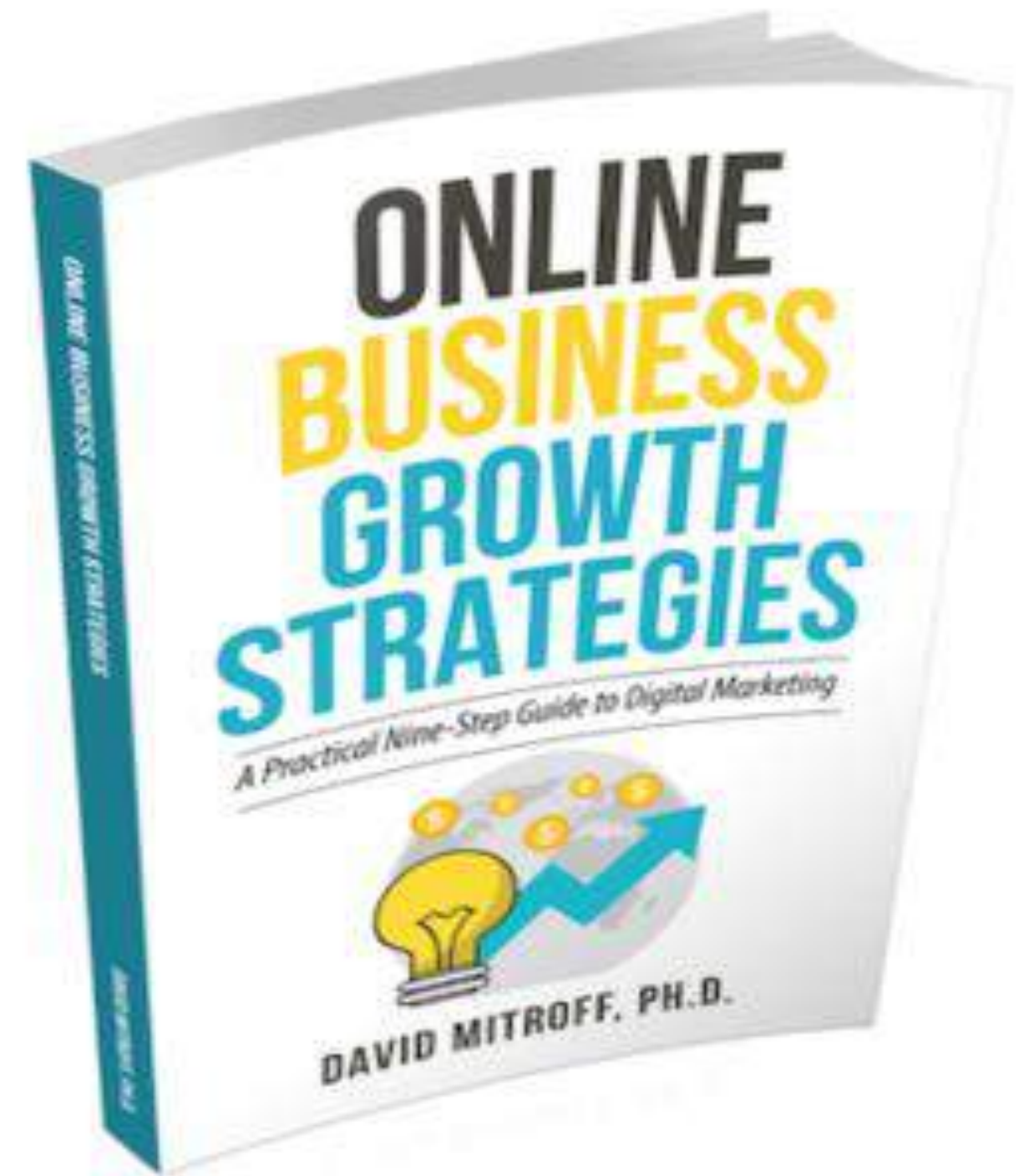


# Online Business Growth Strategies

David Mitroff, Ph.D. in his book *Online Business Growth Strategies* shares his best business and marketing secrets that can be used to grow a business, along with materials from hundreds of workshops that Dr. Mitroff has given on marketing strategy, technology, and entrepreneurship.

How much easier would it be for your business to have a guide outlining the 9 keys areas to follow to develop an online presence? In his book, readers will find out their current online presence score, receive practical examples to reach online success and uncover numerous free and paid tips and tricks that will help to create a dominating online presence, the higher your online presence score, the more successful your business will be. This book is designed to make an impact.

Get your copy today on Amazon!  
Learn more at [piedmontave.com/marketing-book](http://piedmontave.com/marketing-book)





# Questions?

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Find more at:

[www.PiedmontAve.com/Resources](http://www.PiedmontAve.com/Resources)



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「 Thank You 」

