



MY FOOD BUSINESS

MARKETING ACADEMY

Provenance Powered Marketing Course

You don't have to be a marketing ninja to be good at marketing your business! Want to know the easiest, fastest and most successful way to get customers lining up to buy from you?

Share your provenance story?

Our course takes a Step-by-Step approach to help you create provenance stories that help customers come to know, like and trust you - when they trust you, they will buy from you.

AND you get more time to do what you do best - producing and creating the products that people love and value as much as you do.

There is a total of six modules delivered over six weeks. Each module will last for one hour and will be recorded and available on <https://www.myfoodbusiness.com.au>

You will learn:

- ✓ What to say
- ✓ Where to say it
- ✓ How to say it

Module 1:

Why provenance matters to you

Module 2:

Unearthing your provenance story

Module 3:

Discovering your customers' story

Module 4:

Merging your stories

Module 5:

Crafting your marketing content

Module 6:

Sharing your provenance story

You will receive all the guidance, templates and materials you will need to get your first provenance story done.

Start date: Wednesday 20 September at 12pm. Special price for Greater Sydney Landcare \$499 save \$300

Enrol now: <https://www.myfoodbusiness.com.au> or send us an email at hello@myfoodbusiness.com.au if you want to join when the next course opens.

