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- ◆ What can our *Keynotes Speeches* do for your people at meetings?
- ◆ How can our *Trends Research* add quality to your company?
- ◆ How can our *Sales & Marketing Consulting* add to your bottom line?

Marlene B. Brown is *known for her fast-paced, information packed programs*, delivered in an interactive multimedia format that is *entertaining and educational*. Popular with audiences are her customized supporting materials and sincere approach, combined with a warm and ready wit. *Marlene is known for the excellence of her research* and the understanding of her clients needs, *making every presentation unique*. A lady whose concepts and ideas are **remembered and implemented** long after she's delivered them. Marlene B. Brown is a respected professional in her field. *Check out her credentials, some of her clients, and their comments*. She'll do the same for you.

A MEMBER OF

World Future Society
Chamber of Commerce
Rotary International

National Speakers Association
American Marketing Association
International Management Consultants



**Become a Company for
the 21st Century**

How would you like to have:

- ✓ The expertise of 1 of 15 in the world to hold the CSP/CMC?
- ✓ a speaker at your meeting who made You look good?
- ✓ an enormous surge in sales & marketing profits?
- ✓ your team embracing change, technology, the future?
- ✓ 21st Century leadership with delighted customers?
- ✓ business booming via Internet, & Web site E-commerce?
- ✓ the services of a proven business futurist writer/consultant?

Check inside to:

Discover how Marlene can help your company gain a competitive advantage!

A Specialist in...
Change & Leadership
Future Business Trends
Sales, Adv. & Marketing
Communication & the Web
Technology & the Internet



Marlene B. Brown, MS, CMC, CSP
Check out our Web site at
www.technotouch.com/

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A Specialist In...

- ⇒ **Communication & the Web**
- ⇒ **Technology & the Internet**
- ⇒ **Change & Future Trends**
- ⇒ **Sales, Adv. & Marketing**

Check Inside For...

- ✓ **Client List & Client Comments**
- ✓ **Ten Sales & Marketing Tips**

**Futurist Keynoter
Marketing Expert
Web Site Designer
Technology Speaker
Business Consultant**

Author of:

**"TechnoTouch Relationships:
Connecting & Selling to
the Human Colony"**
& **"TechnoTouch: Managing Change
for 21st Century Leadership"**



The Benefits Marmel Offers Your Company

In business for two decades, Marlene founded Marmel Consulting Firm in 1983, Sunrise Publishing in 1988, & TechnoTouch Marketing in 1993, serving in the capacity of CEO/President. Earl J. Lewis is VP/CFO. *Internationally-known*, their **speaking and consulting business specializes in** Future Industry Trends, Change Management, Advertising & Sales, Technology Tools, 21st Century Leadership, Virtual Teams, Web Design, and Marketing on the Internet.

Marlene & her team also work with organizations on a variety of **consulting projects**, including designing strategic plans that triple sales by *combining traditional sales & marketing with Internet and Web marketing*.

Her unique approach—focusing on success now AND into the next millennium, have helped her clients acquire and **keep a winning competitive edge**.

Whether it's *delivering a dynamic keynote address at a convention or conference*, or an educational seminar, creating *unique marketing materials*, helping *increase sales*, designing *web pages*, or being a trusted advisor to the person at the top, Marlene & her team are **client-focused, results-oriented**, respected professionals. By creatively helping organizations understand and act on future trends impacting their industry, *Marmel Consulting & TechnoTouch Marketing have made a positive significant difference* in 100's of companies and 1000's of lives.



One of a prestigious group of only 15 in the world to hold the combined CSP/CMC designations, Marlene B. Brown is a leading-edge international speaker, futurist, consultant, author, web designer, writer, entrepreneur owner of three small businesses. **As you view her web pages**, you'll see why *her expertise, credentials, and success position her as a valuable resource to her clients*. Do as many others have done, **put Marlene's two decades of speaking and consulting** experience in helping corporations and associations *succeed in the present while preparing for the future* to work for you! **Your people & your bottom line will thank you.**

Ten Winning Sales & Marketing Tips

1. Adapt to your changing market
2. Create a USP that will set you apart
3. Give something of value away
4. Request a response in your marketing pieces
5. Offer unique positioning plus specifics
6. Make your advertising copy powerful
7. Turn product features into tangible benefits
8. Use testimonials to increase trust
9. Offer an iron-clad guarantee
10. Implement relationship database marketing

Contact Us Today: Create Your Future Now

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Partial Client List & Client Comments

A sampling of Marlene's Client List includes:

IBM Hewlett-Packard Anionics Inc. Xerox Inc.
GTE Borg Internet Services Kogut Electric Inc.
MPG Films John Wheeler, E.A. Metropolitan Ins.
Able2Collect Kauai Resorts Federal Reserve Bank
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Some of the numerous Client Comments include:

Marlene, to connect with you, and your **unique, disarming, yet provocative look** at how technology is reshaping our future, was a **truly exciting and enriching encounter**. — P. Mogle, METCON '98 Program Chair, SE Reg. Director, Marriott Corp.

If you believe as I do that the Web has vast potential and are looking for an edge, TechnoTouch and **Marlene Brown can give you that web advantage.** — Rick Holohan, President, Able2Collect

Attendees at our **Executive Summit '98 in Jakarta** were as **touched as I**, not only by your motivational and inspirational presentation, but also by your **passion and sincerity in what you delivered**. — J. Lim, Hewlett-Packard, Asia/Pacific

Thank you for the **outstanding job you did in your Consultant** role for our company. Because of your **expertise** and efforts, we **implemented a marketing plan that doubled then tripled our sales**. — Gary Evans, Owner - Rich Plan of Syracuse Inc

Some comments from our staff following your sessions: "**Marlene perfected perfection**; a great speaker who **related to our industry**." — R. Thompson, Gen. Mgr., Kauai Resort Hotel

The **thirteenth presentation** you gave for my team was **just as exciting and fresh as the first**. Thanks for a great experience. — D. Biddle, Director, GTE Telephone Operations

Your **dynamic presentations are a key ingredient** to the success of our Conferences. I found your program entertaining with an important message. — Honorable John Warner, Senator, VA

Your **incredibly informative seminar gave participants practical tools to use**. You are an enthusiastically sincere speaker who possesses a wealth of knowledge. — N. Bailey, Tech. Trng. Admin., Federal Reserve Bank

Your seminar **focused on nuts and bolts concepts** that will enable our Directors to **become Change Masters**. Thanks for your energy.— S. Sommers, Trng.Coord., Grant Medical Ctr.

You are, by far, **the most inspirational and motivational consultant** I have ever had the opportunity to interact with in my **25 year corporate career**. Your talents and ability far exceeded my expectations. — J. Withers, VP Oper Svcs - GTE

Your **marketing expertise** and knowledge of the **role the Internet & Web sites play in meeting customers needs** and building our business is allowing us to grow! You & your team are a pleasure to work with. — Don Miller, CEO - Anionics Inc