

Marianna Hayes has a passion for small business. She is on a mission to bring vitality and long-term success to America's small businesses. She believes that traditional marketing and technology hype has imprisoned small business owners in a detrimental spiral of declining sales and wasteful business practices. While the manufacturing sector increasingly pursues the efficiency and performance demanded by today's economy, small businesses – the backbone of our state and national economy – are left ill-equipped to succeed and discouraged by their predicament.

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Marianna believes that:

- Without a mounting tide of small business success stories, our national and state economy will continue to suffer.
- Traditional marketing is a waste of money.
- The lure of technology, especially on-line business, without proper education or business planning, has compromised the future for even our strongest small businesses.
- Customer service and relationships are still in demand.
- Something can and must be done to secure the financial success of small businesses.
- It's time for a Results Revolution: While a 1% defect in a manufacturing production process is unacceptable, 97% waste in marketing is hailed as successful.

About Marianna:

Marianna began her career as a project director for the State of Mississippi. After less than a year, she resigned her post, and with her husband,

Brian, relocated to the small town of Lexington, Miss. where they each started businesses.

With a background in Communications and Journalism from Mississippi College, and a strong liberal arts and business background from Belhaven College, Marianna launched a successful freelance writing business that lasted two years. During this time, she was published numerous times in several trade and lifestyle magazines and newspapers. She also served as communications consultant for a not-for-profit professional organization and as web site copy editor on numerous web site development projects.

In 1999, Marianna and a business partner launched HALO Design Group. She has since been actively involved as Managing Partner of this business, consulting countless small business and non-profit clients on every aspect of their operation, especially in areas related to marketing.

She has expended endless hours researching and applying the principles of Lean Thinking, often associated with the success of world renowned manufacturing companies, to small businesses and non-profit organizations. This passion to eliminate waste and increase productivity for her clients led HALO to launch a formal "lean marketing" message in 2002. In 2004, Hayes is emerging on an all-out crusade she calls the "Results Revolution."

Marianna sits on the Boards of both the Lexington Main Street Association, where she also serves as Promotions Committee chairperson, and the Holmes County Arts Council. Beyond these projects, Marianna maintains

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a passion for the next generation of entrepreneurs and speaks to high school students about the benefits of entrepreneurship at every opportunity. If you would like to meet Marianna, or inquire about her availability to motivate, equip for success, stimulate new thinking or talk on a hot topic at your event, please contact her today.

"Hayes' work at HALO Design Group provides freedom from the waste of traditional marketing..."

Speaking Engagements

Marianna loves to conduct workshops or speak to mixed business groups, Chamber of Commerce or small business organization groups, women's business groups, and young entrepreneur groups. She also conducts specialized workshops for in-house team building and training.

Currently, she is accepting speaking engagements through October 1, 2004. She will resume her speaking schedule in March 2005.

To keep up-to-date with her Results Revolution™, please visit the web site, www.resultsrevolution.com.

Consulting, Marketing & Design

Marianna's business, HALO Design Group, has helped retail businesses, professional service firms, and privately-owned manufacturing companies drastically improve profits since 1999. In a similar way, HALO Design Group improves effectiveness for not-for-profit organizations, public campaigns and educational institutions. From marketing analysis, consulting and training to specific projects that use graphic design, advertising, public relations and web applications, Hayes' work at HALO Design Group provides freedom from the waste of traditional marketing.

FREE Help & Advice

Marianna and her business have supported countless startups and growing businesses since 1999 with strategic advice, reality checks, mentoring and even the development of brand identities and web sites. This doesn't account for the 300+ subscribers to the Results Review newsletter or the numerous free events, seminars and web site evaluations that have been undertaken. Lots of FREE information is available to download from the HALO Design Group web sites with more being added all the time – www.halodesigngroup.com and www.resultsrevolution.com.



Experience the Passion

You should be interested if you are...

- Disillusioned with "good marketing practices" that fail to deliver results.
- Looking to innovate, to improve customer relationships, and create more profit.
- Interested in reducing wasted effort, time and cost in your business.
- Desperate to improve the bottom line performance of your business and need to make cuts in the right places.
- Interested in specific marketing tactics that will work for your small business or non-profit, not tips and trends from big box marketing books.



You will benefit if you are a:

- Startup business owner
- Interested in starting a business
- Existing business owner in the retail, service or product manufacturing sectors
- Director or marketing professional for a non-profit organization
- Leadership or director of an economic development, small business or professional organization
- Journalist, consultant or business advisor

Why should you choose Marianna Hayes?

Marianna Hayes is funny, informed and extremely frank in her presentations, but most of all, she is passionate. Your audience won't just get her opinion, they'll be drawn into the experience and encouraged to debate and to think about their businesses differently. They will be both motivated and equipped with a lot of information, in a memorable format, in a short period of time.

Marianna will identify with your audience as she has faced many of the entrepreneurial challenges personally and is unashamed to share her own anecdotes of business and personal growth.

Her talks address common challenges facing small businesses and non-profits...

- Making it through tough times
- Saving a drowning business
- Gaining business while doing business (time issues)
- Finding a new direction and heading there (goal setting and achievement)
- Differentiating your business from the competition
- Finding a marketing tool that really produces

Marianna brings...

- Fresh thinking that is practical yet revolutionary
- Tips and tools that can be implemented immediately
- Understanding of small business challenges
- A thought-provoking view on business
- Fast, intelligent and creative on-the-spot insights into particular business/organizational situations and challenges

How Much Does She Cost?

She's not cheap, but you really do get what you pay for. Marianna will be happy to donate her time at appropriate events where the attendees are present at no cost or on public platforms such as television and radio. For most paid-for conferences, talks, or specific in-company presentations, a fee will apply and your investment will be repaid in reduced waste and increased profits. To learn more about Marianna's fees all you need to do is ask.

If you would like to book Marianna Hayes for your event, as a speaker for a conference or seminar, as a facilitator for debate, a workshop teacher, or as a relevant, informed and entertaining in-company trainer, contact her today.



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