



## Tommy Aiken

Marketing Consultant  
Seguin, Texas

Tommy started his marketing career in 1986 by entering the financial services industry and running the marketing for a large independent

marketing company out of Houston, Texas. He then went on to manage the sales and marketing divisions of three major insurance companies here in the United States and they were Philadelphia Life, Investors Life of North America and Family Life insurance companies. He then joined Monopolize Your Marketplace as an independent Master Consultant developing, creating and managing projects for many different industries.

Tommy is married to Sharlene and they have two sons and two daughters. They currently reside in Seguin, Texas where he operates his Marketing, Training and Consulting practice that specializes in messaging, positioning, training and implementation.

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## Minding Your Business II: Marketing Process Thriving Not Just Surviving In Today's Economy

This seminar focuses on developing an effective marketing plan, utilizing proven marketing concepts and incorporating specific marketing and advertising tools into the plan. Learn

to integrate real-world experience with established marketing principles to guide you to your best business year ever! (3 hour seminar - ASID CEU # 8380 .3 Credits / AIA CES # MYBII008380 .3 Credits / CQRID #9878120 - 2

Contact Hours)



## What Every Interior Designer Should Know About Social Networking and E-Marketing

The web and social networking sites and tools have opened a tremendous opportunity to reach niche buyers directly with targeted messages that cost a fraction of what big budget advertising

costs. This low cost marketing tool can be the key to driving sales for the interior design community. Learn how to take advantage of this exploding phenomena. We cover all elements of social networking including LinkedIn, YouTube, Facebook, Twitter, Podcast, and other social networking sites and tools. (3 hour seminar - ASID CEU # 8570 .3 Credits / AIA CES # DMMIII00 .3 Credits)

