



# MEASURING OUR SUCCESS

DON'T TAKE OUR WORD FOR IT!  
LOOK AT WHAT PEOPLE HAD TO SAY ABOUT US

**STEVE  
MILLS**

*Don't Take My Word For It*

## A MESSAGE FROM STEVE MILLS



I believe that one of the most powerful forms of marketing is referral, or 'word of mouth' as it is often known. I also believe that every business should have a 'word of mouth' marketing plan and part of this should be a 'testimonial plan'.

I could write and tell you about how my training, mentoring and coaching will help you grow your business, but it is probably far more believable if you hear it from over 100 other people; people who are 100% authentic and who have got measurable results from my services – including many who have doubled their business in the toughest recession since the 1930s.

***Steve Mills***



## CASE STUDY – SOLWAYS PRINTERS

Tim Solway of Solways Printers came to me in need of some help. Tim had been running his printing company for over 30 years and clearly loved his business. However, Tim told me what I already know.

Tim said, “the printing industry is in tatters, no one is buying print anymore, all marketing has gone digital and printers are going out of business on a daily basis.”

Tim continued, “I need some help with my marketing. We are really good at what we do, but not so good at marketing what we do. We need to get an extra £20,000 per month into this business and we need to do it fast!

And by the way – I’ve got no money, or very little to invest in marketing.” I told Tim that my aim was to help him double his business in 12 months and he laughed! We didn’t do it in 12 months. We did it in 9 months. In this case study, I am going to explain how!

## THE FIRST STEP SOLWAY PRINTERS

The first step was to pick up the low hanging fruit. I asked Tim:

*“Do you have people who have asked for a quote over the past 12 months, but for whatever reason, they have not converted?”*

*“Yes,” Tim said, “lots of them.”*

I asked if he had been thorough in following these guys up. “No,” he said. “I’ve been busy!” I then suggested that he should call each and every one of his quotes up and try to convert them into sales.

We came up with a great script and Tim made 10 calls the following day. During these calls, he got **£8,500 worth of sales**, as well as four referrals into other businesses and we turned those leads into **over £20,000 worth of business**.

Not a bad first day!

*Tim and his team continued to rake in those easy sales for several months.*

## THE SECOND STEP SOLWAY PRINTERS

In the meantime, we started to work on his current clients and then get him set up on Google PPC Advertising.

I suggested to Tim that he should pick up the phone and ask his past clients and current ones two very powerful questions:

1. Did they need any printing done right now, or in the near future?
2. Who do they know that may need some quality printing done either now, or in the near future?

Going back to his current and past clients literally opened up the floodgates.

## THE THIRD STEP SOLWAY PRINTERS

Step three was a new website which we designed for him – you can't be London's leading quality printing company with a crap website (Tim's words, not mine).

Once the new site was live, we set about driving traffic to the site using SEO, PPC, email marketing and Social Media. Then we worked on improving the CRO (Conversion Rate Optimisation) of the site.

We were now in month six and were really getting some significant new business in, so we decided to take a bit of a step back and look at Tim's clients.

***Who are they and what did they want?***

## THE FINAL STEP SOLWAYS PRINTERS

I suggested to Tim that he needed to be more than **'just a printer'**.

He needed to position himself and his business. Tim said that Solways was 'London's leading firm of quality printers'. He was very strong in his belief about this, and so we agreed to go with it!

### WE POSITIONED SOLWAYS PRINTERS AS 'LONDON'S LEADING QUALITY PRINTERS'

So we decided to target the quality market.

Solways became famous for their quality 3 x normal thickness business cards (I know, I use them and every time I give them to anyone, they comment on the quality and thickness).

They started to target businesses, industries and organisations who wanted a top-quality product and were willing to pay top prices for both the product and for the professional advice that Solways Printers provided.

Tim and I have become firm friends over the past five years. He has taken me to the Cricket at Lords several of those years and he has recommended me to several of his clients and contacts.

Tim is very kind in his comments about me and how much I helped him and managed to turn his business around, but the truth of the matter is: What I told him was not so difficult, but what Tim did that others didn't was that he took massive and consistent action.

He picked up the phone, got on LinkedIn and wrote and sent out those emails. He invested in PPC Advertising and in a new website.



## CASE STUDY – DEMAND LOGIC

When Gilbert Lennox-King of Demand Logic met up with me, he was the newly appointed Director of Business Development and Strategy at Demand Logic.

Demand Logic is a simple, powerful and fast software enabling businesses to improve the fitness of their buildings – ‘Fitbit for buildings’.

Demand Logic uses data analytics and an online collaboration platform to find performance improvements in commercial buildings.

<http://www.demandlogic.co.uk/>

Gilbert said, “I have been given a remit by my fellow Directors to increase sales.

My aim is to increase the company’s lead generation from 15 to 30 leads per month and so work towards doubling the size of the business” (Double your leads and you double your turnover).

Having decided he needed independent help and advice, he joined my ‘RESULTS INNER CIRCLE Group.’

**JOIN MY INNER CIRCLE TODAY!**



# THE FIRST STEP DEMAND LOGIC

## Initial Marketing Advice

As usual, I started by asking Gilbert what he was currently doing and how well it was working. We discussed some really 'quick wins' and ideas to improve:

1. The amount of business the company generated from current clients.
2. The number of referrals they were getting.
3. Online marketing results.

We met twice in those first two weeks. The group meeting followed, on the 26th September.

At the start of each group meeting, each member got the chance to stand up and clearly state what actions they had recently taken and what results were achieved.

When it came to Gilbert's turn, he announced:

*"We joined Steve's group on 1st September 2017 with the aim of getting help to increase our lead generation from 15 to 30 leads per month. However, we have not done that!! Within 3 weeks of working with Steve, we have increased our lead count from 15 to 45!"*

## THE FINAL RESULT? DEMAND LOGIC

### Not a bad 3 weeks!

Gilbert and his team will continue to rake in those easy sales every month forever at no cost, so long as they keep taking action. In the near future, we are going to look at:

1. Focusing in on the best and most profitable targets.
2. LinkedIn PPC Advertising.
3. Email marketing.
4. LinkedIn and Social Media.

### How can you benefit?

Want to join the select group of business owners reaping the rewards of the RESULTS Accelerator Programme?  
Call me now on 07977 074497.

Want to improve the effectiveness of your buildings and reduce costs?  
Contact Gilbert at Demand Logic - <http://www.demandlogic.co.uk/>



## CASE STUDY – RPC CLEANING

After meeting RPC's founding owner – Ray Coleshill – at an exhibition, we were delighted to agree on a marketing plan and plan of work to energise this well-established cleaning company, which enabled them to grow the business over the next 10 years.

RPC remained our oldest client until Ray retired and over the past 10 years, we have helped them to:

- Create two new websites.
- Develop several videos.
- Produce weekly blog posts.
- Sending regular email communications to clients and prospects.
- Implement social media to reach and engage with new audiences.
- Free up valuable sales time, resulting in more opportunities to sell RPC's services.
- Secure hundreds of new clients and exceed sales targets.

## THE FIRST STEP RPC'S CHALLENGES

RPC Cleaning, while well known and relatively successful, knew that, with the growth of many other competitors in the cleaning marketplace, they needed to do something different to get themselves noticed and attract new customers.

Ray explained that his goal was to generate new commercial and domestic customers within a 12-month timeframe, and furthermore, he wanted to ensure they signed up for repeat business and tried out his specialist cleaning services too.

In addition, he explained that he wanted to concentrate his time on selling/training his team and not on doing the marketing, which was not his area of expertise. This is where we were able to step in.

### **How we helped RPC**

We devised a new digital marketing strategy, which encompassed a refreshed website and involved driving traffic to the site using SEO, PPC, email marketing and Social Media, along with a short video of Ray promoting his company and some regular blog posts giving some useful hints and tips on cleaning.

Overall, this integrated very well with RPC's e-commerce strategy.

## THE FINAL RESULT? RPC CLEANING

As a result of the new e-marketing strategy we implemented, RPC achieved some impressive outcomes:

- Hundreds of new carpet cleaning clients.
- Hundreds of new commercial office cleaning contracts.
- Repeat annual cleaning contracts.
- Expansion of specialist cleaning services.
- Increase in no. of cleaning staff.
- 100% increase in website visits.

### Testimonial From Ray Coleshill

*"I cannot tell you how delighted I am with the difference that Steve Mills has made to my business. It's simply astonishing. When you've been in an industry for a long time, you kind of think you know everything there is to know about your business.*

*However, I can freely admit that Steve's invaluable advice and insights into how to market my business have really opened my eyes! I would happily recommend him and his team to any SME looking to outsource their marketing – it's the best thing I ever did."*

WE HAVE BEEN ON STEVE'S RESULTS ACCELERATOR PROGRAMME FOR JUST 3 MONTHS NOW AND IN THAT BRIEF TIME WE HAVE SEEN OUR AVERAGE NUMBER OF **MONTHLY LEADS INCREASE BY A WHOPPING 64.7%**. WE ARE ENTHUSED BY THE RESULTS AND THE ADVICE/SUPPORT THAT STEVE PROVIDES. FOLLOW THE PROCESS AND YOU WILL GET GREAT RESULTS.

***Seamus Palfrey, Palfrey Murphy Accountants***

THANK YOU FOR THIS. AS YOU KNOW, LAST NIGHT I CONNECTED IN ANGELA RE MEETING ON MONDAY. I HAVE THIS MORNING READ THIS AUDIT IN DETAIL.

**OUTSTANDING WORK, STEVE. YOU HAVE DONE WONDERFUL WORK IN OUTLINING THE SIGNIFICANT OPPORTUNITIES WE HAVE. WE HAVE GOT IN BETTER SHAPE STRUCTURALLY WITH DAN TAKING RESPONSIBILITY FOR NEW BIZ INC TELE SALES.**

I AM DELIGHTED YOU ARE MEETING WITH ANGELA AND PERHAPS DAN MIGHT BE ABLE TO PICK UP ON THE SALES STUFF. THANKS AGAIN, STEVE.

***Brian Dunne, Managing Director of SVM Europe***

CASCADE EVENT MANAGEMENT'S TURNOVER HIT £492,000 THIS YEAR (**UP FROM £290,000 LAST YEAR**) AND I'M SURE A SIGNIFICANT PART OF THAT IS DOWN TO THE TIME I SPENT WITH YOU, STEVE. THIS YEAR IS LOOKING GOOD TOO BUT WE STILL WANT TO TAKE IT THE NEXT LEVEL.

*Chris Monk, Managing Director of Cascade Events Ltd*

I HAVE TAKEN STEVE MILLS' ADVICE EARLIER THIS YEAR AND **WITHIN A SHORT SPACE OF TIME MY COMPANY WAS ALL OVER THE FIRST PAGE OF GOOGLE!** WE OPERATE IN A VERY COMPETITIVE MARKET (LUXURY SAILING HOLIDAYS) AND HAVE SOME BIG COMPANY COMPETITORS, SO ALL THE ADVICE THAT I GOT WAS PRICELESS. MANY THANKS, STEVE.

*Phil Reeves, Essential Sailing*

**STEVE IS A TRUE MARKETING PROFESSIONAL. HE HAS MADE A DIFFERENCE TO OUR BUSINESS' SUCCESS.** I WOULD NOT HESITATE IN RECOMMENDING STEVE.

*Michael Brook, Professional Excellence*



I HAVE KNOWN AND WORKED WITH STEVE FOR A GOOD WHILE NOW AND HAVE COME TO REALISE AND **APPRECIATE HIS POSITIVE APPROACH IS** CONTAGIOUS.

HAVING BEEN IN BUSINESS FOR 20+ YEARS, I HAVE CONSTANTLY MET SEVERAL COMPANIES AND BUSINESS PEOPLE WHO CLAIM THEY WANT TO HELP BUT REALLY ONLY WANT TO SELL YOU SOMETHING.

**BUT I FIRMLY BELIEVE STEVE GENUINELY WANTS ME AND MY BUSINESS TO SUCCEED AND DO WELL,** CERTAIN IN THE KNOWLEDGE THAT IF I PUT THE EFFORT IN AND FOLLOW HIS ADVICE, I WILL DO SO.

**HIS KNOWLEDGE AND APPROACH IN MY OPINION ARE SECOND TO NONE** AND I WOULD MOST DEFINITELY RECOMMEND HIS SERVICES.

***Debbie Graham***



I'VE WORKED WITH STEVE NOW FOR A COUPLE OF YEARS AND I CAN HONESTLY SAY **I HAVE SEEN A MARKED DIFFERENCE TO OUR MARKETING.** WHEREAS ONCE IT STUTTERED, IT NOW RUNS SMOOTH AS SILK!

***Matt Day, Managing Director of iFinancial***

I RECENTLY ATTENDED A WORKSHOP ON LINKEDIN RUN BY STEVE MILLS. **I FOUND IT ONE OF THE MOST IMPACTFUL AND USEFUL COURSES** MAINLY BECAUSE OF HIS EFFECTIVE COMMUNICATION STYLE THROUGH WHICH HIS EXPERTISE SHINES.

THE TECHNIQUES AND TIPS PROVIDED BY STEVE WERE IMMEDIATELY CLEAR IN HOW THEY WOULD IMPROVE MY USE OF LINKEDIN AND **HE OPENS ONE'S MIND TO ALL SORTS OF OPPORTUNITIES FOR GROWTH.**

THE AUDIENCE WAS DIVERSE BUT **STEVE SKILLFULLY MANAGED EVERYONE'S ATTENTION AND UNDERSTANDING.** I HAVE NO HESITATION IN RECOMMENDING STEVE AND HIS WEALTH OF EXPERIENCE AS HE OFFERS TRUE VALUE.

***David Turner***

I ATTENDED A LINKEDIN TRAINING WORKSHOP DELIVERED BY STEVE.

THOUGH I AM TECHNICALLY ABLE, **STEVE NOT ONLY COVERS THE TECHNICAL ASPECTS BUT THE 7 ELEMENTS OF HOW TO BEST MARKET YOURSELF.**

THINGS HAVE REALLY MOVED ON SINCE I WAS LAST IN THE JOB MARKET 23 YEARS AGO AND LINKEDIN IS SUCH AN INTEGRAL PART OF THE JOB SEARCH PROCESS NOW.

**STEVE'S PERSONA AND DELIVERY WAS FANTASTIC, COUPLED WITH HIS EXPERIENCE. HE WAS VERY ENGAGING.**

EVEN THOUGH IT WAS DELIVERED VIA ZOOM, I FELT AS THOUGH I WAS IN THE SAME ROOM AS STEVE. WOULD TOTALLY RECOMMEND THIS COURSE.

***Peter C Smith, Business Advisor and Chairman of The Berkshire Chamber of Commerce - BA CEng. MIET MICM MIC FRSA***

THIS MORNING I SPENT 30 MINUTES WITH STEVE AND I UNDERSTAND WHY HE HAS BUILT UP SUCH A GOOD REPUTATION IN THE SALES AND MARKETING FIELD.

**HE WAS ABLE TO QUICKLY ASSESS WHERE I AM, WHERE I NEED TO GET AND HOW BEST WE CAN WORK TOGETHER.** I HIGHLY RECOMMEND THAT YOU SPEND AT LEAST 30 MIN WITH STEVE; IT WILL BE TIME WELL SPENT.

*Jonathan Plaxton*

HAVING NOW ATTENDED BOTH AN 'IN PERSON' AND AN ONLINE PRESENTATION BY STEVE, I'M PLEASED TO RECOMMEND EITHER!

**STEVE'S KNOWLEDGE OF SOCIAL MEDIA, IN PARTICULAR LINKEDIN, IS IMPRESSIVE AND HIS FRIENDLY STYLE PUTS DELEGATES AT EASE WITH ALL QUESTIONS ANSWERED.**

*Michael Tipper*

I FOUND STEVE'S WEBINAR VERY HELPFUL AND IT OPENED MY EYES TO OTHER ASPECTS OF MY BUSINESS THAT CAN BE MEASURED.

*David B Robson*

I'VE BEEN SHADOWING STEVE MILLS FOR A NUMBER OF YEARS **SINCE CONNECTING WITH HIM AND HAVE ALWAYS BEEN IMPRESSED WITH THE QUALITY AND CONSISTENCY OF HIS CONTENT.**

BASED ON THAT, I RECENTLY ATTENDED ONE OF HIS WEBINARS ON MARKETING AND USING LINKEDIN. IT WAS A CONTENT-RICH EXPERIENCE PACKED FULL OF GREAT IDEAS.

IT WAS A PERFECT BLEND OF PRACTICAL THINGS TO DO **COMBINED WITH IMPORTANT MINDSET PRINCIPLES.**

IT IS CLEAR HE NOT ONLY KNOWS WHAT HE IS TALKING ABOUT BUT THAT HE MAKES IT WORK FOR HIMSELF AND HIS CLIENTS (**£100,000,000 OF SUCCESS FOR HIS CLIENTS ISN'T BAD GOING BY ANYBODY'S STANDARDS!!**).

I LIKE STEVE'S CONTENT **BUT MORE IMPORTANTLY FIND HIM A GENUINE, CARING AND HUMBLE INDIVIDUAL** WHO I'D BE VERY HAPPY TO WORK WITH. DEFINITELY HIGHLY RECOMMEND.

***Matt Bullard***



**THROUGH STEVE'S ONLINE VIDEO COURSES, I'VE BEEN ABLE TO IDENTIFY AND IMPLEMENT THE KEY STEPS ESSENTIAL TO GROWING AND MAINTAINING A SUSTAINABLE SMALL BUSINESS.**

**HIS INSIGHT INTO SALES AND MARKETING HAS PLAYED AN INTEGRAL PART IN HELPING ME ACHIEVE MANY OF MY BUSINESS OBJECTIVES. I HIGHLY RECOMMEND SPEAKING TO HIM.**

***Sally Callow MSc***

**STEVE'S CLIENTS GET ACCESS TO YEARS OF HARD WON SALES AND MARKETING EXPERIENCE AT THE COAL FACE. MOST IMPORTANTLY, HE PUSHED US TO TAKE ACTION.**

***Andrea Kelly***

I WAS LUCKY ENOUGH TO ATTEND ONE OF STEVE'S WORKSHOPS RECENTLY. IT WAS A THOROUGHLY ENJOYABLE EXPERIENCE.

**STEVE KNOWS HIS SUBJECT AND DELIVERS HIS MESSAGE WELL, ENGAGING WITH HIS AUDIENCE WITH WARMTH AND HUMOUR. IT WAS A WELL-PACED SESSION AND I WOULD BE HAPPY TO RECOMMEND HIS SERVICES TO ANYONE.**

***Michelle Matthews BA Hons***

I RECENTLY ATTENDED ONE OF STEVE'S WORKSHOPS IN BASINGSTOKE. HIS METHOD OF DELIVERY WAS VERY EASY TO RECEIVE.

WARM, PERSONABLE AND GOOD HUMOURED TOO – STEVE **MAINTAINED GOOD ENGAGEMENT IN THE ROOM BY ENABLING AN INTERACTIVE SESSION THAT MEANT THE CONTENT WAS IMMEDIATELY APPLICABLE.** THANK YOU STEVE!

***Ellie Robbins , Centre Manager of Gatcombe House***

I HAVE ATTENDED VARIOUS WORKSHOPS OVER THE YEARS BUT I RECENTLY ATTENDED STEVE'S RESULTS WORKSHOP AND FOUND IT VERY REFRESHING TO UPDATE MY CURRENT KNOWLEDGE ON HOW TO IMPROVE MY SALES AND MARKETING RESULTS THAT I'M CURRENTLY ACHIEVING.

**STEVE WAS VERY INFORMATIVE AND WE LEARNT THINGS WE COULD PUT INTO PRACTICE IMMEDIATELY. I WOULD HIGHLY RECOMMEND STEVE'S WORKSHOPS.**

*Tom Brigstock*

I MET STEVE AT LINKEDIN LOCAL PORTSMOUTH WHO INVITED ME TO HIS FREE SEMINAR ON HOW TO CREATE LEADS AND SALES. I WAS A LITTLE SKEPTICAL ON HOW VALUABLE THIS WOULD BE AT FIRST, BUT I WAS PLEASANTLY SURPRISED.

I WOULD RECOMMEND ANY SALES PROFESSIONAL OR BUSINESS OWNER TO CHECK HIM OUT. **I CAME AWAY WITH SOME FANTASTIC IDEAS TO HELP DEVELOP MYSELF AS A SALES PROFESSIONAL AND TO SUPPORT THE BUSINESS SALES PROCESS AS A WHOLE. AMAZING WORK, STEVE.**

**Eddie Bullock** ☐☐



HAVING EXPERIENCED STEVE'S MARKETING WORKSHOPS, THEY HAVE BEEN ENGAGING IN TERMS OF SHARING DIFFERENT INSIGHTS INTO INNOVATIVE TECHNIQUES AND TACTICS TO GROW MY BUSINESS AWARENESS. YOU "ONLY KNOW WHAT YOU KNOW". **STEVE TAKES YOU THROUGH EASY STEPS TO ENHANCE YOUR KNOWLEDGE IN HOW TO SELL YOUR EXPERTISE.**

***Seamus Parfrey - Accountant and Business Growth Expert***

WE HAVE BEEN ON STEVE'S RESULTS ACCELERATOR PROGRAMME FOR JUST 3 MONTHS NOW AND **IN THAT BRIEF TIME, WE HAVE SEEN OUR AVERAGE NUMBER OF MONTHLY LEADS INCREASE BY A WHOPPING 64.7%.** WE ARE ENTHUSED BY THE RESULTS AND THE ADVICE/SUPPORT THAT STEVE PROVIDES. FOLLOW THE PROCESS AND YOU WILL GET GREAT RESULTS.

***Tracey Daley***



EXPERIENCE COUNTS! **STEVE'S TRAINING STYLE IS PEPPERED WITH LOTS OF PRACTICAL EXAMPLES SO THE RECENT TRAINING COURSE I ATTENDED WAS FUN, INFORMATIVE AND REALLY USEFUL. WE LEARNT THINGS WE COULD PUT INTO PRACTICE IMMEDIATELY. RECOMMEND YOU TAKE A LOOK FOR YOURSELF AT: [HTTPS://WWW.STEVE-MILLS.COM](https://www.steve-mills.com).**

***Martyn Smith MBA***

I ATTENDED STEVE'S ONE-DAY "USING LINKEDIN AS A JOB SEEKER" WORKSHOP ON 31ST JANUARY 2019. **NOT ONLY DOES HE KNOW LINKEDIN EXTREMELY WELL, BUT HE KNOWS HOW TO USE IT TO GROW YOUR BUSINESS OR FIND A JOB, AND HIS TEACHING STYLE IS RELAXED, EASY-GOING, EFFECTIVE, EFFICIENT AND FUN.**

***Karen Goldring (FCIPD)***

I RECENTLY ATTENDED ONE OF STEVE'S WORKSHOPS IN BASINGSTOKE. I GAINED A LOT OF USEFUL INFORMATION AND PRACTICAL TIPS FROM THE 3-HOUR SESSION. **STEVE WAS VERY KNOWLEDGEABLE, ENGAGING AND ENCOURAGED ACTIVE PARTICIPATION FROM THE GROUP.** HE WAS APPROACHABLE AND HAPPY TO TAKE QUESTIONS AT ANY POINT.

*Neil Sharp*

I HAVE RECENTLY ATTENDED ONE OF STEVE'S SEMINARS ON LINKEDIN. I THOUGHT THAT I KNEW LINKEDIN REASONABLY WELL **BUT STEVE GAVE SOME GREAT INSIGHTS INTO HOW TO MAKE YOUR PROFILE STANDOUT FROM THE CROWD.** I WILL DEFINITELY BE ADOPTING STEVE'S RECOMMENDATIONS.

*Miranda Davis*

STEVE WAS FANTASTIC IN DELIVERING A TRAINING WORKSHOP TO OUR GROUP WHICH WAS QUITE DIVERSE. **HIS SKILLS AS A TRAINER WERE EXCELLENT IN ADAPTING TO THE AUDIENCE'S NEEDS, EXPLAINING EACH STAGE CLEARLY AND CONCISELY WITH ENGAGEMENT AND ENTHUSIASM.**

ANY QUESTIONS WERE ENCOURAGED (OF WHICH THERE WERE MANY!) AND STEVE ADDRESSED THESE WITH EASE. THANKS, STEVE, FOR AN INVALUABLE SESSION.

***Andrew Wood***

I HAVE WORKED WITH STEVE MILLS ON MANY OCCASIONS AND HE IS CLEARLY A REAL EXPERT IN HIS SUBJECT OF SALES & MARKETING. HIS KNOWLEDGE, ADVICE AND SUPPORT HAVE ALWAYS BEEN VERY WELL RECEIVED AND **I FEEL FULLY CONFIDENT IN RECOMMENDING HIS SERVICES, BOTH AS A TRAINER AND CONSULTANT.**

***Terry Lynch, Aldworth Science College***



THE MARKETING ADVICE AND TRAINING PROVIDED BY STEVE MILLS HAS REALLY HELPED US TO GROW OUR BUSINESS AND **WE HAVE MANAGED TO GROW BY OVER 80% IN THE PAST YEAR.**

*Tom Welch, iTeachers*

FOR YEARS NOW, STEVE, I KNEW SOMETHING WAS MISSING – NOT JUST WITH WATER DOCTOR BUT EVEN PRIOR TO THIS VENTURE AND **THIS HAS HIT THE NAIL ON THE HEAD!**

*Kiki Kubath, The Water Doctor*

STEVE, THANK YOU FOR AN AMAZING YEAR OF BUSINESS GROWTH ADVICE. **WHAT A WEALTH OF KNOWLEDGE YOU HAVE.** I FEEL WELL EQUIPPED NOW TO MOVE MY BUSINESS FORWARD.

*Lizelle Havenga, Artistic Cakes*

**STEVE IS FANTASTIC AND HAS BEEN ABLE TO UNRAVEL FOR ME MANY OF THE MYSTERIES OF SOCIAL MEDIA AND SEARCH ENGINE OPTIMISATION. I HIGHLY RECOMMEND NOT ONLY HIS ADVICE, BUT ALSO HIS COURSES FOR ANYONE WISHING TO BETTER UNDERSTAND PROJECTING YOURSELF OR YOUR IDEA OR PRODUCT OUT INTO TODAY'S MARKET.**

***Janine Stevens***

**I HAVE NOW BEEN ON THREE OF STEVE'S TRAINING COURSES, OVER THE PAST YEAR – MARKETING WITHOUT MONEY, LINKEDIN TRAINING AND SOCIAL MEDIA MASTERY.**

**ON EACH OF THE COURSES, STEVE HAS BEEN EXTREMELY KNOWLEDGEABLE AND HAS GIVEN ME SOME BRILLIANT ADVICE THAT HAS BEEN INVALUABLE TO THE COMPANY AND HAS INCREASED OUR SALES AND TRAFFIC TO OUR WEBSITE USING SOCIAL MEDIA.**

**I WOULD RECOMMEND STEVE'S TRAINING COURSES TO EVERYONE WHO WANTS TO IMPROVE THEIR BUSINESS.**

***Emma Lewis, Toga Sports***

STEVE, I JUST WANT TO SAY THANK YOU. **I CANNOT BELIEVE THE RESULTS THAT GOING ON YOUR COURSE HAS DONE TO OUR RATINGS ON GOOGLE.** I WOULD AND AM ACTIVELY RECOMMENDING YOU TO EVERYONE I MEET. THANK YOU.

***Ian Hodge, Blue Bolt Communications***

A WORD OF THANKS FOR A TRULY BRILLIANT WORKSHOP.

***Sally Barker, NEC Birmingham***

STEVE CAME TO FOX IT TO DISCUSS LINKEDIN AND ONLINE MARKETING IN GENERAL. THE AREAS WE DISCUSSED WILL BE OF GREAT USE TO US IN THE FUTURE AS WE BUILD OUR ONLINE MARKETING PRESENCE. **STEVE WAS PERSONABLE, EASY TO WORK WITH AND UNDERSTOOD OUR CORE GOALS.** I WOULD WORK WITH STEVE AGAIN.

***Thomas Cairns, FOX IT***

WE INVITED STEVE MILLS TO SPEAK AT OUR INTERNATIONAL LIVE GAMING CONFERENCE ON MARKETING AND BELIEFS. **STEVE WAS AN ENTERTAINING AND INFORMATIVE SPEAKER. HE IS CLEARLY WELL READ AND EXPERIENCED WITH THE PRACTICALITIES OF SMALL BUSINESS MARKETING.**

I LIKE STEVE'S ONLINE SHORT VIDEOS AS AN EASY-TO-UNDERSTAND AND USEFUL WAY OF LEARNING ABOUT THE ART OF SMALL BUSINESS MARKETING. I STRONGLY RECOMMEND STEVE IN THE AREAS OF MARKETING TRAINING, PUBLIC SPEAKING AND MARKETING CONSULTING.

***Peter Lander, Managing Director, Battlefield Sports, Australia***

I ATTENDED A WORKSHOP YESTERDAY, LED BY STEVE MILLS AND FRANK FURNESS, ON MARKETING. STEVE PROVIDED SOME GREAT INSIGHTS. **HIS APPROACH WAS VERY INCLUSIVE AND MANAGED TO MAKE MARKETING ACCESSIBLE TO THOSE WHO HADN'T USED IT BEFORE, BUT ALSO TO GIVE NEW IDEAS TO THOSE WHO HAD. A GREAT DAY, THANK YOU.**

***Frederika Roberts, Jarvis Johnson Ltd***



I HAVE ONLY KNOWN STEVE A MATTER OF WEEKS BUT HAVE ALREADY ESTABLISHED A SUCCESSFUL RAPPORT WITH HIM THROUGH MEMBERSHIP OF HIS PROGRAMME, WHICH I WOULD URGE ANYONE WHO HAS A BUSINESS TO JOIN.

**HIS KNOWLEDGE OF THE WORKINGS AND BUSINESS GENERATION POTENTIAL OF THIS MEDIUM IS BOUNDLESS AND HE HAS OPENED MY EYES REALLY WIDE TO THE POSSIBILITIES. I LOOK FORWARD TO MY CONTINUING CONTACT WITH STEVE AND WOULD HIGHLY RECOMMEND HIM.**

***Alan Scaplehorn , Dental Practice Financial Services***

ONE CANNOT HELP BUT BE THOROUGHLY MOTIVATED AND ENERGISED AFTER ATTENDING ANY STEVE MILLS EVENT. **THERE IS SOME INEFFABLE QUALITY THAT HE IS ABLE TO TRANSMIT OVER AND ABOVE THE CONTENT, TO MAKE ONE GET UP AND TAKE ACTION. OH, AND THE CONTENT IS GREAT TOO... EXPERT, ENGAGING AND EMINENTLY USABLE, IMMEDIATELY.**

***Dr Robert Illes***



A SINCERE THANK YOU FOR A TREMENDOUS COUPLE OF DAYS. THIS MORNING WAS PARTICULARLY USEFUL AND THOUGHT PROVOKING FOR ALL AND I'M SURE DAVID IS FEELING GOOD ABOUT THINGS, WHICH IS KEY, AS WE WANT HIM TO BE A SUPPORTER AND ADVOCATE OF THE BUSINESS.

**CERTAINLY, I CAME AWAY ENERGISED WITH A NUMBER OF NEW IDEAS.** BEVAN AND I ALSO REALLY APPRECIATED THE HARD WORK THAT YOU HAD PUT IN TO ENSURE THE WORKBOOK AND PROGRAMME WERE READY IN TIME, HAD GOOD CONTENT AND LOOKED THE PART.

*Trevor Wilson , Partner of The FD Group*

WE HIRED STEVE FOR A DAY TO HELP US DISCOVER THE FULL POTENTIAL FROM OUR BUSINESS. **IT'S AMAZING HOW MUCH WE MANAGED TO COVER IN JUST THE ONE DAY AND THE IDEAS COVERED ARE GOING TO BE VALUABLE FOR OUR BUSINESS GOING FORWARD.** THANKS, STEVE, FOR A GREAT DAY!

*Chris Bishop*

STEVE IS AN INSPIRATIONAL TEACHER,  
**TRANSFORMING OUR MARKETING FROM A VAGUE  
UNDERSTANDING TO AN EXCITING REVOLUTION.**

*Langar Hall, Langar Hall Proprietor*

I RECENTLY ATTENDED A MARKETING WORKSHOP  
WITH STEVE MILLS. I FOUND STEVE TO BE VERY  
KNOWLEDGEABLE ON THIS SUBJECT AND HE HAS  
HELPED ENORMOUSLY WITH FOX IT AND MYSELF.

*Christina Fox, Fox IT*

STEVE PROVIDES A **GOOD INTRODUCTION TO THE  
WIDE CAPABILITIES OF LINKEDIN'S VERY  
DEVELOPED BUSINESS NETWORK.** I SUSPECT MOST  
PEOPLE ARE ONLY AWARE OF A VERY SMALL  
PERCENTAGE OF LINKEDIN'S CAPABILITIES AND  
STEVE'S 8 WEBINARS WERE A SIMPLE AND  
EFFECTIVE WAY OF LEARNING ABOUT THEM.

*Mike Gilmer, TM Brands Advisor*

WHEN IT COMES TO BUSINESS GROWTH, STEVE KNOWS A THING OR TWO! IF YOU HAVE NOT YET ATTENDED ANY OF HIS SEMINARS (ONLINE OR OTHERWISE) AND WANT TO GET THE BEST OUT OF YOUR MARKETING EFFORTS, THEN I WOULD RECOMMEND THAT YOU GET IN TOUCH WITH HIM IN THE FIRST INSTANCE.

**MARKETING IS A MINEFIELD, BUT STEVE'S EXPERTISE WILL SHOW YOU QUICKLY AND EASILY HOW IT CAN WORK WONDERS FOR YOUR BUSINESS – AND WON'T COST YOU A FORTUNE EITHER.**

*Helen Shaw, Co-Founder of Pink Tomato*

I HAVE SEEN STEVE SPEAK SEVERAL TIMES RECENTLY. IT IS APPARENT THAT HE HAS **AN IN-DEPTH KNOWLEDGE OF WEBSITE MARKETING AND HIS SIMPLE (WHEN YOU KNOW THEM) TIPS SAVE HOURS OF FRUSTRATION.**

STEVE IS ABLE TO EXPLAIN HOW TO USE MARKETING EASILY AND PROFITABLY – IN LAYMAN'S TERMS. A DELIGHT TO LISTEN TO, I LEARNED MORE ABOUT MARKETING IN HALF AN HOUR LAST NIGHT THAN I HAD IN YEARS BEFOREHAND – HIGHLY RECOMMEND.

*Robert Hurn, Hurn Accountants*

STEVE PRESENTED AN EXCELLENT SESSION ON “HOW TO GROW YOUR BUSINESS” AT AN EVENING EVENT FOR THE THEALE BUSINESS NETWORK. HE IS **A VERY INFORMATIVE AND ENTERTAINING SPEAKER AND DELIVERED SOME EXPERT ADVICE ON HOW YOU CAN MAXIMISE THE USE OF SOCIAL NETWORKS.**

I WAS AN EARLY ADOPTER OF LINKEDIN AND HAVE BEEN USING IT FOR YEARS, BUT STEVE HIGHLIGHTED MANY AREAS FOR IMPROVEMENT AND PROVIDED SOME REAL EXAMPLES OF HOW WE CAN PROMOTE OUR BUSINESSES FURTHER.

THIS WAS JUST A “TASTE” OF WHAT HE DELIVERS ON HIS COURSES, AND I’M SURE MANY OF OUR MEMBERS WILL BE SIGNING UP FOR MORE. THANK YOU.

***Steve Hodder, Steve Hodder Media***

STEVE IS GOOD AT RECOGNISING THE USE OF TESTIMONIALS AND REFERRALS TO INCREASE SALES. HE ENCOURAGES YOU TO MAKE THE MOST OF EXISTING CUSTOMERS.

***Penny Lowe***



I ATTENDED ONE OF STEVE'S MARKETING FAMILIARISATION COURSES IN A MIXED ABILITY GROUP OF ABOUT 20, ALL OF US FROM THE SAME INDUSTRY.

IT WAS THE **BEST PERSONAL TRAINING INVESTMENT I HAVE MADE IN MYSELF FOR SEVERAL YEARS.** THE SESSION WAS VERY RELAXED BUT WE COVERED A HUGE AMOUNT OF GROUND IN ABOUT FOUR HOURS OF HANDS-ON WORK.

THE PROOF OF THE INSTRUCTIONS FOR ME PERSONALLY WAS THAT **MY NAME WAS 8TH ON AN INDUSTRY CATEGORY LINKEDIN SEARCH AT 11 AM AND BY 4 PM I HAD JUMPED TO FIRST PLACE.**

I RECOMMEND STEVE WHOLEHEARTEDLY FOR ANYONE INTERESTED IN LINKEDIN TRAINING AND I WILL BE INVESTIGATING SOME OF HIS OTHER COURSES IN THE NEAR FUTURE. CONTACT HIM AND YOU WON'T BE DISAPPOINTED.

***Steve Loughton MBA, Standex Food Service Equipment***

STEVE IS AN INSPIRATIONAL SPEAKER, WITH A **DETAILED KNOWLEDGE OF COURSE SUBJECT MATTER AND IS ABLE TO TRANSLATE THIS INTO A NUMBER OF PRACTICAL APPLICATIONS** THAT COULD BENEFIT OUR BUSINESS IN A WIDER SENSE.

WE WILL BE INTRODUCING HIS PRINCIPAL SUGGESTIONS TO OTHER TEAM MEMBERS AND WOULD RECOMMEND HIM TO OTHERS WHO ARE LOOKING FOR THOSE PRODUCTIVITY IMPROVEMENTS BUSINESSES NEED TO EVOLVE.

***Mark Bristow***

STEVE HAS WORKED WITH THE STAFF TEAM AT THE BERKSHIRE PHYSIOTHERAPY CENTRE, HELPING US UNDERSTAND MARKETING AS A TEAM RESPONSIBILITY – THESE SESSIONS INVIGORATED INDIVIDUAL THINKING AND ENCOURAGED IMAGINATIVE. **IF YOU, LIKE ME, THOUGHT SOCIAL MEDIA NETWORK MARKETING IS NOT FOR YOU AS YOU DON'T UNDERSTAND IT – WELL DO WHAT I DID AND GO ON ONE OF STEVE'S WORKSHOPS,** REFRESHING THAT HE TELLS IT IN PLAIN LANGUAGE – GOOD INVESTMENT.

***Karen McPhee, KMC Coaching***

IN JAN I ATTENDED STEVE'S LINKEDIN COURSE AND IT BECAME APPARENT THAT HE COULD HELP SOLWAYS PRINTERS GROW IN AN EVER INCREASINGLY SMALLER AND COMPETITIVE MARKETPLACE. WE NEEDED LEADS AND WE NEEDED THEM FAST.

**FOLLOWING MY INITIAL MEETING WITH STEVE, I CREATED OVER £8,000 IN SALES THE FOLLOWING DAY.** WE HAVE NOW A MARKETING STRATEGY IN PLACE TO GROW OUR BUSINESS SUBSTANTIALLY OVER THE NEXT 12 MONTHS. HE HAS IN-DEPTH KNOWLEDGE OF HIS CHOSEN FIELD AND I RECOMMEND HIS MARKETING SERVICES. IN A SHORT SPACE OF TIME, HE HAS MADE A MASSIVE POSITIVE IMPACT TO SALES REVENUES IN AT SOLWAYS. THANK YOU, STEVE!

***Tim Solways, Solways Printers Ltd***

I HAVE KNOWN STEVE FOR AROUND 12 YEARS AND FOR THE PAST 10 YEARS, HE HAS WORKED CLOSELY WITH ME ON MARKETING MY CLEANING BUSINESS. **STEVE'S KNOWLEDGE, ATTENTION TO DETAIL AND HIS ENERGETIC ENTHUSIASM HAS RESULTED IN MY COMPANY HAVING A FOCUSED MARKETING AGENDA WITH HEALTHY BUSINESS GROWTH AS A RESULT.**

***Ray Coleshill, RPC Cleaning Services***

I HAVE KNOWN STEVE FOR MANY YEARS AND DURING THIS TIME, I HAVE HELPED MANY BUSINESSES TO SYSTEMISE THEIR PROCESSES AND PRACTICES. WHILST WORKING WITH STEVE, I WAS VERY IMPRESSED WITH HIS ENTHUSIASM AND COMMITMENT TO SALES AND MARKETING SYSTEMS.

**STEVE NOT ONLY HELPS BUSINESSES PRODUCE RESULTS, BUT HE ALSO HELPS THEM TO PRODUCE SYSTEMS SO THAT EVERYONE CAN DO THINGS TO THE SAME HIGH STANDARD AGAIN AND AGAIN.** THIS BEING THE CASE, I HAVE NO HESITATION IN RECOMMENDING HIM TO ANY BUSINESS THAT IS LOOKING TO GROW THEIR NUMBER OF LEADS, AND THEN BE BETTER AT TURNING THOSE LEADS INTO SALES.

*Andrew Brownfoot, Business Adviser, Kirkpatrick & Hopes*

I HAVE KNOWN STEVE MILLS FOR THE PAST TEN YEARS AND WE HAVE WORKED TOGETHER ON NUMEROUS OCCASIONS. I NEVER CEASE TO BE **IMPRESSED WITH STEVE'S BREADTH OF KNOWLEDGE AND HIS UNIQUE ABILITY TO GET HIS MESSAGE ACROSS WHETHER AS SPEAKER, TRAINER OR CONSULTANT.** I CANNOT RECOMMEND HIS FIRM'S SERVICES HIGHLY ENOUGH.

*Jim Ewan, Director of Intercom*



WHEN I SET UP YOUR FIRST MORTGAGE COMPANY THREE YEARS AGO, I WAS VERY HAPPY WITH ALL ASPECTS OF RUNNING A BUSINESS, EXCEPT MARKETING. I ATTENDED REGULARLY FOR A YEAR A MONTHLY TAILOR-MADE WORKSHOP FOR MARKETING SET UP AND RUN BY STEVE MILLS.

**HIS EXPERTISE AND THE EASE WITH WHICH HE CONVEYED THE SIMPLICITY OF HOW MARKETING SHOULD HAPPEN WAS EXCELLENT.** HE GAVE ME A SOLID PLAN TO WORK WITH, WHICH TO THIS DAY, I STILL FOLLOW AND AS I WAS TOLD, OFTEN 'MEASURE THE RESULTS' – I DO AND IT WORKS. THANKS, STEVE.

***Carol Brown, Your First Mortgage Company***

STEVE IS AN **ENGAGING, KNOWLEDGEABLE SPEAKER** AND GAVE POIGNANT INSIGHT AND VERY RELEVANT PRACTICAL ADVICE THAT THE AUDIENCE COULD IMMEDIATELY GO AWAY AND IMPLEMENT. **THE SESSION WAS BALANCED, INTERACTIVE AND VERY WORTHWHILE TO ANY SIZE BUSINESS.**

***Angelina Rizza Lukehurst, Voceconsult.co.uk***

IN RUNNING YOUR/MY OWN BUSINESS, I DID WHAT MANY PEOPLE DID AND STARTED WITH GREAT INTENTIONS BUT A LACK OF KNOWLEDGE ON THE MAIN FUNCTION. NOT THE DELIVERABLE SERVICE OR THE FINANCIALS BUT THE MARKETING. I NEVER REALLY UNDERSTOOD THE SALES AND MARKETING, AND NEVER SAW IT AS THE MAIN FUNCTION OF RUNNING A BUSINESS.

STEVE SHOWED ME HOW VERY IMPORTANT THIS IS AND SHOWED THE IMPORTANCE OF MANAGING THE MARKETING. WITH SIMPLE CHEAP EFFECTIVE STRATEGIES, **STEVE HELPED ME GIVE THE SALES AND MARKETING A CLEAR FUNCTION WITHIN THE BUSINESS SET UP.**

HIS FOCUS ON THE MEASURING OF MARKETING UNDERTAKEN SOON CHANGED OUR FOCUS FROM HAVING A FIXED MARKETING BUDGET TO HAVING AN OPEN-AS-LONG-AS-IT-WORKS ATTITUDE TO MARKETING AND SALES. **STEVE HELPED US TO INCREASE SALES FROM £800,000 TO OVER £2,000,000 IN 18 MONTHS.**

WE USED STEVE FOR MARKETING ADVICE AND SALES TRAINING AND BOTH PROVED EXTREMELY SUCCESSFUL. I WOULD HAVE NO PROBLEM IN RECOMMENDING STEVE TO ANY SME THAT WANTS TO IMPROVE THEIR MARKETING AND SALES TECHNIQUES.

***Kevin Carver, Chem Dry***

CAN YOU RIDE A BIKE? OF COURSE, YOU CAN. WHO ABOVE FIVE YEARS OF AGE CANNOT?! SO HOW DID YOU LEARN? EVEN BRADLEY WIGGINS AND SIR CHRIS HOY HAD TO LEARN AT ONE TIME.

MOST LIKELY, YOU STARTED OFF WITH STABILISERS AND PROGRESSED TO MUM OR DAD HOLDING YOUR SADDLE SO THAT YOU DID NOT WOBBLE TOO MUCH.

**WELL, THAT IS WHAT STEVE MILLS OF STEVE MILLS MARKETING CAN DO FOR YOU ON LINKEDIN.** NOW LET US GET ONE THING STRAIGHT, HE WILL NOT PEDAL FOR YOU. THAT IS SOMETHING THAT YOU HAVE TO DO YOURSELF.

STEVE WILL HOLD YOUR SADDLE SO THAT YOU DO NOT FALL OFF AND HE WILL MAKE SURE THAT YOU ARE GOING IN THE RIGHT DIRECTION. IT CAN BE HARD WORK TO START WITH BUT FEW THINGS THAT ARE WORTHWHILE COME EASILY.

**IF YOU THEN WANT TO BE A CHAMPION IN YOUR INDUSTRY, HE WILL BECOME YOUR TRAINER UNTIL YOU WIN GOLD** AND WE ARE TALKING ABOUT REAL MONEY, NOT MEDALS.

BEING IN CHEF RECRUITMENT, THE PAST THREE YEARS HAVE BEEN HELL, BECAUSE THE HOSPITALITY SECTOR TOOK SOME OF THE HARDEST BLOWS DURING THIS RECESSION.

I HAVE ABANDONED TRYING TO MAKE ANY MORE MONEY, UNTIL I HAVE GOT MY LINKEDIN CREDENTIALS FULLY UP TO DATE. THAT IS HOW IMPORTANT I THINK THIS IS AND THAT IS NOT JUST THE OPINION OF A CHEF RECRUITER. I ALSO RAN AN ADVERTISING AND MARKETING CONSULTANCY FOR 18 YEARS!

***John Bowman-Baker, Managing Director of Gladstone Park Chefs***

**STEVE HAS PROVIDED INVALUABLE ADVICE AND GUIDANCE FOR MY PUBLISHING BUSINESS IN THE AREAS OF MARKETING AND BUSINESS DEVELOPMENT**, WHICH HAS HELPED TO ENSURE A VERY STRONG LAUNCH FOR MY FIRST BOOK. WHILST STEVE'S KNOWLEDGE OF MARKETING IS IMMENSE, I ESPECIALLY APPRECIATE HIS PRAGMATIC APPROACH. IF YOU'RE LOOKING FOR SOMEONE TO HELP WITH MARKETING, SALES OR BUSINESS DEVELOPMENT, I STRONGLY RECOMMEND THAT YOU CHECK STEVE OUT.

***David de la Harpe, Power Pups***



I HAVE ATTENDED MANY EVENTS PUT ON BY STEVE OVER THE YEARS AND HAVE ENJOYED THEM ALL VERY MUCH. **HE IS EXTREMELY KNOWLEDGEABLE AND OPPOSED TO SIMPLY 'PREACHING' ABOUT THE VALUE OF MARKETING.**

HE WORKS WITH PEOPLE TO UNDERSTAND WHY MONITORING AND UNDERSTANDING WHERE WORK COMES FROM, HOW MUCH IT COSTS, AND HOW MUCH IT GENERATES IS IMPORTANT. UNDERSTANDING THIS WAS HUGELY BENEFICIAL TO MY CAREER, SO THANK YOU, STEVE!

***Stuart Carver, YellowTom***

**I WOULD LIKE TO SAY THAT I THOUGHT THE TALK WAS EXCELLENT AND FOUND IT RELEVANT, ACCESSIBLE AND ENJOYABLE. I WILL RECOMMEND THAT A COLLEAGUE OF MINE ATTENDS A STEVE MILLS SEMINAR IN THE FUTURE (UNFORTUNATELY NONE OF US ARE AVAILABLE FOR THE 24TH MARCH SEMINAR) AND I WOULD LIKE TO REQUEST THAT YOU KEEP ME INFORMED OF ANY FUTURE EVENTS.**

***Richard Skegg, Bradfield College***



I DID ENJOY THE TALK, IT WAS INSPIRING ENCOURAGING AND SUPPORTIVE.

***Tanya Whannell, Alexander Technique Teacher***

I CAME AWAY FROM THE MORNING FEELING **POSITIVE, RE-ENTHUSED AND DETERMINED TO 'TAKE ACTION'**. I'VE HAD 20 YEARS' EXPERIENCE WORKING IN SALES PROMOTION AGENCIES BUT HAVE BEEN AWAY FROM THE BUSINESS FOR 12 YEARS.

BUILDING BOTH BUSINESS AND PRIVATE USE OF NEWBURY RFC'S FACILITIES IS MY FIRST PRIORITY AS WELL AS KEEPING THE ACCOUNTS. AS THE PRESENTATION PROGRESSED, I REALISED THAT I DID IN FACT ALREADY KNOW THE PRINCIPLES BEING DISCUSSED BUT HAD LOST THE ABILITY TO RECOGNISE THE DIRECT ACTION NEEDED TO ACHIEVE RESULTS.

IT'S HELPED ME FOCUS ON THE SMALLER THINGS WHICH CAN STILL MAKE A DIFFERENCE TO TURNOVER.

***Susie Palmer, Newbury Rugby Football Club***

THE TALK WAS GOOD. I AM NOW USING GOOGLE ANALYTICS AS A RESULT OF INFORMATION RECEIVED.

***Peter, Berkshire Legal Services***

REALLY ENJOYED STEVE'S TALK. DECIDED TO JOIN TWITTER, FACEBOOK AND LINKEDIN, THOUGH NOT SURE I REALLY HAVE THE ENERGY FOR ALL THAT! WILL SEE JUST HOW VIRAL, VIRAL MARKETING IS! THANKS FOR A REALLY HELPFUL AND INSPIRING TALK.

***Sue, Gentle Hands Baby Massage***

WE HAVE WORKED WITH STEVE FOR OVER 6 YEARS AND HAVE FOUND STEVE AND HIS TEAM TO BE VERY KNOWLEDGEABLE ON ALL ASPECTS OF MARKETING. FOLLOWING HIS INITIAL AUDIT, **STEVE PUT TOGETHER AN EFFECTIVE PLAN TO HELP US CREATE NEW LEADS AND INCREASE OUR TURNOVER.** I AM HAPPY TO RECOMMEND HIM IF YOU ARE LOOKING TO INCREASE YOUR SALES.

***Martin Cleaver, Cleaver Property Management***

I HAVE BEEN WORKING WITH STEVE FOR ABOUT A YEAR. HE HAS BEEN A GREAT SUPPORT TO ME IN ALL OF MY MARKETING ACTIVITIES. **HE IS ALWAYS ENTHUSIASTIC AND MOTIVATING AND HAS A WEALTH OF KNOWLEDGE AND EXPERIENCE THAT HE IS KEEN TO SHARE.** ANYONE WHO WANTS TO GET MORE FROM THEIR MARKETING, CONTACT STEVE. I AM SURE HE WILL BE ABLE TO HELP YOU.

***Ian Sheekey, Accountant of Hugh Davis & Co***

I JOINED STEVE MILLS PROGRAMME TWO MONTHS AGO AND I CAN FULLY RECOMMEND IT TO ANY BUSINESS OWNER WHO IS SERIOUS ABOUT GROWING THEIR BUSINESS. NOT ONLY DOES STEVE SHOWER US WITH GREAT TIPS BUT **HE IS ABLE TO SPOT AND GIVE SPECIFIC INFORMATION AND GUIDANCE TO EACH OF US.** THIS HELPS US ALL GO THE EXTRA MILE TO TAKE OUR BUSINESS FORWARD.

***Gail Brown, Business Consultant of GB Management Coaching Ltd***

STEVE IS AN **EXPERT IN HELPING BUSINESSES TO GROW AND COMMUNICATES HIS KNOWLEDGE AND INFORMATION EASILY**. HIS WORK IS BOTH INSIGHTFUL AND ENJOYABLE. I HAVE TAKEN A LOT FROM HIM AND AM USING THE SKILLS I HAVE LEARNT TO MAKE SIGNIFICANT GROWTH IN OUR BUSINESS.

*Jo Brown, Calibra Tree Surgeons Ltd*

I RECENTLY ATTENDED A MARKETING TRAINING WORKSHOP CONDUCTED BY STEVE AND WAS **EXTREMELY IMPRESSED WITH HIS PRESENTATION AND THE DEPTH OF KNOWLEDGE DEMONSTRATED THROUGHOUT THE DAY**.

ALL OF THE HELP AND ADVICE GIVEN WAS USEFUL AND PROVIDED PRACTICAL AND RELEVANT SOLUTIONS FOR MY BUSINESS. I WOULD HAVE NO HESITATION IN RECOMMENDING HIM TO OTHERS INTERESTED IN EXPLOITING AND UNDERSTANDING HOW THE USE OF MODERN MEDIA CAN HELP TO GROW YOUR BUSINESS.

*Glen Roberts*



STEVE PROVIDED EXCELLENT MARKETING TRAINING AT A SOCIAL MEDIA MASTERY CONFERENCE WITH LINKEDIN TRAINING.

*Lena Hey, Golden Valley Pallet Wrap Specialist Ltd*

I HAVE KNOWN STEVE FOR MANY YEARS AND WOULD ENCOURAGE ANYONE TO SEEK ADVICE AND GUIDANCE ON BUSINESS AND MARKETING STRATEGIES AND DIRECTION.

*Daniel Cole, Divisional Accountant of Thermofisher Scientific*

STEVE RUNS A REALLY FABULOUS COURSE ON USING SOCIAL MEDIA TO ENHANCE YOUR BUSINESS AND IMPROVE YOUR PROFITS. **THE BREADTH OF CONTENT IS STUNNING, AND THE PRESENTATION FUN AND ENERGETIC.**

I WILL DEFINITELY BE USING STEVE'S TRAINING SERVICES AGAIN AND WOULD RECOMMEND HIM TO ANYONE WHO WISHES TO INCORPORATE SOCIAL MEDIA INTO THEIR PROFESSIONAL LIFE.

*Rachel Kendrick, Into the Limelight*

STEVE AND I HAVE KNOWN EACH OTHER FOR TEN YEARS AS SPEAKERS AND FRIENDS. TODAY I HAD THE PLEASURE OF RUNNING A JOINT SOCIAL MEDIA MASTERCLASS WITH STEVE AND WAS AMAZED AT HIS KNOWLEDGE OF LINKEDIN, FACEBOOK AND TWITTER.

I SPEAK ALL OVER THE WORLD ON SOCIAL MEDIA AND TECHNOLOGY AND STILL TOOK THREE PAGES OF NOTES. ANYONE WHO WANTS TO IMPROVE THEIR MARKETING OR SOCIAL MEDIA SKILLS SHOULD BOOK STEVE.

LOOK OUT FOR THE DATES OF OUR NEXT MASTERCLASS AND SOCIAL MEDIA BOOTCAMP OVER TWO DAYS.

***Frank Furness, International Speaker on Sales and Marketing***

I WENT ON STEVE'S LINKEDIN COURSE WHICH SHOWED ME THE POWER OF THE SOFTWARE. THE COURSE WAS TO THE POINT AND VERY GOOD VALUE FOR MONEY.

***Jane Middleton, Finance Director of Rockwell Collins UK Ltd***

I'VE WORKED WITH STEVE OVER THE LAST FEW MONTHS. **HIS INSIGHT INTO SALES & MARKETING IS BRILLIANT.** HAVING NOW ATTENDED ONE OF HIS SEMINARS, I WOULD NOT HESITATE IN RECOMMENDING STEVE AND THE SERVICES HE OFFERS.

**STEVE'S COURSES ARE RELEVANT FOR TODAY'S MARKET, HE HAS A DEFINITE TALENT FOR PRESENTING AND EXPLAINING.** HE'S VERY PROFESSIONALLY AND EASY TO WORK WITH. JUST BY WORKING FOR HIM, THE ADVICE HE'S PASSED ONTO ME HAS CERTAINLY HELPED BUILD MY BUSINESS.

***Fran Culley, Bonsai Solutions***

I HAVE CONSULTED STEVE REGARDING THE MARKETING OF MY BUSINESS AND ALSO ATTENDED HIS SEMINARS. **THE ADVICE I WAS GIVEN WAS FOCUSED ON MY BUSINESS AND OF EXCELLENT VALUE. I TOOK HIS ADVICE AND SUCCESS WAS ACHIEVED IN WHAT I WAS TRYING TO DO.** STEVE'S KNOWLEDGE OF THIS SUBJECT IS EXTREMELY GOOD. ATTENDING HIS SEMINARS IS ALWAYS A PLEASURE AND THERE IS ALWAYS LOTS TO LEARN, EVEN IF YOU THINK YOU KNOW THE SUBJECT. THANKS, STEVE.

***Janet***

I RECENTLY FILMED STEVE PRESENTING THE LINKEDIN ACADEMY TRAINING TO A LARGE BUSINESS GROUP IN CENTRAL LONDON. WHAT AN ENJOYABLE TOUR DE FORCE IT WAS!

**STEVE'S AUTHORITATIVE UNDERSTANDING OF LINKEDIN AND THE POWERFUL BUSINESS-BUILDING SYSTEM HE TEACHES ARE REAL EYE OPENERS.** I RECOMMEND EVERYONE TAKE THE SMALL AMOUNT OF TIME OUT REQUIRED TO ATTEND THE LINKEDIN ACADEMY TRAINING COURSE.

THE KNOWLEDGE AND TECHNIQUES STEVE REVEALS ON THE LINKEDIN ACADEMY TRAINING ARE VERY **WORTHWHILE AND EXTREMELY VALUABLE.**

*Jonathan Kilpatrick*

STEVE IS THE ULTIMATE PROFESSIONAL AND BRINGS A COMMERCIAL MINDSET TO BUSINESS DEVELOPMENT. **ONE OF STEVE'S STRENGTHS IS HIS DOGGED DETERMINATION TO SQUEEZE OUT EVERY LAST OUNCE OF VALUE FROM NO AND LOW-COST STRATEGIES FOR HIS CLIENTS.**

*Bob Harper, Crunchers Accountants*



STEVE MILLS WORKED WITH US AT CELSUR FOR SEVERAL MONTHS, **DESIGNING AND IMPLEMENTING NEW IDEAS FOR OUR OWN BUSINESS GROWTH, MANY OF WHICH WORKED VERY WELL AND HAVE ALLOWED US TO DEVELOP NEW STREAMS OF REVENUE.** WE STILL EMPLOY THE IDEAS STEVE GAVE US TO GOOD EFFECT AND WOULD HAVE NO HESITATION IN RECOMMENDING HIM TO ANYONE LOOKING TO DEVELOP THEIR BUSINESS.

***Matthew Thatcher, Celsur Plastics PLC***

STEVE HAS **HELPED ME TO NAVIGATE THE COMPLEXITIES OF MARKETING.** I WOULD RECOMMEND HIS COURSES TO ANYONE. EVERYONE NEEDS TO KNOW HOW TO CREATE MORE LEADS.

***Theresa Wright***

I HAVE NOW BEEN ON TWO COURSES HOSTED BY STEVE MILLS; BOTH HAVE BEEN VERY THOROUGH AND IN-DEPTH. I WOULD RECOMMEND STEVE FOR HIS PROFESSIONALISM AND MARKETING ADVICE.

***Matthew Daniell, Cleaver Property Management Ltd***

MARKETING IS AN INTRINSIC PART OF EVERY BUSINESS – AND SUCCESSFUL, EFFECTIVE MARKETING IS OFTEN AT THE CORE OF THAT BUSINESS'S GROWTH, PROFIT AND ACCOMPLISHMENT.

IN THE TIME I HAVE WORKED WITH STEVE, I'VE RECEIVED EXTRAORDINARY VALUE ABOUT HOW TO BETTER MARKET MY OWN SERVICES AS THE WORD ARTIST. **THE TIPS, INSIGHTS AND STRATEGIES ARE ABSOLUTELY ESSENTIAL AND POWERFUL!**

***Emily Gower, Author & Inspirational Speaker of Word Artist***

HIGHLY RECOMMEND STEVE FOR MARKETING TRAINING AND ADVICE.

***Karen Newman, Thomas Chaytor Solicitors***

WORKING FOR STEVE HAS BEEN A FASCINATING EXPERIENCE. WHAT HE DOESN'T KNOW ABOUT MARKETING ISN'T WORTH KNOWING. **HIS BOUNDLESS ENERGY IS A MASSIVE ASSET AND I HAVE LEARNT A GREAT DEAL.**

***Pollyanna Colsell***

**STEVE HAS BEEN HELPING BUSINESS OWNERS TO INCREASE THEIR PROFITS ALL THE YEARS I HAVE KNOWN HIM – WHAT HE DOESN'T KNOW ABOUT MARKETING ISN'T WORTH KNOWING!**

***Jim Ewan, Owner of PLS (South East)***

IT HAS ALWAYS BEEN A PLEASURE TO WORK WITH STEVE.

***Martin Crowson, Direct CD's Ltd***

**STEVE IS EXTREMELY MOTIVATING, FUN TO BE AROUND AND A FOUNTAIN OF KNOWLEDGE. I WOULD RECOMMEND TO ANYONE SEEKING MARKETING AND SALES TRAINING THAT THEY ATTEND ONE OF STEVE'S COURSES.**

***Jemma Fowler, Concurrent Systems Inc***

STEVE HAS BEEN GREAT AND A GOOD SOURCE OF LEADS AND RECOMMENDATIONS AND I LOOK FORWARD TO GROWING ON OUR BUSINESS RELATIONSHIP NEXT YEAR. THANKS SO MUCH.

***Debra Mann, Variety Events***

THE FD GROUP HAS ALWAYS USED STEVE FOR OUR CONSULTATIVE SELLING SKILLS TRAINING. HE UNDERSTANDS THE NEEDS OF PROFESSIONAL SERVICES BUSINESSES AND IS GREAT AT IMPARTING HIS EXPERIENCE AND KNOWLEDGE IN A WAY THAT KEEPS THE AUDIENCE INTERESTED. WE HAVE BENEFITED HUGELY FROM STEVE'S INPUT AND I CAN STRONGLY RECOMMEND HIS SERVICES TO OTHERS.

***Trevor Wilson, The FD Group***

STEVE IS A GREAT GUY AS WELL AS BEING AN EXPERT MARKETEEER. **HE HAD TONS OF EXPERIENCE WITH ALL SORTS OF BUSINESSES** AND IS A **PASSIONATE AND CONFIDENT PUBLIC SPEAKER**, WHICH IS A GREAT WAY FOR HIM TO GET HIS MESSAGE ACROSS.

***Andrew Gray, Kirkpatrick & Hopes Accountants***



I AM PLEASED TO ENDORSE STEVE AS BOTH A HIGH-QUALITY PRESENTER AND AS A MARKETEEER. I HAVE ATTENDED STEVE'S TRAINING SESSIONS AND HIS SEMINARS AND HAVE FOUND HIM A VERY KNOWLEDGEABLE AND MOTIVATING SPEAKER. OVER A NUMBER OF YEARS, **I HAVE APPLIED SOME OF HIS MARKETING IDEAS TO THE BENEFIT OF MY COMPANY, PRISMEA AND HAVE DOUBLED THE SIZE OF MY BUSINESS.**

***Mike Preston, Prisma Consulting Ltd***

I ATTENDED ONE OF STEVE'S SOCIAL MEDIA MARKETING SEMINARS. STEVE MADE THE SUBJECT EASY TO UNDERSTAND AND HIS METHODS PRODUCED IMMEDIATE RESULTS. I WOULD RECOMMEND STEVE WITHOUT HESITATION.

***Marc Brennan***

I ATTENDED A SEMINAR GIVEN BY STEVE - VERY INSPIRING AND INFORMATIVE. I WOULD CERTAINLY RECOMMEND STEVE TO HELP YOU GROW YOUR BUSINESS.

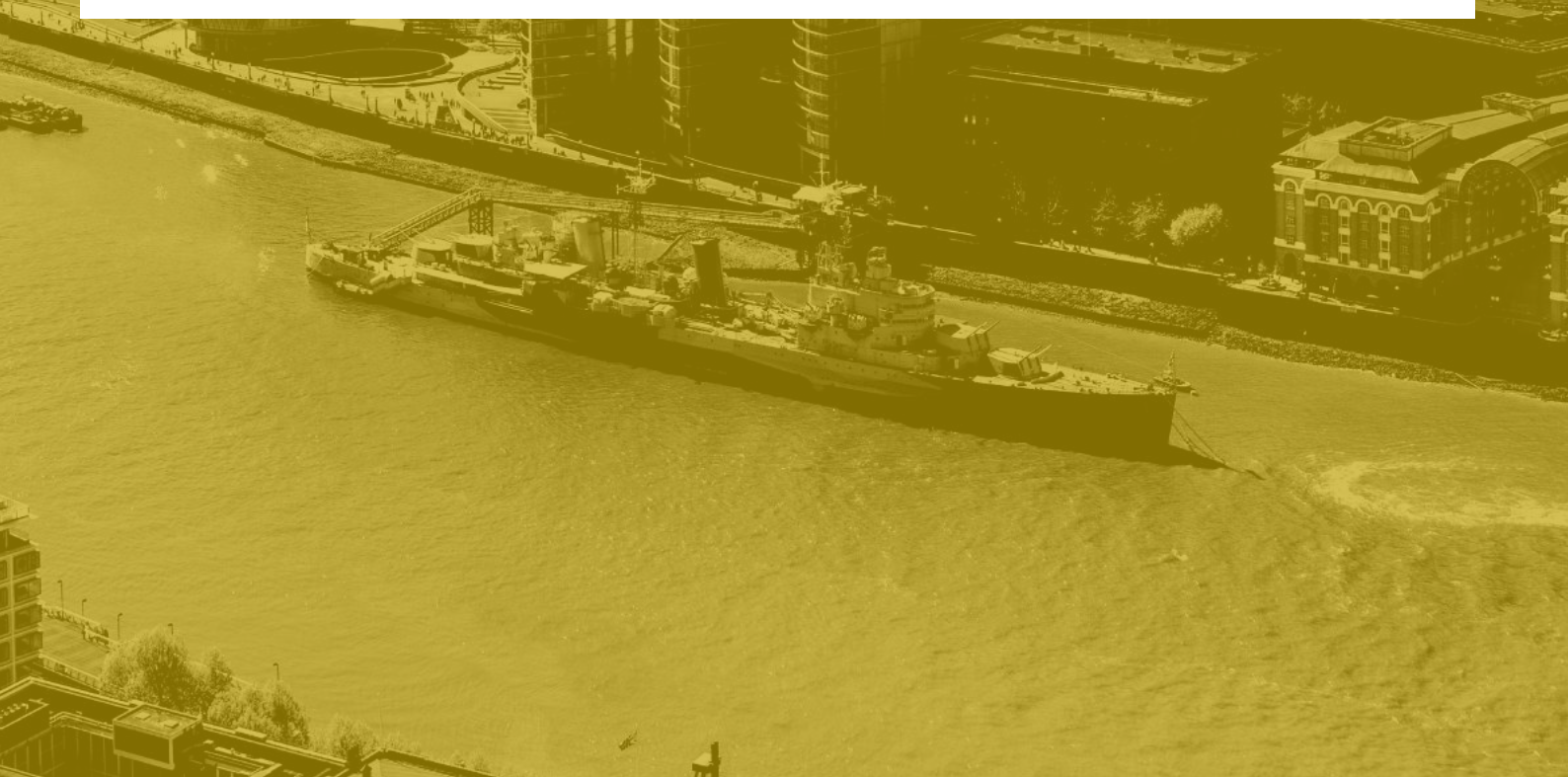
***Jen Poplett***

STEVE HAS BEEN WORKING WITH US FOR A FEW YEARS. **HIS EXPERT KNOWLEDGE IN THIS AREA HAS HELPED US OUT IMMENSELY. OUR TURNOVER HAS INCREASED AND ADVERTISING COSTS HAVE REDUCED.** I WOULD RECOMMEND STEVE TO EVERYBODY. PLEASE FEEL FREE TO CONTACT ME IF YOU WANT TO KNOW ANY MORE ABOUT THIS MARVELLOUS CHAP.

***Mark Grubb, The Friendly Tree Surgeon***

STEVE OPENED OUR EYES TO A WORLD OF MARKETING POSSIBILITIES WHICH WILL COMPLETELY TRANSFORM OUR BUSINESS. HE CREATIVELY CUTS TO THE CHASE.

***Paul Cadde***

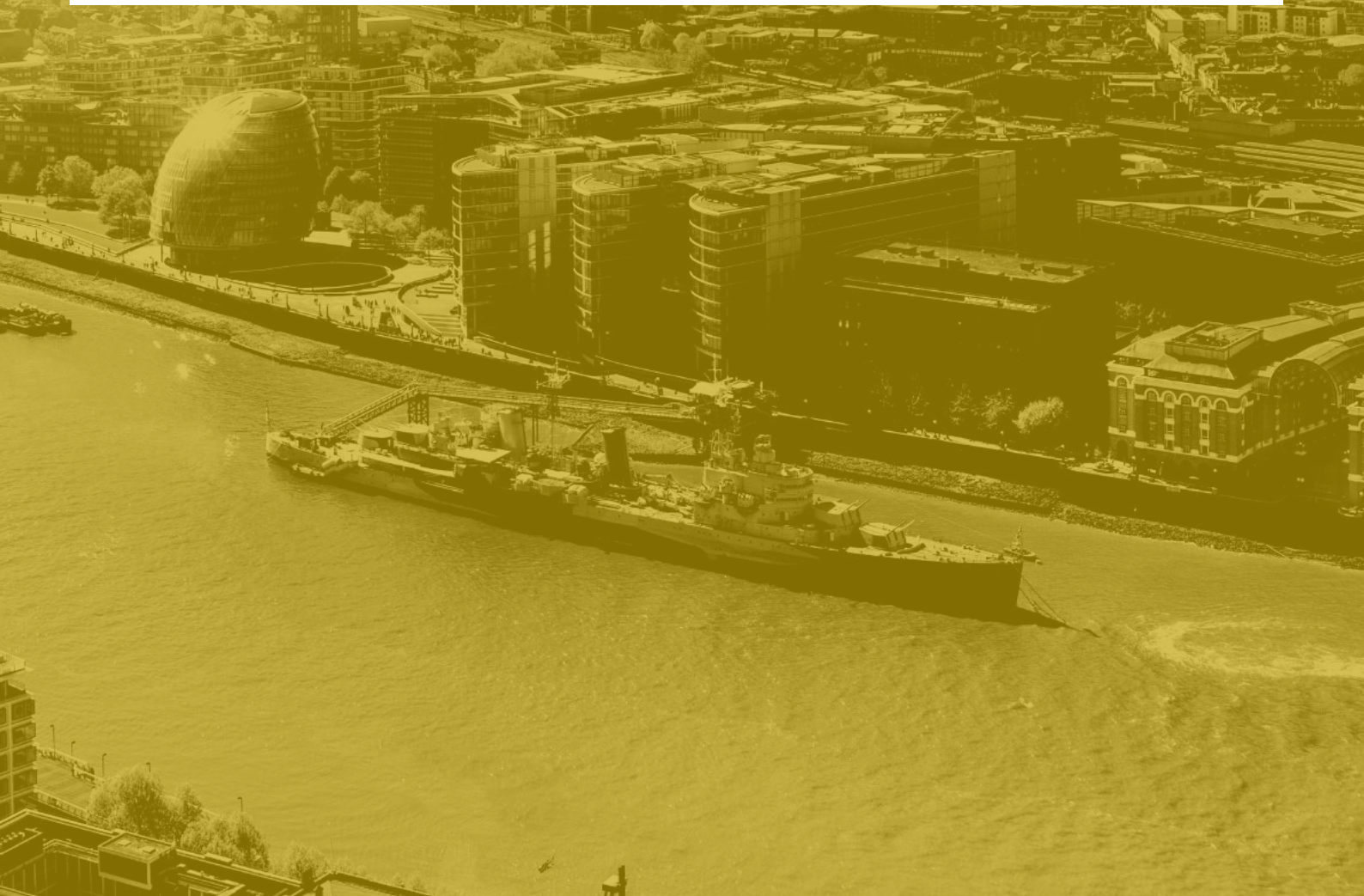




STEVE MILLS HAS WORKED FOR KEYTEK, PROVIDING A VARIETY OF ROLES INCLUDING HELPING OUR FRANCHISES WITH THEIR LOCAL MARKETING, HELPING US TO SET UP A NATIONAL ACCOUNTS SECTION, TRAINING OUR TEAM IN SALES & MARKETING AND SUPPORTING US IN THE MARKETING OF OUR WEBSITE.

**DURING THIS TIME, WE HAVE MADE SIGNIFICANT GROWTH IN OUR BUSINESS AND I FEEL FULLY CONFIDENT IN RECOMMENDING HIS SERVICES.**

***Gary Rowley, Keytek UK Limited***



# STEVE MILLS

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