

**THE SECRET  
OF MARKETING**

Hey! Program directors ...

**FE**

**NO!**

You are NOT  
marketing  
your program  
to **EVERYONE!**

**C**

There's never  
enough **TIME**  
or **MONEY** to  
reach **EVERYONE!**

...and when  
you try to get  
**EVERYONE**  
you often  
get **NO ONE.**

**US**

// No BS Comments by Pamela Cox-Otto, Ph.D. // CEO of Interact //

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