

Marketing Suggestions

How to raise the interest level in people to whom you are wanting to make presentations



In the course of giving some 20 presentations of our material it has become clear that it is not easy to get some people interested in the subject. It has also become clear that if we show them the responses of some who have critiqued the PowerPoint or been present at our presentations it arouses the interest.

Our suggestion is that initially, those who want to use this program in their locale, should show or give a copy of the responses we have gotten. Some of the more satisfying responses we have received have been from teachers and students at the college level. Once some folks have seen your presentation they will be willing to give their responses. Positive comments from someone in your area would be more meaningful and should make it easier to get more presentations.

Responses we have had to our Power Point and associated material are below. The first three are from folks who have critiqued our PowerPoint. The rest are from those to whom presentations have been made.

“Hi, Donald. Thanks for the follow-up. That’s a really impressive PP presentation—congratulations! You’ve made a compelling case for the public health implications of caffeine coupled with poor nutrition. I’m glad to have been able to contribute some insights to the project. Here’s hoping it enjoys broad dissemination and attention from policy-makers as well as the public.”

— Kathleen Miller, PhD. Research Institute on Addictions
University at Buffalo, 1021 Main Street, Buffalo, NY 14203-1016, 716-887-2588

“WOW The CD arrived today. That is a very powerful and convincing presentation”

— Evaluator for substance abuse prevention programs. Previously he was in a group that evaluated the Department of Health, Office of Substance Abuse Prevention programs in New Mexico. He is now independent and evaluating programs in New Mexico, though he lives in Texas. Incidentally, his opinion was unsolicited.

“The International Commission for the Prevention of Alcoholism and Drug Dependency (ICPA), regards the material of such quality that it would like to help disseminate this to the world in its (the ICPA’s) work in prevention.”

— Executive Director of the ICPA, late 2008. The IPCA has decided to use our program worldwide and have access to nearly 200 countries. We are now in the process of entering a contractual agreement with ICPA.

“Your research and presentation is extremely important and, through student reflections that have come in, you’ve definitely made an impact.”

— This is an unsolicited quote from Terry Swan, teacher of the Social Problems class at San Juan College in Farmington, New Mexico. September 23, 2009

“It was wonderful having you here...you and your presentation totally rock!”

— Char Day, in charge of the Lasso Tobacco Coalition in Durango, Colorado where I gave a presentation on November 17, 2009.

“I am a student at San Juan College (Farmington, New Mexico). Last semester I saw your presentation (on 10-05-09) about caffeine called *Hooked*. It really inspired me to talk about that at my research group and this semester we have done a research on caffeine with college students and perceptions. I was wondering if you would come and give your presentation to our Psychology Phi Beta club. We could also tell you about what we found out with our research.”

— A young female student at San Juan College

“The presenter for Citizens Concerned About Addiction’s (CCAA) inspiring and heartfelt concern for the health and well being of youngsters is matched by the pithy and timely research on which he bases his arguments and presentations. The material is accessible and vitally necessary to counter the predatory assault of media that drowns youngsters in oceans of messages that promote mindless consumption of empty calories and worthless goods. He clearly wants people to have sound information on which to base their life choices.”

— Vicki Whitaker, Teacher, Rocinante High School, Farmington, New Mexico

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