



www.rzseminars.com  
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## An Ethical Approach to Building a Profitable Business

Managing a small to mid-sized business is challenging. Whether you are on a growth spurt, treading water, or even when sales are down, it can sometimes be tempting to cut corners in how you treat your clients and employees.

Ron's business seminar — developed from years of hands-on experience and highlighted in his new book *Lessons from the Len Master* — helps business owners understand that ethics and character are profitable business traits. With more than 30 years in starting, managing and selling businesses in franchising, technology and marketing, Ron has been in the trenches and has real-world examples for all of his techniques and strategies. Designed for owner/operators and key managers, An Ethical Approach to Building a Profitable Business combines humor, pertinent wisdom and practical advice you can use every day.

Ron's speaking approach is to learn about your business and audience beforehand, and tailor the lessons to match your strategic and event goals, making each presentation a unique seminar.

Seminar length: One-hour or two-hour formats available

Cost: \$5,000 plus travel expenses for in-person; \$2,500 for a webinar



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With an impressive resume that includes executive titles at technology and franchising corporations, Ron has an extensive background in marketing, sales and technology strategies.

As founder and CEO of 360 BC Group, Ron built a successful marketing and technology company from the group up, expanding to seven offices across the US. In 2010, the company added a new brand — 360Civic — to penetrate the market for large websites for government organizations. 360Civic quickly grew to be a top-tier competitor in this space, with some of the most prestigious clients, including large municipalities and state entities.

Prior to 360 BC Group, he spent 10 years as the senior vice president and chief marketing officer for the world's largest franchisor of printing and small business services, Franchise Services, Inc. Ron oversaw the development of the company's national advertising campaigns, marketing implementation and industry-leading websites and ecommerce infrastructure. His ability to utilize leading-edge technology to accomplish solid marketing objectives helped grow the company and allowed it to venture into new products and service offerings.

Ron is a frequent speaker and presenter on issues ranging from the future of online technology to how to protect the privacy of children and individuals on the Internet. He has delivered presentations on these vital topics to the Federal Trade Commission and the National Association of Attorneys General.

He is a consistent blogger and is the author of numerous books, including: *Lessons from a Len Master: Business and Life Lessons Learned by a Grateful Son*, *SEO Exposed*, *Beyond Search Engine Optimization: Bringing Profits to Your Website* (with Bridget DiRico), *Optimize Your Results*, *Not Just Your Website* (with William Tanner) and *Catching the Dollar: A Small Business Marketing Bible*.

Ron holds a bachelor's degree in social psychology. A licensed pilot and classic car enthusiast, Ron enjoys traveling the open roads and skies around the world with his wife Elizabeth.