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## A little bit about us

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We are a small marketing consultancy based in the heart of Norfolk

- We help our customers to embrace marketing within their organisations
- We are professional, experienced, knowledgeable, honest, and transparent about our costs

We offer a range of work shops that provide customers with:-

- High quality marketing solutions
- Tangible plans and creative to use after the experience
- Empowerment to integrate learning's into future business activities
- Organisational buy-in from the team

Our approach gives our customers real benefits:-

- Flexible phasing allows the team time for reflection between different workshop sessions
- Each workshop is tailored to suit the organisations needs and culture
- A dedicated on-line resource means team thinking is developed and refined in between workshops
- A coaching style enables key processes to be replicated without help in the future
- Our workshops produce tangible marketing plans and creative ready for a motivated team to use

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Getcomfortable Limited

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[www.getcomfortableltd.co.uk](http://www.getcomfortableltd.co.uk)

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## Marketing Support For Businesses

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## A little bit about me

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Norman has been passionately involved in Marketing for over 15 years. He loves the blend of creativity and customer satisfaction that good marketing provides.

As well as building a wealth of marketing experiences, Norman has achieved considerable academic success holding the Chartered Institute of

Marketing's Post Graduate Diploma, and has recently completed his Masters In Business Administration at the University of Anglia.

He cares about people, marketing with integrity, and behaving responsibly in the local environment and community. When not at work, Norman likes to cook, listen to music, enjoys the theatre, and dabbles with a little photography.

You can contact Norman personally at [norman.comfort@getcomfortable.co.uk](mailto:norman.comfort@getcomfortable.co.uk)

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## A selection of our programmes

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### UNDERSTANDING THE CUSTOMER

#### MARKET APPRAISAL

Hearing what your customers are really saying and what it means

Two day workshop developing a full appraisal of your market  
What's working in your industry, what isn't, what are the opportunities?

### GIVING THE BRAND PERSONALITY

Three day workshop developing the core personality of your product, top level marketing plan, and early concepts for advertising

### BUILDING THE MARKETING PLAN

Four ½ day workshop sessions held over a month working with the management team to build an annual marketing plan, complete with an overview of market trends and what they mean, the best market segments and customers to target, the most effective core activities, how to measure results, and a phasing plan

### REVISITING THE PLAN

Three day workshop asking the key questions, what's working, what's not working – why, and what next?

### INNOVATION FORUM

Four day workshop developing new concepts for the business, quantifying the opportunities, identifying routes to market, finding the key challenges and working on solutions to bring success

### YOUR WORKSHOP

A whole programme built around your goals, your time, and your budget

### PROJECT MANAGEMENT

Managing key projects through your organisation with the advantage of an external perspective, along with professional, critical progress reporting