

COVER



Mark Salmon

Internet Marketer / Website Designer / Business Consultant

Mark Salmon  <http://mark-salmon.com>



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// Profile

Name

Mark Salmon

Date of Birth

13th April 1958

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// Social

[/markcsalmon](#)

[@marksalmon8](#)

// Experience

1976-2001 Barclays Bank Corporate Manager

In my career with Barclays I managed a number of branches and corporate portfolios. Despite a highly successful and well-paid career in banking, I left voluntarily in 2001 as the culture changed to a sales culture. I felt the Bank's strategy was wrong (as it proved to be in 2008!) and did not feel I could continue without losing my integrity.

2001-2009 Strategic Alliance Owner

I set up my own business consulting agency and carried out a large number of assignments under the umbrella of an international consulting company called RanOne. This included the purchase and sale of a manufacturing company, interim Chief Exec of a £6m turnover not-for-profit and forensic accounting on behalf of West Mercia Police

2009-2014 Mark-Salmon.com Owner

I accumulated some capital from the sale of my business and decided to learn the skills of website design and internet marketing in April 2009. I have been practising those skills full-time and working from home. I have created a number of digital membership products for myself and created websites for clients.

// Education & Training

2009-2014 Online Training 100 plus online training programmes

2001-2005 Business Consulting RanOne Consulting

1976-1980 Institute of Bankers Mays Correspondence

1967- 1976 5 GCSE A-Levels Warwick School

// Skills

Professional Skills

Microsoft Office	●●●●●
Windows	●●●●●
Wordpress	●●●●●
Email Marketing	●●●●●
Video Marketing	●●●●●
Photoshop	●●●●●
SEO	●●●●●

Personal Skills

Bookkeeping / Budgeting	●●●●●
Communication	●●●●●
Time Keeping	●●●●●
Team Player	●●●●●
Commitment	●●●●●
Hardworking	●●●●●
Independent	●●●●●



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// About Me

After a 25 year career in Banking, I developed my business skills further by training as a business consultant and running my own business consultancy.

I then bought a manufacturing business out of liquidation and subsequently sold the business to a PLC for a profit.

I have used the capital to fund my training as an internet marketer over the last few years.

I have a fascination with business and marketing.

I have discovered a creative depth to myself that was suppressed by my initial career choice.

I enjoy computers, reading, gardening, art, DIY and supporting my family.

My core values are:

- integrity
- family
- artistry
- responsibility
- self-reliance
- gratitude
- trustworthiness

I am not an advocate of consumerism and believe in living a simple life, unburdened by debt.

I like to work things out for myself rather than to follow the crowd and I have learnt to trust my gut-feeling.

// Accomplishments

2004 Business Consultant

RanOne

1980 Associate of the Institute of Bankers

Institute of Bankers

1976 5 A-Levels

GCSE

// Professional Statement

I am a highly adaptable person who has learnt to handle challenges and be very self-reliant. I have an academic side to my personality which is demonstrated by my ability to pass examinations and, in retrospect, I probably should have gone to University.

I was very successful in Banking and developed good working relationships with my clients and staff but I left in 2001 because I did not believe in the Bank's new strategy - I knew it would end badly, as it did in 2008.

Becoming self-employed has been a challenging learning curve given my previous career but I have no regrets because I have developed my personal and business skills to a much greater degree than I would have done otherwise.

I have skills in business planning and strategy, finance and budgeting, sales and marketing and developing systems and processes. I am also very creative.

// References

Character references can be supplied on request but, for obvious reasons, I cannot supply employer references because these would be 13 years old!!! My last employer even gave me a bonus when I left because of the professional manner in which I passed over my portfolio of customers.

In 25 years years of employment, I only had 1 day off sick which demonstrates my reliability and commitment.

I have a clean credit history. I have no previous convictions, motoring or otherwise.

I have no health problems and the only medication I take is for high blood pressure, which is currently normal.

You can read some customer testimonials here:
<http://mark-salmon.com/about/testimonials/>

I am a past-president of the Rotary Club of Arbury.



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1. Some Of My Products

These are some of the digital membership products that I have created for sale

2. Tiger Feet

This is an example of a client website that I have created in Wordpress

3. MarkSalmon.Info

A collection of 40+ PLR video training products for sale - dripped on a weekly basis.

4. Weight Loss

Weight Loss membership product created for a client which includes 12 weeks of training delivered via Video & PDF

5. Jumpstart4Youth

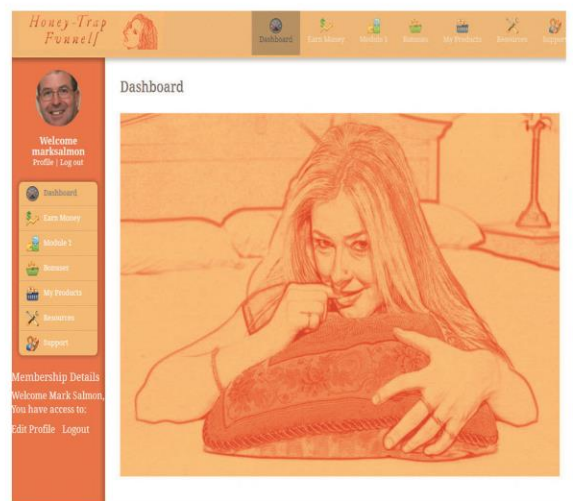
Client site built on a sophisticated theme design with plenty of advanced features.

6. My Website

This is a snapshot of my own website - I have the developers rights to this website design

7. Honey Trap Funnels

This product is currently under construction and will be about sales funnels (- the place-holder image will be replaced!)





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8. Some Of My Ebooks

These are some of the ebooks that I have created for sale or as squeeze page giveaways

9. This Little image

This is a photographers site that I designed

10. Mac Branding

This is a promotional 3D image created for one of my products - Easy Web Page Graphics - using Photoshop

11. Hangout Cash Code

This is a product about Google Hangouts created whilst I master the Hangout technology for webinars.

12. Ecovers

Ecover designs I have created

13. Photoshop

These images have been created with photoshop and illustrate some of the stylised effects.

14. Animated Videos

This is a snapshot from an animated video - I have the software to create animated and sketch videos for promotional purposes



Some of the EBooks I Sell

