The Foundation for the Advancement of Marketing Excellence in Entrepreneurs (FAMEE) intends to achieve this goal through "ongoing education and consultation in marketing and customer management to build profitable, growing revenue streams and satisfied, long-term customers in small to medium sized companies."

The foundation – a 501(c)3 organization - serves small business owners, prospective entrepreneurs, and the consultants who assist them. It does this through a website where there are educational and consulting tools, a book and workbook program, and an extensive offering of in-depth, electronic self-study courses – all within a completely free membership.

We believe…

- *Entrepreneurs are a driving part of our economy, not only for their own wealth, but also for the greater good of the entire economy / community.*
- *While the most common reason cited for business failures is "lack of capital," we believe that failure to generate solid, profitable revenue streams is a deeper root cause – winning here is a key driver of success.*
- *Entrepreneurs often misunderstand and are fearful of marketing and have few resources for assistance – most advice is expensive, inaccessible, impractical, or very biased.*
- *Much good is accomplished when entrepreneurs succeed, both individually, but for customers, employees, suppliers, lenders, and the entire community as well.*
- *On a more global scale, many of the world's ills can be addressed or lessened through thriving entrepreneurship – through the economic opportunity and scientific innovation created in these firms.*
- *None of the goals – small or large – of entrepreneurship can be achieved without successfully developing strong, profitable, revenue streams from customers – the aim of the foundation is to help them achieve this. Our goal is to "transform the way entrepreneurs learn about marketing."*

"The friendly, logical style of the course teacher immediately put me at ease. He seemed to be speaking just to me…as a friend and confidant. Instead of lecturing in terms that went over my head, I was able to understand 100% of the points in this course. I have already achieved results one week after the session. Thank you!"
- Recent participant in our "Recession Marketing" course.

How we accomplish our goals….

- *Our website, www.famee.org, is our "command central" for sharing powerful marketing education tools with entrepreneurs.*
- *The website has a variety of free programs available for entrepreneurs, including electronic copies of a full book and workbook program, CUSTOMER PILLARS.*
- *The site contains a variety of "electronic self study" courses for entrepreneurs – this unique approach to long-term learning can be delivered on a broad scale for very low incremental costs.*
- *We provide training tools for consultants, including training courses and a consultant certification program. This helps non-marketing consultants provide at least some guidance in this important area.*
- *All of these tools are provided at no cost from the website – this "free" model enables us to reach business owners and support organizations in a unique manner. The mission is an important one – join us.*

For more information or to learn about our donor opportunities, contact:
Curt Clinkinbeard, Executive Director, curt@famee.org 785-554-3050