

Spring 2011

Survive and Thrive Seminar

Presented by the

Palos Verdes Peninsula Chamber of Commerce

Blah Blah Blah:

How to Make Your Marketing Stand Out, Get Better Results and Sell More Products and Services, Right Now

Let's face it, to the people who buy from you or hire you, most marketing boils down to three little words: blah, blah, blah. In their minds, you and your products or services are pretty much the same as everyone else's. They look alike and sound alike, so "just tell me how much it costs." Ouch. So, how do you stand out in a crowded, noisy marketplace where the decision maker is bombarded constantly? This session is packed with creative ideas, simple strategies, real world examples and tangible tools you can use right away to improve your marketing, advertising and promotion efforts, regardless of what you've tried before and regardless of how big or small your marketing budget is. You will come away energized and equipped with what you need to know and what you need to do to be more effective in your marketing and sales conversations the minute you leave the room--which means more focus, impact, clients and referrals on a regular basis.

Wednesday, March 2, 2011
7:15 am - 9 am

7:15 am Networking; Continental Breakfast
7:45 am Seminar
8:45 am Q & A

Peninsula Center Library Community Room

701 Silver Spur Road, Rolling Hills Estates

Attendance is FREE for Chamber members and the community.



About the Speaker

Terri Langhans, CSP is the author of the book *The 7 Marketing Mistakes Every Business Makes & How to Fix Them*, and former CEO of a national ad agency and marketing firm that she started from scratch and grew large enough (and profitable enough) to sell to a publicly traded Big Boy. While there she and her team won the coveted CLEO for advertising, a New York Film Festival award for TV spots and the American Marketing Assn's EFFIE for the most effective campaign in the country in its category. Terri speaks to business audiences who want their marketing to stand out and get better results, and she conducts *Help Them Hire You! A 24-Hour Marketing Retreat for Growing Your Business When YOU Are the Business*.

Terri Langhans, CSP, COE
Certified Speaking Professional
Chief of Everything
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