



Workshop: Words to Live By: *Creating Effective Infomercials*

Effective Infomercials

Workshop Duration: 3 hours

Workshop Description

You're at a networking event—or even a social occasion—and you get the inevitable question: what do you do? In the next minute what you say and what you do will tell your audience how professional you really are. Will your business “pass the physical” in 30 seconds?

Who Should Attend

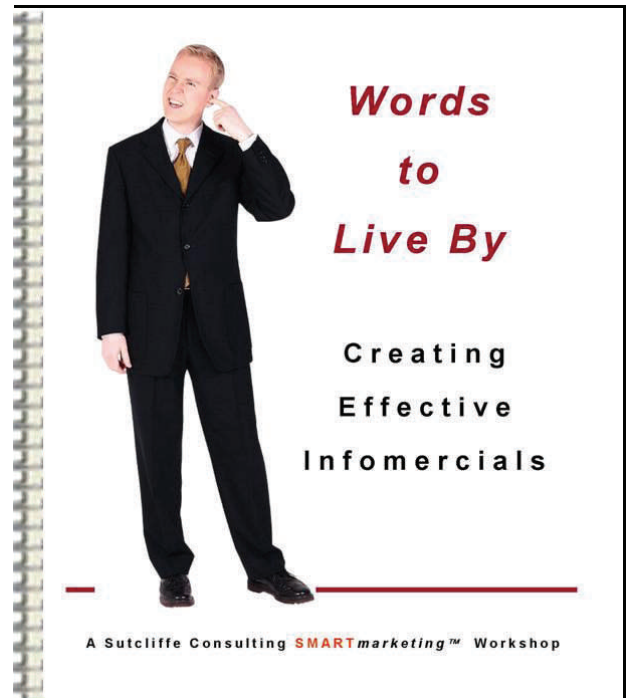
This workshop is for small business owners and sales professionals.

What You Will Learn

- The Power of the Opening Statement
- Compelling language prospects can hear
- Effective language that asks for “more”
- How to be creative, concise and consistent every time

At the end of this workshop, you will be equipped to:

- Create highly effective infomercials
- Deliver your infomercial in a professional, credible manner
- Wrap up with an effective, memorable tag line



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\$89 + gst.

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