

# Get More Business From Your Elevator Speeches And Infomercials

## **An effective elevator speech or infomercial will draw clients to your business**

Many business owners do not know how to prepare for informal talks. They deliver unclear messages. Their confidence and credibility go down, making it hard to generate new business.

## **Your infomercial is a powerful tool**

It tells prospects how they will benefit by doing business with you and tells other business owners how they can refer business to you.

## **Do you want to:**

Increase the number of referrals you receive?  
Learn to explain the benefits of your business?  
Get more clients?

**Sign up for this fast-paced, interactive workshop. Your credibility will go up and you will receive more referrals.**

*“I’ve seen great results in our networking group!”*

*Mark K. de Langis, Lucas Valley Law,  
BNI Business Connections*



Ethan Rotman has been helping others improve their speaking skills for more than 25 years. Ethan is a member of the Novato Chamber of Commerce, Bay Area Consultants Network, The Rohnert Park Independent Business Leaders, and is a former member of BNI.



- Increase the impact of your networking
- Network with other business owners

This workshop focuses on participation and practical experience. Participants will develop at least one new infomercial, gain tools to create more, and learn delivery techniques.

January 28th, 9 -12 PM  
Novato Charter School - 940 C Street  
\$89 pre-registration or \$109 at the door  
Group rates available

Call now to register  
(415) 342-7106

**iSpeakEASY**

Profit From Your Words  
(415) 342-7106  
ethan@iSpeakEASY.net

## *What others say about iSpeakEASY workshops*

**"Your workshop helped me to get my new business going. I got 6 new paying clients at my first presentation."**

*Mort Cantor, Great Software Training*

**"I can't think of a faster and more efficient way to improve communications in a business than to attend Ethan's trainings."**

*Anastasia Shuster, Access Speakers*

**"I thought the workshop would be painful. But it was fun, fast, and engaging."**

*Medley McClary, Artist, BNI Rivertown Business Builders*

**"My sales have increased 600 percent."**

*Gary Casey, 501 Agencies Trust*

**"Everyone in a networking group should attend this workshop."**

*Sarah Scudder, Golden Pacific Systems, Inc., Rivertown BNI*

**"I've been using the booklet and speaking tips for my quarterly financial presentations. They have been very helpful reminders and have improved my presentations."**

*Laurie Talcott, Chief Financial Officer, Point Reyes Bird Observatory*

**"I was impressed with the infomercial workshop! I learned from the interactive format and everyone in the group was supportive. The feedback was invaluable and has helped me. I highly recommend this workshop."**

*Imee Birkett, Isagenix International ID/Coach, Early Birds of Novato BNI*

**"After 55 years of speaking to groups and doing sales, I attended an iSpeakEASY workshop. I know a good thing when I see it. I changed my approach to public speaking and have seen great results."**

*Brian Allen, Retired Executive, Boy Scouts of America*

**"I've attended many workshops on public speaking in my career - this was the most useful."**

*David Belitsky, Suisun Resource Conservation District*

**"You pointed out that preparation was a big deal—and "nailed" me on the avoiding, avoiding, avoiding—(the prep). My presentations got much better after that."**

*Quinne Fokes, Quinne Design Associates, BNI Business Connections*

**"Ethan is exceptionally talented at helping others overcome their fear of public speaking and helping them to thrive, not merely survive, in difficult environments."**

*Sarah Sweenty, California Waterfowl Association*

*Call (415) 342-7106 to sign up today!*