

## PROMOTION AND BOOK SALES

### Promotion

The success of any event depends on the success of your promotional strategies. If I can help you to promote your event, please check the boxes below and e-mail or fax this form back to me. I shall then contact you immediately to discuss your requirements.

Can I help you with:

- Writing a press release
- Circulating the press release
- An article for your newsletter or Web site
- E-mailing potential attendees (please provide an e-mail list)
- Contacting other media sources (radio, television)
- Suggesting ways to increase conference attendance (brainstorming)
- Sending brochures, bookmarks and materials to include in conference packages
- Writing a promotional piece for your Web site, newsletter or conference brochure
- Editing and checking and promotional material re my presentation?

### Book sales

The keynotes and workshops are based on the messages contained in my books. To enhance your audience's learning, book sales would be appreciated where complimentary to a presentation. Books can also be included for participants in the price of a presentation.

1. Add 100 books, *Big Ideas for Growing Your Small Business*, to any session (less 30% discount, retail \$24.95 Cdn.)  
\$1,750 Cdn.  
\$1,164 U.S.
2. Add 100 books, *Business for Beginners* to any session (less 30% discount, retail \$23.95 Cdn.)  
\$1,676 Cdn.  
\$1,117 U.S.

(Note: book quantities can be negotiated. Ten percent of book sales is donated back to non-profit organizations).

For large audiences, assistance at the book table would be greatly appreciated.