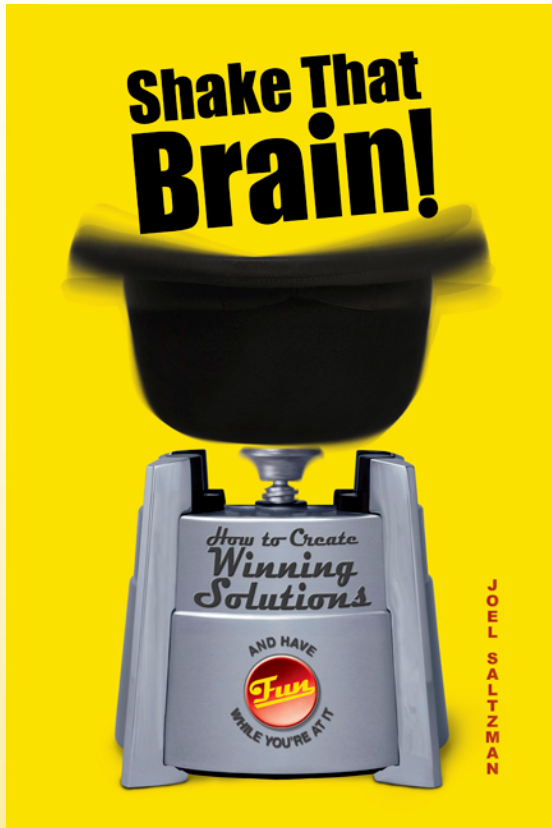


Shake That Marketing & Public Relations Brain!

(Getting Maximum BANG for Minimum BUCK)



Thursday, December 3, 2009
9:00 am - 12:00 pm
3209 S. Staples, CED Room 106

First 75 attendees will pay no fee

Afterwards - Fee is \$50.00 per person

First 50 attendees will receive a free copy of the book, "Shake That Brain!"

This session is jammed with practical tips for advancing your business or career by "spreading the word" throughout your community. The result? Increased visibility ... and increased sales.

You'll learn to develop a one-of-a-kind vision, then market it like mad with your personal Marketing Action Plan. And you can do it all without spending a fortune!

You'll learn to:

- Develop and tell the "story" of your business
- Stand out from the crowd (like Naked Juice)
- Give "Value in Advance" to win more sales (like Lowes)
- Give incredible, unbelievable service (like "The World's Best Bike Shop")
- Create an event the media can't resist (like this one)

You will also learn to spread your message via articles and interviews in newspapers and magazines and get booked on radio and TV shows. And you'll have FUN—guaranteed!

To register, please call (361) 698-1064 or 698-1328



SMALL BUSINESS DEVELOPMENT CENTER
(a partnership program with the U.S. Small Business Administration)





Shake That Brain!®

Winning Solutions
TRANSFORMATIVE THINKING



Joel Salzman is a speaker, facilitator and consultant who teaches people in business to *Shake That Brain!*® and discover solutions for maximum profit. A former comedian and the author of four Best Sellers, he's been called "witty and rewarding" by People Magazine and "crazy like a fox" by the Chicago Tribune.

He's also the founder and publisher of *Shake It!* Books. So he knows firsthand about the challenges and rewards of running a business.

Most recently, he's the author of *SHAKE THAT BRAIN!: How to Create Winning Solutions and Have Fun While You're at It* (Wiley, 2006).

Joel has been a guest on *Leeza* and has been interviewed on CNN, NPR, and more than 100 radio shows. In December, he'll be a guest judge on "Food Challenge Network".