

“Power Tools for Women Business Owners and Entrepreneurs”

HALF-DAY SEMINAR

October 5, 2006
8:30 a.m. – 2 p.m.

Maggiano's Little Italy
10455 NE 8th Street
Centioli Room
Bellevue, WA 98104

Whether your business is well established or just starting out, you'll gain tremendous value from this information-rich and powerful half-day seminar that will equip you with essential skills to take your growing business to new heights.

Lorraine Howell, Zita Gustin, Mikelann Valterra, and Nancy S. Juetten are your guides for the session.

- Lorraine will teach you how to **give your elevator speech a lift** so you can take your new business conversations straight to the top.
- Zita will share powerful ways to **make winning connections through savvy networking.**
- Mikelann will show you how to **earn more and set and raise your rates with confidence.**
- And Nancy will offer proven and powerful ways to **make the most of your media relations efforts without spending a fortune.**

Pre-Register Before 9-17-06 and Enjoy Preferred Pricing!

Breakfast and networking lunch included.

Bring plenty of business cards.

\$159 before 9-17-06 • \$189 after 9-17-06

\$179 after 9-17-06 when you register with a friend

Pre-Register at the online store at: www.nsjmktg.com

What People are Saying about the Presenters and their Powerful Material:

About Lorraine Howell -

"Working with Lorraine changed my business. Since our session my business began to increase by leaps and bounds. I now have a clear message that immediately grabs people's attention. Prospects know what they will get when they work with me, all in a few words. Magic! Lorraine's process is a sure-fire way to get clear and get business."

—Jeanette Nyden, President, J. Nyden & Co., Inc.

"Lorraine wastes no time in getting to the meat of the matter. She drills right down to what makes your business unique and client-worthy."

—Dr. Julie Miller, Author, "Business Writing that Counts!"

"As an experienced marketer I understand the value of finding the right words for persuasion. With my new elevator speech, I get a lot more qualified referrals because I'm able to focus on attracting just the right prospects for the services I offer. Working with Lorraine has been phenomenal. My business has taken off and I've seen her turn around other entrepreneurs' businesses too!"

—Harry A. Thomas, Owner, MarketingHat

About Zita Gustin -

"Zita has a gift of connecting women with women that goes far beyond networking. Her intuitive sense of knowing which women's gifts, talents and skills best compliment others is fortuitous. I have met the ideal women to support me in building my business because of her dedication to creating well organized venues for women to connect personally and professionally. Thank you Zita!"

—Sheryl Allen, www.thrivoalkits.com

"Zita lives what she speaks or, as some might say, she walks her talk. Her authentic style, positive energy and obvious experience draw people to her. Many a wary networker, including myself, has become a true believer in the fun and clear business benefits of networking."

—Melissa Wadsworth, owner Wadsworth Communications, www.melissawadsworth.com

"Since meeting Zita and joining eWomenNetwork, my life has changed completely. My greeting card business is growing by leaps and bounds, and I've met tons of fascinating new people. Zita is making me believe that I CAN achieve my dreams!"

—Karen Burns, Another Working Girl Greeting & Note Cards, www.anotherworkinggirl.com

About Mikelann Valterra --

"By following through on just one of the many excellent rate-setting strategies I learned from The Women's Earning Institute, my company was able to increase its fees without a single bit of negative reaction from our clients. In fact, one long-time client actually thanked us for the special effort we made to inform them of our new fees! Thank you, Mikelann, for helping us earn what we're worth."

—Teresa Moore, Moore Ink. PR

"A superb seminar! I left feeling far more confident about charging reasonable rates for my services. I feel I'll be able to ask for what I want! I highly recommend this seminar."

—Marge Ellsworth, Financial Coach

"Mikelann's session provided invaluable lessons for me to grow my business. The information she provided on how to raise your rates convinced me that this was an important step for me to not only make more money but to position my business in the marketplace as a service provider of the highest quality. Thank you for a great and incredibly informative and empowering presentation!"

—Michelle Hayden Bomberger, Attorney

About Nancy S. Juetten -

"Send your people. No matter how good your new business approach is, this will help to improve your results."

—Bill Fritsch, President, Hydrogen Advertising, www.hydrogenadvertising.com

"This is a 'must-do' seminar to empower business owners to overcome their stumbling blocks and to get out there and be known!"

—Linda Lewis, KEYTIME, "Learn to type in one hour!" 206-522-8973, Linda@keytime.com, www.keytime.com

"As a new business owner, it was relevant to my current efforts to expand my business. The information presented was accessible and easily understood. I enjoyed the stories that were used to help the attendees remember the issues being taught."

—Dawn Bahr, Partner, Mennenga Technology Partners, LLC

About the Presenters:



Lorraine Howell, author of the new book Give Your Elevator Speech a Lift!, founded Media Skills Training in 1998 after working for twelve years as a television news and talk show producer. She developed her proven process for crafting elevator speeches while coaching top business leaders to be more effective speakers in presentations and media interviews. www.mediaskillstraining.com



Zita Gustin is Executive Managing Director of the Seattle/Bellevue Chapter of eWomenNetwork. Through Zita's networking efforts, she has doubled the growth of the local chapter in less than one year. Always a student of networking, Zita shares her knowledge and passion for making your connections count in a fun and quick paced format that will leave you wondering why you ever thought networking was hard or even work at all. www.thesavvynetworker.com



Mikelann Valterra, MA is the founder of the Women's Earning Institute and the author of Why Women Earn Less- How to Make What You're Really Worth. As a specialist in women's earning issues, her mission is to empower self-employed women to earn what they're really worth. Through trainings, business support groups and private work, she teaches women how to make peace with money and create more profitable practices. www.womenearning.com



Nancy S. Juetten is owner of Nancy S. Juetten Marketing Inc. and author of the Media-Savvy-to-Go booklets that offer 147 powerful ways to profit from free publicity. Her firm has earned the reputation of a results-oriented public relations and communications agency that delivers quality service in an engaging, authentic, and winning way, and she can share a host of proven tips and strategies to help you do the same for your own growing company. www.nsjmktg.com

Pre-Register at the online store
at www.nsjmktg.com.