

**Simple program for self-promotion of your skills and services.**

## **Discover Why Business Seems to Come Effortlessly To Some Self-Employed Professionals**

**Nationally well-known self-marketing expert reveals how to present yourself in various situations that somehow attracts new clients with no apparent effort.**

**Know what to say and how to say it. More importantly, know how *not* to say it.**

**You'll do better at seminars, conferences, expos, and other networking events.**

Dear Colleague,

So you've decided to make a career transition - from employee to going on your own as a self-employed professional. If you haven't already done so, you're thinking about printing business cards and putting up a web site.

After getting these preliminaries out of the way, what's next? Why of course, you need clients! People who need your services. You think about advertising and direct response methods like sending mail, emails and even doing some cold-calling. But there are other things you can do that will bring you clients.

A lot of professionals have business come their way more casually. Like from the people they meet at seminars, conferences and social gatherings, or even at the local bar and grill.

Here is the big secret about attracting clients. You don't know when they will show up or where they will come from! I've had new clients show up at the strangest times. I've had people I never expected refer clients to me. The bottom line is, you can't know with any kind of assurance where the really good clients are going to come from,

*Ryan Healy - copywriter*

### **Quite often it seems like business comes to them effortlessly. How can this be?**

Simple. It has to do with how you get acquainted with any new person you meet. You find yourself in a conversation where the question "What kind of work do you do?" or "What do you do for a living?" comes up. This is a common scenario in many social settings.

How well you can effortlessly promote yourself has a lot to do with the way you answer this question. And then it's how you continue with your conversation. There are things people love to hear, and then there are things that turn people off.

And finally, you must keep up with your business networking practices and your client base if you are going to continue to be successful.

**Your thoughts are what govern your actions.  
Renewed thought patterns are key to more effective self-promotion.**

How you talk has a lot to do with your way of thinking. This is what you must work on to change unless you're already doing well. The correct approach to self-promotion by developing new thought patterns can take your efforts to new heights.

Marketing your profession goes beyond performing a set of tasks. It extends to casual conversations with people around you.

What's the best way to realign your ways of thinking? I'll get to that in a little bit.

**First let me introduce you  
to an authority on self promotion as well as myself.**

My name is Francis Ardi and I've recently attended a seminar for copywriters and graphic artists in Delray Beach, Florida. I've met one of the speakers who delivered a presentation on self-promotion. Her name is Ilise Benun. She operates her own consulting firm, Marketing Mentor, which is dedicated to helping self-employed people promote themselves.

**One of Marketing Mentor latest developments**

You could read lots of books and articles on self-promotion. This is often time consuming, and as you read your second, third, fourth, book or article, you find yourself not retaining everything you've learned in the first or second one.

Most people have read a ton of "marketing ebooks" but they still don't earn a living online. Once they do some "inner work" though, all the knowledge they already have suddenly becomes accessible and usable to them.

*George Katsoudas*

*Internet marketing specialist for [www.frankensteinmarketing.com](http://www.frankensteinmarketing.com).*

This is why self-help audio tapes and CDs have become popular. Listening to some expert speak can have a greater impact on your learning than reading the same words. Audio recordings allow you to replay the seminar every so often so that you can start to internalize the principles presented. They are an excellent way to reprogram your mind to where you will think and react more positively to whatever occurs in your world.

## **Sometimes *hearing it spoken* makes a stronger impression on you.**

Think about it, when you read something, and you hear the same thing spoken, don't you experience something different? Don't passages from The Bible seem to come alive more when you hear them spoken in a church or on some TV evangelist's program than when you read the same Bible passages yourself?

Marketing mentor's, Ilise Benun has recorded a live seminar on three mp3 files covering some basic ideas on self-promotion. They are not very long, about 15 minutes each, so you can listen to them every so often until these ideas become part of your way of thinking.

### **What you will soon internalize:**

- that self promotion is not limited to activities you do or take part in for the purpose of self-promotion but also in more casual interactions with others. This is in essence, the secret of 'effortless' self-promotion.
- the best way to answer the often-asked question "What do you do?" or "What kind of work do you do?" that will lead interested individuals to consider doing business with you.
- what do people generally love to hear. Know this and you'll understand how you can more easily engage potential clients. (This will be explained fully.)
- what is the one thing that most people don't want to hear. (This will also be explained fully.) Hint: this is why most people don't like telemarketers.
- some common myths about direct marketing... and why they are myths.
- what is the best way to communicate what you can do for a potential client.
- what should be your true objective. Hint: it is not to get a paying job.
- what you should be thinking about when there is no response to your attempts to contact prospective clients.

### **You will also learn:**

- Where do you start building your mailing lists?
- The five marketing tools everyone must have.
- The difference between your blurb and your elevator speech.

**Only \$12.95 for all three mp3s.**

**You will also receive two bonus e-books :**  
*"Practical Tips to Promote Your Business"* and

*"20 Ways To Get Prospects To Call You Back".*  
also written by Ilise Benun.

### **Advantages of mp3 format files:**

- Can be conveniently clicked on and listened to when one wants to take a break from reading, writing, or just "looking" at your computer monitor.
- If your computer has speakers (all home computers sold nowadays do) you do not need to clutter your desk with additional equipment (tape recorders and CD players)
- Media players have no moving parts to break and you can play with them to your heart's content. Drag the pointer back as often as you wish to re-listen to every spoken phrase you didn't quite get.
- Can be loaded on those mp3 players you see people have strapped to their upper arms while they work out at the gym or travel by air.

### **But listening to the audios alone won't do it.**

Having listened to this audio series, you'll be more eager to attend seminars and other business events in your city and beyond such as exhibits, shows and job fairs. You'll find it a lot less stressful to strike up casual conversations and wait for that familiar question to pop. You'll know exactly what to say. Then see what follows. You'll be better prepared to get into the self-promotion arena.

### **Order Today**

While they are still available at this incredibly low price.

Wishing you the best of success,

Francis M. Ardi

P.S. Promoting yourself is an ongoing process which you must be engaged in as long as you remain in your chosen freelance profession. I'm sure you will find these audio aids helpful in keeping the right frame of mind until you start experiencing success, which by itself will lead you instinctively to continue your program of self-promotion.

P. P.S. An email purchase receipt with the download link will be sent to you upon approval of your transaction should you not be able to complete your downloads from the fulfillment page displayed upon completion of the transaction.