

SMALL BUSINESS SOLUTIONS

YOUR :30 SECOND COMMERCIAL

**A FREE WORKSHOP
IKEA CONSHOHOCKEN
THURSDAY, OCT 25, 2007
6:00 PM**

The entrepreneur must always be in selling mode. Whether you're pitching a formal presentation, meeting folks at a trade show, riding in an elevator, being introduced at a social function or sitting at a seminar, the question of "What do you do?" usually comes up right after giving your name. How you respond leads to new business or creates ear boredom because there is no zip message.

Your :30 Second Commercial is a workshop led by Small Business Coach Melinda Emerson. Participants walk away understanding:

- why the message is so important
- how to create the content of the :30 message
- how to deliver it effectively



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A better life at work

