



"Helping winning companies tell their stories and build their brands."

Volume Number 18, October 2, 2006

Just a Few Seats Remain for the October 5 Power Tools Seminar - Secure Your Place Today!

Agency Clients
Earn 40 Under 40
Recognition

Congratulations to Steve Bredeweg of [ABODA](#) and David Cox of [Graebel Quality Movers](#) for earning places on the **Puget Sound Business Journal** 2006 40 Under 40 list.

Click at these two links to read their stories:

<http://tinyurl.com/ky2yv>

<http://tinyurl.com/kdrah>

Award Wins Can
Pay Off for Brand
and Reputation

Visit this link to
learn more:

<http://tinyurl.com/s72f3>

Dear RecipientFirstName,

Many of you are focusing hard on your businesses to optimize sales and results between now and year-end. With this in mind, I have teamed up with three other powerful women to create "**Power Tools for Women Business Owners**"—an intense half-day seminar designed to help you get that mission accomplished with impact and ease.

This will be an information-rich day with many take-aways to help you build your business, earn more money, and advance your reputation in the marketplace. And we are including both a networking breakfast and lunch to make sure you can make the most of the new relationships you'll form while attending on **October 5, 2006 between 8:30 a.m.-2 p.m.**

Here is what you will gain from attending:

Earn More! Set and raise your rates with confidence with Mikelann Valterra

Are you ready to make more money but fear raising your rates? Are your fees high enough to begin with? Join Mikelann Valterra, founder of the Women's Earning Institute, as she shares how to set and raise rates with confidence. Learn how to research what others are charging and understand the basic ingredients that go into rate setting. Find out about price resistance, pricing psychology and the messages your fees convey. And discover the five signs it's time to raise your rates. Remember, if everyone can afford you, you aren't charging enough money. So how much can you charge? Mikelann has the answer.

Give your elevator speech a lift with Lorraine Howell

How many times a week are you asked the question “What do you do?” In this interactive session, Lorraine will show you how to craft a clear, concise, and memorable answer that keeps the conversation going! You’ll learn a proven process that identifies your target customer or client and has your listeners engaged. If building relationships and networking are key to the growth of your business, this is the session for you. Lorraine developed this step-by-step tool while coaching top business and community leaders how to be more effective speakers for presentations and media interviews.

Make the most of your media relations without spending a fortune with Nancy S. Juetten

What is the difference between really great and boilerplate? What do editors want you to know? What the heck is an LAQ and why does it matter? Understanding the nuts and bolts of media relations is the first step toward earning the ink and air you need to catapult your business from obscurity to the media spotlight in record time. Nancy will explain her proven process of pitching how-to articles in the media. She’ll tell you how to write a winning headline that will capture editors’ attention. She’ll share dozens of free resources to jump-start your publicity know-how so you can get into the media relations game and win. And, upon your request, she’ll offer electronic tools to reinforce your learning, including her best Puget Sound media contacts and her proven process for becoming a published author fast.

Which networking styles are effective and right for you? with Zita Gustin

Everyone pays lip service to the importance of networking, and there are many levels of participation. From the connector to the wall-flower and everyone in between, there are many networking styles. But which ones are effective and authentic for you? Zita will share how to quiet the wallflower that resides inside your head, how to act like a host - even when you're not, the one most important question you must always ask, three mistakes that you never want to make while networking, and the absolutely most important thing to do that hardly no one does.

Attend this power-packed session for a special price of \$139. **But you must act before September 27.** today. Seats are selling fast, and we anticipate a full house.

Visit <http://www.nsjmktg.com/seminarhd.php> for more details and to secure YOUR place.



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