



Return on your Meeting Investment...

If **business growth** in these challenging times is a topic your audience is interested in, you want keynote speaker, author: Larry Mersereau, CTC. Your group of business leaders, entrepreneurs and sales professionals will take home simple, doable, yet effective strategies and tactics they'll use immediately to grow their business...plus a dose of motivation to go back and use them.

- Marketing & Promotion
- Branding & Brand Bonding
- Growth Leadership
- Sales & Success Motivation

Corporations in a broad range of industries hire Larry to help their leaders (and leaders-to-be) plus their channel partners or franchisees increase sales, take market share and lead their business development teams to success.

Associations whose members either own their own business or practice, or who are responsible for their organization's sales and marketing, know Larry's program will be a highlight of their event.

You want to know that everyone who participates in your event will enjoy a solid return on their investment of both time and money. Include one or more of Larry Mersereau's **content-rich keynote** and/or breakout programs on your agenda and he'll help you make it *A Meeting They Can't Afford To Miss!*



Give your attendees the only speaker who can share the simple, doable... effective strategies and tactics that made his four books on business growth so popular: Larry Mersereau, CTC.

PromoPower[®]
PRESENTATIONS • CONSULTING

Business Growth: Simple, Doable...Effective

Contact Speakers and Events R-Us
Call (262) 245-6598 or Email patrice@speakersandeventsrus.com



Larry Mersereau, CTC

Business Growth in Challenging Times

"Your attendees will take home actionable content, plus a dose of motivation to go use it."

Business Growth • Growth Leadership

Larry's keynotes WOW audiences in a broad range of industries...

With today's economic challenges your concepts are important as dealers look for real world ways to grow their business while managing their expenses.

YAMAHA Motorsports

The attendee feedback was great and you delivered valuable information in a professional and engaging way.

International Music Products Association

Your program started the day on a positive note...your ideas and techniques will undoubtedly be invaluable to our attendees.

Pennsylvania Association of Convention and Visitor Bureaus

I know I can count on you to deliver a strong message with great takeaways. Your program in Orlando did just that.

Nationwide Marketing Group

We had a great meeting thanks to you!

Print Services and Distribution Association

You gave them useful, actionable ideas that will help them sell more of our RVs, even specific language for their sales conversations and marketing materials.

Sunnybrook RV

Each of our franchisees left charged and ready to build their business.

RFC Franchising

Larry's client list is like a "Who's Who" of Companies and Associations

American Express • Yamaha Motor Company • Wellpoint Health Networks
Best Western International • National Association of Pizza Operators
International Music Products Association • RFC Franchising LLC
Amadeus • Hospitality Sales and Marketing Association International
Nationwide Marketing Group • American Family Insurance • Catersource
Merrill Lynch • International Dairy Queen • Viking Sewing Machines
American Airlines • American Bus Association • AGFirst Farm Credit
Outdoor Power Equipment Institute • United Association of Equipment Leasing
Inc. Magazine • Advertising Specialty Institute • Million Dollar Round Table
International Sign Association • Mobile Enhancement Retailers Association
Presto Foods • American Automobile Association • Uniglobe International

Contact Speakers and Events R-Us now
to confirm your date with Larry Mersereau

More info at <http://bureau.espeakers.com/espk/viewspeaker3378&noclose>



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Suggested Titles & Topics

STAND OUT!

Differentiate or Disappear

Based on Larry's latest book: STAND OUT!
Establish a trusted brand and position your organization as the only place your prospects would ever think of buying from.
[**Keynote** :30 to :60 minutes
Branding, Sales, Positioning, Differentiation, Brand Loyalty]

Leading For Growth

Emerge victorious from this challenging economy with a focus on business growth through leadership development.
[**Keynote** :30 to :60 minutes.]
[Leadership, Success Motivation, Business and Personal Growth]

How To Succeed At Business...And Still Have A Life!

Definitely Larry's 'softer side.' Success is more than just making money. This one's about enjoying the ride as you grow your business.
[**Keynote** :30 to :60 minutes
Success Motivation, Life Balance, Business and Personal Growth]

Selling from a Position of POWER

Why should I buy from you in stead of your competition? Don't leave it up to the prospect to come up with an answer on their own. You have to tell them clearly and succinctly why you are the only option they should even consider.
[**Keynote** or Breakout/Workshop :30 to :90 minutes
Sales, Sales Motivation, Positioning, Differentiation]

How to get Maximum Return from your Marketing Dollars

Strategies and tactics your people can use immediately to bring in more business through effective planning and execution in all media.
[Breakout/Workshop :45 minutes to half-day
Marketing, Advertising and Promotion in all media]

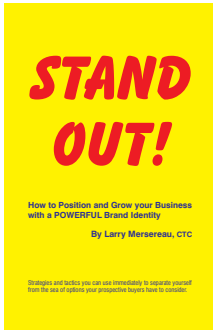
Dynamite Direct Response Marketing

Alternate version: **Dynamite Direct Mail**
Measurable return on your marketing investment.
[Breakout/Workshop :30 to :90 minutes
Direct Mail, Email, Social Media, Advertising and Promotion]

*Larry
Mersereau's*

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Books by Larry Mersereau, CTC



STAND OUT!

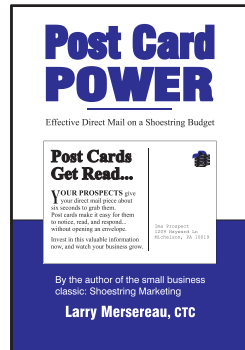
[ISBN #978-0-9742286-5-5, May 2006]

Thousands of businesses, online, mail order and 'bricks-and-mortar' are competing for your prospects. This book helps you differentiate your business...to stand out from the crowd of options and position yourself as the only solution your target prospect would even consider.

Post Card POWER

[ISBN #0-9742286-1-3, Jun 2004]

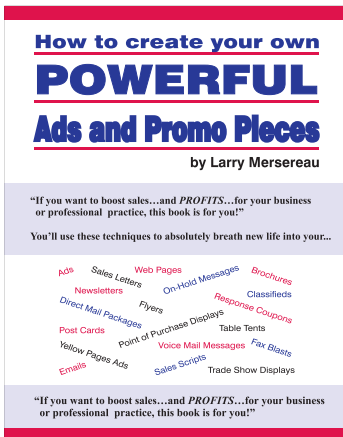
Now you can harness the power of the only medium that practically guarantees that your prospect will see your message. This book shows you everything from how to design and write effective pieces, to how to prepare them for mailing, to who to mail them to and how often.



How to create your own POWERFUL Ads and Promo Pieces

[ISBN #0-9742286-0-5, May 2003]

This is the complete guide to copy writing and graphic design in any medium. Whether you use print, online, email, social media, broadcast...ANY medium...you'll enjoy more response and greater profits using the strategies and tactics in this manual.



Shoestring Marketing

[ISBN #1-882180-57-7, Sep 1995]

This is 'Marketing 101 for Small Business.' It's the real-world information and ideas they didn't teach you in college. It's now out of print, but used copies can be found at Amazon.com.



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