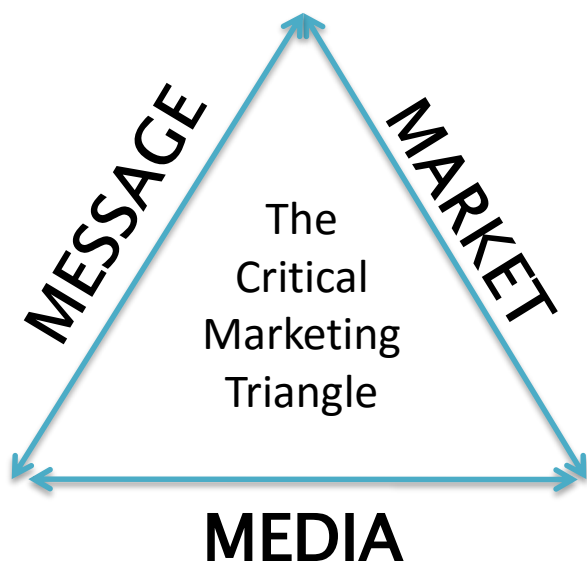


"How to Craft a Compelling and Irresistible Marketing Message"

You know the slogan, *"Give a man a fish and feed him for a day; teach a man to fish and you feed him for a lifetime."* The part of that which is not often quoted is *"Teach a man to sell fish and you feed him for a lifetime without the cursed monotony of eating only fish!"*

Copywriting is really salesmanship in print. Good copywriting is good selling, and that's what makes you money. At this month's EMP Power Event: ***"How to Craft a Compelling and Irresistible Marketing Message."***

At our March 29th event, you will discover:



- The Fundamentals of Crafting a Compelling Message
- How to Create a Powerful Sales Proposition
- How to Move People to Action and Get Them to Buy
- How to Use Timing & Urgency to Your Benefit
- Carefully Defining WHO you are really speaking to
- Advanced Message Strategies
- And more!

Tuesday, September 30th, 6:30pm to 9:15pm

Courtyard Marriott Hotel

180 N. Fair Oaks Avenue, Old Pasadena, CA 91103

To attend this event, **you must Pre-Register** on our website at:

www.RegisterPasadena.com