

# Elevating *Your* BUSINESS



## Use Networking to Increase Your Net Worth!

### *S.I.M.P.L.E. Strategies to Turbo-Charge Your Success*

How many times have you been in a situation where someone asks, "what do you do?" and you've felt awkward, uncomfortable, or just gone blank? Or sometimes, you introduce yourself and then later, kick yourself for not providing a "good enough" answer? If someone asks you what's unique about your business, do you know?

Successful networking is based in your ability to communicate how what you sell will benefit your potential clients. If you're not getting the response you want, which is having someone asking you questions about your business or reaching out and handing you THEIR business card, then this class, this class can help you turn your networking efforts around.

It's time to network with extreme confidence!

### **In this best practices briefing, you will:**

- ✓ Learn why you need a USP
- ✓ Showcase your uniqueness to your fellow members.
- ✓ Discover how to quickly set yourself apart from the competition.
- ✓ Introduce yourself in a memorable fashion in 7 words! (with our template)
- ✓ Create a 2 sentence Business Benefits Snapshot (or Position Benefits Snapshot) that will get you noticed.

**About the Trainer:** Maria Marsala is an informational speaker, business management coach/strategist, author and former Wall Street Trader. Learn more about Maria and her company at [ElevatingYourBusiness.com](http://ElevatingYourBusiness.com)

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## *Sponsored by the* **American Society of Women Accountants**

**When:** Monday, Nov. 4, 2008

**Time:** 5:30-8:15pm

**Where:** LaQuinta Inn,  
1425 East 27 Street  
Tacoma (Portland Exit off I-5)

**What:** Networking, Dinner  
and Learning, too!

**Cost:** Members \$20  
Students \$10  
Guests \$25

## **Advanced Reservations Recommended Space Is Limited**

**About the ASWA:** The mission of ASWA is to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession.

Learn more at  
[www.ASWATacoma.org](http://www.ASWATacoma.org)

**To register or for more  
information call  
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