

Elevating *Your* BUSINESS



Stop Working with Jerks!

A No-Nonsense Guide to Strategically Recognize and Reach Your Ideal Clients

Are you busier than you want to be? Are your profits keeping pace with the time and money you spend marketing, networking or advertising? If no, the chances are high that you're marketing to the wrong client! The good news is that there is a better way!

Even before you even think about marketing, you need to create an Ideal Client Profile (ICP) to reach your target market more often. With your ICP in hand, you'll find yourself spending less money and having more time; all the while you're growing your bottom line.

In this best practices briefing, you will:

- ◆ Learn how creating an ICP can help save you time and money – over and over again.
- ◆ See the importance of creating an ICP; whether it is for an individual, company or association.
- ◆ Learn a simple way to get rid of “clients from hell” forever!
- ◆ Identify 10 traits of your ICP - I'll give you the questions to ask!

About the Trainer: Maria Marsala is a highly results-oriented business advisor, collaborator, informational speaker, author, and former Wall Street trader. Since 1998, her company, Elevating Your Business, has helped thousands of CEOs/presidents, professionals, and management teams to achieve the business results they desire in the most efficient, cost-effective way possible. Will you be next? Get your free business tips at www.ElevatingYourBusiness.com

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**Tacoma
Business &
Professional
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When: Tues. Feb 17, 2008

Time: 5:30 - 7:30pm

Where: 3 Chicks Catering
3822 S. Union Ave. 98409

What: Networking, Dinner
and Learning, too!

Who: Members, colleagues,
guests and visitors

Cost: \$15 members
\$20 non-members

**Bring plenty of business
cards and arrive early!**

**Advanced Reservations
Recommended
Space Is Limited**

**Guests/Visitors: Call
Jeanette Harem to be sent
an Evite at 253-439-7165.
Clearly state your email
address and phone
number.**

**Members: Look for
your Evite**