

WEAPONS OF MASS SEDUCTION

EFFECTIVE ADVERTISING SEMINAR

with PAUL WEYLAND

MARCH 23, 8:30 AM - 11 AM
STONE CREEK INN, WAUSAU



MARCH 24, 8:30 AM - 11 AM
RAMADA INN, STEVENS POINT



There is no charge or obligation to attend. Pre-registration is required as seating is limited. Please select the session you prefer to attend, fill out the form below and return by fax.

March 23, Wausau
 fax to (715) 848-3158



March 24, Stevens Point
 fax to (715) 848-3158

These are certainly interesting times. It's not always easy to know whether your advertising is effective. You are invited to hear marketing expert Paul Weyland share his insights with you. In this seminar you will learn:

Business Name _____

Your Name _____

Title _____

Attending _____

Phone () _____

E-mail _____

Why your price is the last thing you should sacrifice to create new customers. How to calculate return on investment for any advertising you buy. How to "own" your product / service category so when people think about what you do, they will think only about your business. The four easy steps to creating better ad copy. Specific things you can use immediately to turn ordinary consumers into lifelong customers. How to take advantage of the mistakes your competitors are making.

International marketing and advertising specialist Paul Weyland has shown hundreds of organizations how to cut through the confusion of marketing, reach into the hearts and minds of customers, close more sales, increase their bottom line, and keep customers for life.

Check here if you are interested in a **FREE one-on-one private session** with Paul to create your unique marketing strategy. Individual sessions are on a limited basis.