

# How to Profit from Your Most Important Brand... Yourself

## 94% Outstanding Rating From Attendees

*"On behalf of the 2009 PLANET's Green Industry Conference committee, we thank you for making this conference a success"*

**Betsy Demoret - Education and Events Manager  
- PLANET**

## Creating a Buzz in the Room with Common Sense

*"All members and guests at the meeting were extremely happy they were able to attend his presentation.. Renée Rewiski, NARI National Chairperson, noted quite a buzz after the meeting with many of the members implementing Mike's suggestions. I recommend this to every NARI chapter across the country"*

**John Quaregna CR - Past National President  
National Association of the Remodeling Industry  
NARI**

## Next Day Solution To Real World Issues

*"Many of my members, including myself, were able to take away some of his lessons and apply them the next day in our business. I would encourage every PDCA chapter that is looking for a quality marketing session to contact you immediately and I would be happy to endorse and recommend your program to any contracting organization."*

**Dave Scaturro - President -  
North Jersey Chapter of the Painting  
& Decorating Contractors of America PDCA**

## A Partial List of Recent Workshops & Webinars

PACE 2010 – National PDCA Conference  
PLANET 2009  
National Green Industry Conference  
Pro-Green 2010  
Colorado Nursery & Greenhouse Association  
PDCA – Louisville, North Jersey, South Jersey,  
Nassau-Suffolk, Syracuse & Brooklyn Chapters  
Associated Master Painters  
& Decorators of Philadelphia  
Michigan Great Lakes Trade Expo – Michigan  
Nursery and Landscape Association  
NARI – Miami Valley, North &  
Central New Jersey Chapters  
WPO – Women's Presidents Organization  
New Jersey Pest Management Association

**YES!**

**Your Company**

**Can Stand Out in a Sea of Competition**

**(Without Spending a Fortune in Time or Money)**

Setting standards of excellence, being memorable and implementing innovations are the hallmarks that successful companies carry out every day.

Surprisingly, most of these strategies and tactics can be easily implemented by any company regardless of size. Every honest and ethical business is doing some of these but may not realize how important they are to their buyers.

Mike Jeffries will teach attendees how to build their unique brand by:

- Communicating powerfully in all of your marketing.
- Leveraging what you are already doing right to separate and distinguish your business from the sea of competitors.
- Raising your visibility so you become the gold standard in your market... a standard by which all of your competitors will now be judged.
- Standing out even with a very small budget.

## Handouts

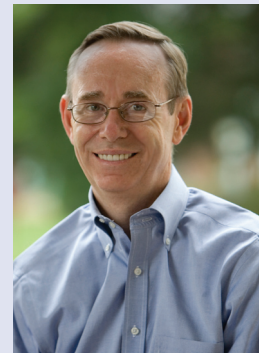
Each attendee will also receive:

- 20+ Pages of Tools and Tips They Can Implement
- Copies of Presentation Slides

Mike Jeffries is a SuperStar Instructor for the PDCA and on the Panel of Experts for NARI. He is presenting his dynamic marketing workshop at National, Regional and Local contracting and service industry conferences in 2010 and 2011.

Mike is the Managing Partner of Rivers of Revenue LLC. He creates strategic and tactical marketing programs that clearly separate his clients from their competitors using the Rivers of Revenue *Closing Success System*® to create immediate and dramatic increases in his client's ability to maximize lead generation, close profitable business and retain clients.

  
**Rivers of Revenue** LLC  
Results Based Marketing



For More Information On Booking Mike Jeffries  
For A Chapter Meeting, Association Event, Trade Show,  
Other Speaking Engagement or Webinar Call:

**866-926-5100**

Mike@ClosingSuccessSystem.com

[www.ClosingSuccessSystem.com](http://www.ClosingSuccessSystem.com)