



Maximize Your Income from Every Speech

With Ron Rosenberg

Ron Rosenberg is a nationally recognized, award-winning expert on marketing and customer service and a winner of the prestigious "International Marketer of the Year" award at the International Marketing Summit.

He has authored numerous books and learning systems, including his Business Self-Defense 90-Day Success Program and Business Owner Survival Kit that will help you learn how to completely re-energize your marketing efforts with more new customers and more revenue in less time!

Over 15,000 people have subscribed to his *Tricks & Tales* newsletter. His expert commentary has been featured in *The New York Times* and *The Washington Post*, and in *Smart Money* and *Real Simple* magazines. He has been a guest on nationally syndicated radio shows including *ABC Radio*, *Dateline Washington*, and *The Gary Nolan Show*.

Ron is sought after to present keynote and breakout sessions, training programs, and corporate retreats. His client base reads like a who's who list of small businesses, corporations and associations, including Ace Hardware, Dow Chemical, Sumitomo Electric, The US Department of Defense, and The American Society of Association Executives.

For a free 3-month trial membership to Ron Rosenberg's **Business Self-Defense® Inner Circle**, visit www.BusinessSelfDefenseOffer.com

For information on keynote, breakout or training programs, visit www.qualitytalk.com. Or you can call us at 800-260-0662 to speak with our staff about having Ron present at your next event.

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The Three-Legged Business Model

Speaking _____

Product Sales _____

Membership _____

Creating a Multi-Tiered Membership Model

Membership Levels _____

Pricing Strategy _____

Integrated Continuity _____

Leveraging Content

Reuse _____

Recycle _____

Repurpose _____

Increasing Retention

Buyer's Remorse Sequence _____

New Member Welcome Call _____

Remind / Promote Benefits _____