

# Increase the Number of Referrals You Receive

**Are you getting enough referrals from your infomercials, elevator talks, and 10-minute presentations?**

Most people prepare improperly for presentations and deliver unclear messages. Their confidence and credibility go down, making it hard for others to refer business.

## **Learn To:**

- Increase the impact of your speaking
- Outline your talk to deliver a clear message
- Improve your confidence and credibility

iSpeakEASY workshops focus on participation and hands-on experiences. Practical exercises are combined with group interaction to ensure you gain new skills that you apply right away.

*“You have been, in effect, a year’s worth of Toastmasters encapsulated into a couple of sessions.”*

*Clyde L. Schultz, DDS*



## **Workshop Schedule**

### **Get More Referrals From Your Infomercial**

Thurs. April 15 or Wed. May 5th  
4:00 - 7:00 PM

### **Get More Referrals From Your 10-minute**

Thurs. April 29 or Wed. May 19  
4:00 - 7:00 PM

Workshops at the beautiful showroom of:  
Design/Build Specialists, Inc  
1559 Novato Boulevard  
Novato, CA 94947

\$97 pre-registration or \$125 at the door  
Group rates available

## **iSpeakEASY**

**Profit From Your Words**

(415) 342-7106 \* [ethan@iSpeakEASY.net](mailto:ethan@iSpeakEASY.net)  
[www.ispeakeasy.net](http://www.ispeakeasy.net)



Ethan Rotman has been helping others improve their speaking skills for more than 25 years. Ethan is a former BNI member.

*Sign up today. Ask how you can attend for free or at a discount.*

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

email \_\_\_\_\_ Phone \_\_\_\_\_

I am enclosing \$97. Please sign me up for:

Infomercial workshop \_\_\_\_\_ April 15th \_\_\_\_\_ May 5th  
10-minute workshop \_\_\_\_\_ April 29th \_\_\_\_\_ May 19th

Discounts for groups of 3 or more.

Please return to: iSpeakEASY 926 A Diablo Ave #511 Novato, CA 94947

## *What others say about iSpeakEASY workshops*

"Since returning from your session, I sense more confidence in my staff and more polish to their phone and personal deliveries. The infomercial workshop is well worth the money."  
*J.C. Lewis Insurance Services, BNI Non-Stop Connections*

"Everyone in BNI should attend. It gave me a different perspective on what I was saying."  
*Suzanne Morrison, Joyful Surroundings, Rivertown BNI Business Builders*

"I've been using the booklet and speaking tips for my quarterly financial presentations. They have been very helpful reminders and have improved my presentations."  
*Laurie Talcott, Chief Financial Officer, Point Reyes Bird Observatory*

"I learned from the interactive format and everyone in the group was supportive. The feedback was invaluable and has helped me. I highly recommend this workshop."  
*Imee Burkett, Isagenix International ID/Coach, Early Birds of Novato BNI*

"After the workshop, I could see people's eyes light up and start to really pay attention to what I was saying. I am now receiving referrals on a regular basis. Ethan has a formula that works for anyone who stands in front of people to speak. I highly recommend him."  
*Susan Berland, Creative Memories, BNI by the Bay*

"I've attended many workshops on public speaking in my career - this was the most useful."  
*David Belitsky, Suisun Resource Conservation District*

"The workshop is presented in a professional way with useful handouts. Ethan has a way of making things fun, easy and full of heart. The group participation was effective, practical and held my attention. I gained tools to create engaging infomercials and came away with tips that I'm able to use in public speaking as well."  
*Donna Colfer, Past President, Sonoma BNI*