

POP!

Your
Book,
Brand,
Business
& Career

**Make 2010 the Year You Create
the Success You Deserve!**

**January 24, 2010
1 – 4 p.m.**

**Pasadena Convention Center
300 East Green Street
Pasadena, CA 91101**

**In tough times and in a crowded marketplace, no one can afford
to blend in.**

**You've got to break out to land that book deal, contract or new job
that you want.**

**You've got to figure out how you are one-of-a-kind (vs. one of many),
so you get noticed by your decision-makers – for all the right reasons.**

Two branding experts show you how in a hands-on, interactive session.



SAM HORN, author of *POP! Create the Perfect Pitch, Title and Tagline for Anything* (which *Tribes* author Seth Godin calls “revolutionary”), is an in-demand speaker whose POP! presentation was a top-ranked program at Inc. Magazine's annual 500/5000 conference. www.samhorn.com



LILLI CLOUD, founder of Los Angeles-based bluefeet, who works with executive job-seekers and entrepreneurs to answer that all important question: *What makes you so special?* And provides tools and training to uncover and promote your personal brand. www.yourbluefeet.com

Take advantage of this opportunity to develop a Purposeful, Original, Pithy positioning, packaging and presenting of your priority project – be it a new job, consulting contract, book or business.

Sam and Lilli have purposefully priced this half-day program so it's affordable. Just \$49 to jump-start your career success.

Buy your ticket now at
<http://www.brownpapertickets.com/event/93417>

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POP!

Purposeful,
Original,
Pithy
positioning