



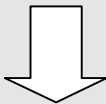
The Cleveland

Independent Practitioners Group

"Communications in Action"

February 2006

**Wednesday
February 8, 2006
11:45 a.m.**



**"Crafting Your
30 Second
Elevator Speech"**

Mitchell's
Fish Market
at
Eton Place
Chagrin Boulevard

**RSVP by
February 2, 2006**

to

lynemeyer@cox.net

*The communications/ public
relations professionals
of the
Independent Practitioners
Group (IPG) meets monthly.*

The importance of 30 seconds to your future business development

Start your New Year off right by learning about a valuable tool that can make a real difference helping you land more business.

Join us on Wednesday, February 8, as Phil Stella enlightens us on the fine art of "Crafting Your 30-Second 'Elevator Speech'."

Phil Stella, president of Effective Training and Communications has more than 25 years of experience as a training and communications specialist in the corporate arena. Prior to establishing ETC, Phil managed corporate communications and management training at Progressive Insurance.

What's so important about 30 seconds?

Sure, you have tons of experience and an impressive track record of dynamite work for your clients. And you may have plenty of work right now. But as independent practitioners, we always have to mine for future business. And we never know when an opportunity will present itself for us to give a "pitch on the run" about who we are, what we do and why we do it so well.

Because everyone's so busy these days, verbalizing

your story quickly and to your best advantage is crucial.

Not as easy as you think

Thirty seconds to convey everything you can do for clients? You may not be the best judge of what to include and how to say it. That's why Phil's presentation is so valuable.

Phil is an enthusiastic and dynamic speaker with energy to spare. Come. Listen. Learn. Leave with a new business communications tool in your arsenal.

So . . . what topics do you want to hear about?

We book speakers a couple of months ahead of time, and April is open.

What topics would you like to hear about? Do you have any suggestions for future speakers?

Our March 8 meeting

"Personal Branding: How Service Businesses Can Create an Emotional Connection with Clients and Their Markets." Our speakers are Mark Nead and Mark Zust of Nead Brand Partners.