

Business Breakfast Seminar on “How To Write Effective Advertising Guaranteed to Skyrocket your Business Profits”!

2 Power Packed Hours on “HOW to make money through Advertising”!

Come along to this powerful workshop and learn how to write effective advertising that will guarantee massive profits...!

David Bayne Business Mentor, International Speaker and Business Entrepreneur

David Bayne is an International speaker, Executive Business Mentor and Entrepreneur. David has created “The Business Fundamentals” based on 20 years of gathering knowledge and learning from multi million dollar mentors and successful business owners. He encompasses all that he teaches and has become an extraordinary mentor to thousands of business owners across the country. David not only teaches the fundamentals of business to thousands of people across the country he also has owned and



operated over 15 of his own businesses and understands first hand how business works! *“With David’s marketing and sales strategies and communication training, we doubled our business turnover, purchased another business with no money down and won the business of the year award”! David is the ultimate mentor, thank-you! Tim James “The Meat Master”*

If you’re like most business owners, you’d probably like more money out of your business and enjoy the luxury of working only when you want to, not when you have to.

Statistics tell us that approximately 80% of all businesses fail within 5 years. Statistics and past experience suggests that this is due to lack of business understanding, more specifically an inability to understand the fundamentals of Business, set goals, sell and market products and services; create systems for a motivated team to follow.

Join us for 2 Power Packed hours on “HOW to make Money through Advertising” that will **TURBO-charge your business profits**. Best of all, this is simple practical street-wise stuff. Remember people don’t plan to fail they just fail to plan!

Here’s a convenient and extremely good value-for-money way to get access to Executive Business Coach David Bayne. *David* will tutor you with a select group of business people on getting your business to do what you want it to. So instead of your business controlling you, you can get in control! Share your learning with a like minded group of business owners who, like you, want to grow their business and get a life.

What you will learn...!

The Secret to Highly Effective Yellow Pages Advertising

During this section we’ll go into detail about how to improve your advertising. We’ve chosen to do this with Yellow Pages advertising for two reasons. First, since this is where a lot of businesses waste a considerable amount of marketing dollars, not to mention opportunities. And second, because it can be one of your most effective marketing tools when executed correctly.

Seven Ways To Create A Power-Packed, Punchy Headline!

Your heading is the most important part of any advertising but unfortunately for many people they tend to use their rank and serial numbers when putting together any sort of advertising. The fact of the matter is that almost 80% of prospects will read your ‘HEADING’ and if they don’t like what they see they will move onto the next ad. Your heading is vital in any good advertising and it should take up about 25% of your space and it must grab the readers attention. We will teach you some very powerful tools to use to create amazing headlines to get your prospect calling your business.

How to Write Advertising Copy That Will Sell Ice to Eskimos!

“Kodak sells film, but they don’t advertise film. They advertise memories”-theodore Levitt

A lot of advertising reps will tell you not to clutter your ad with a lot of words. “Keep it simple” they’ll say, “use lots of white space”.

Well, it’s not their money on the line for the next 12 months. It’s yours. Your body copy must sell benefits to your clients off the page so they get excited about buying your product or service. During this session we will have YOU creating your own body copy so that you understand how to make ads sell for you off the page every single time.

You’ll learn 203 Power Words and Phrases to use in your advertising to get your business skyrocketing!

BREAKFAST INCLUDED WITH THE SEMINAR: \$35 a ticket (100% tax deductible)

The Advertising workshops will be held on the following date:

Friday: 25th JUNE 2010 at the Brisbane Riverview Hotel 8:30am to 10:30am (8:15am registration)

Yes, please reserve _____ places for the _____

“HOW TO MAKE MONEY THROUGH ADVERTISING” Workshop

Name: _____ Position: _____

Company: _____ Address: _____

Phone (Work) _____ (Home) _____

Mobile _____ E-mail _____

Credit Card: Visa MasterCard Bankcard Amex

Card No.: _____

Exp. Date ___/___ Card Name _____ Sign: _____

Total Investment \$35.00 includes Breakfast

PRIZE DRAW:

\$10,000 worth of Prizes will be WON by one lucky winner on the day of the seminar. *You must present your ticket and be a registered business to win!

1st Prize: Your own Business Coach and Mentor for 12 months: (Value \$4997)



2nd Prize: The Business Fundamentals Home Study Business Program (Value \$2997)



3rd Prize: 30 Hours of Business coaching audio programs (\$997)



SEATS LIMITED: BE QUICK!

Please: Scan and email coach@thebusinessfundamentals.com

Phone: The Business Fundamentals on 1300409573

Fax: (07) 3112-4073

Register Online by clicking this link: <http://www.thebusinessfundamentals.com/tbfworkshop10/wshop10.html>